

	Page	Table	Title	Base Description	Base
●	1	1	Q.10 Have you watched or used any of the following TV channels or services in the last month?	Base: All adults UK	2151
●	29	2	Q.11 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?	Base: All adults UK	2151
●	34	3	Q.12 Now that you've seen a clip about audio description were you aware that this feature was available on some TV programmes?	Base: All who weren't aware of audio description	768
●	39	4	Q.13 Have you told anyone you know about this service?	Base: All aware of audio description	1495
●	44	5	Q.14 Did the person, or any of the persons, you spoke to about the service have a visual impairment?	Base: All who have told someone about the service	136
●	49	6	Q.15 Have you, or anyone you know, ever used audio description services while watching television?	Base: All adults UK	2151
●	54	7	Q.16 Do any of the people you know who use audio description services have a visual impairment? By 'visual impairment' we mean a sight problem that is not corrected by glasses or contact lenses?	Base: All who know audio description users	115
●	59	8	Q.17 Would you classify yourself as having a visual impairment? By visual impairment we mean a sight problem that is not corrected by glasses or contact lenses?	Base: All adults UK	2151

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2151	1048	1103	220	321	309	293	320	397	291	541	602	1008
Weighted Base	2151	1044	1107	304	376	378	329	346	242	175	680	707	764
BBC One	1677	804	873	195	251	277	275	302	216	159	446	553	678
	78%	77%	79%	64%	67%	73% ^c	84% ^{cde}	87% ^{cde}	89% ^{cdef}	91% ^{cde}	66%	78% ^j	89% ^{kl}
BBC Two	1346	675	671	131	180	213	218	263	197	143	312	432	603
	63%	65%	61%	43%	48%	56% ^{cd}	66% ^{cde}	76% ^{cdef}	81% ^{cdef}	82% ^{cde}	46%	61% ^j	79% ^{kl}
BBC Four	891	455	436	90	122	130	144	186	127	92	212	274	405
	41%	44%	39%	29%	33%	34%	44% ^{cde}	54% ^{cdef}	52% ^{cdef}	53% ^{cde}	31%	39% ^j	53% ^{kl}
ITV\STV\UTV	1283	597	686	138	168	193	227	240	183	134	305	420	558
	60%	57%	62% ^a	45%	45%	51%	69% ^{cde}	69% ^{cde}	76% ^{cde}	77% ^{cde}	45%	59% ^j	73% ^{kl}
Channel 4	1302	630	672	147	189	203	216	246	181	120	337	419	546
	61%	60%	61%	48%	50%	54%	66% ^{cde}	71% ^{cde}	74% ^{cdef}	68% ^{cde}	49%	59% ^j	72% ^{kl}
Channel 5	1136	553	583	110	158	171	202	225	159	110	268	373	494
	53%	53%	53%	36%	42%	45% ^c	62% ^{cde}	65% ^{cde}	66% ^{cde}	63% ^{cde}	39%	53% ^j	65% ^{kl}
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	261	118	142	27	43	53	42	55	30	10	70	95	95
	12%	11%	13%	9%	11% ⁱ	14% ⁱ	13% ⁱ	16% ^{ci}	12% ⁱ	6%	10%	14%	12%
Sky On Demand\Sky Go	366	189	177	54	74	73	69	63	23	9	128	142	95
	17%	18%	16%	18% ^{hi}	20% ^{hi}	19% ^{hi}	21% ^{hi}	18% ^{hi}	9% ⁱ	5%	19% ^l	20% ^l	12%
Virgin TV catch up\Virgin Media Anywhere	185	104	82	26	29	34	31	37	21	8	56	64	66
	9%	10% ^b	7%	9%	8%	9% ⁱ	9% ⁱ	11% ⁱ	9% ⁱ	4%	8%	9%	9%
Netflix	905	433	473	207	225	198	142	92	33	8	432	341	133
	42%	41%	43%	68% ^{efghi}	60% ^{fghi}	52% ^{fghi}	43% ^{gghi}	26% ^{hi}	14% ⁱ	4%	64% ^{kl}	48% ^l	17%
Amazon Prime\Video	407	203	204	82	98	96	63	49	17	2	180	159	68
	19%	19%	18%	27% ^{fghi}	26% ^{ghi}	25% ^{ghi}	19% ^{hi}	14% ^{hi}	7% ⁱ	1%	26% ^l	23% ^l	9%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2151	1048	1103	220	321	309	293	320	397	291	541	602	1008
Weighted Base	2151	1044	1107	304	376	378	329	346	242	175	680	707	764
Now TV	172	83	89	45	39	36	27	16	8	1	84	63	25
	8%	8%	8%	15% ^{fghi}	10% ^{ghi}	10% ^{ghi}	8% ^{hi}	5% ⁱ	3% ⁱ	1%	12% ^l	9% ^l	3%
BBC Alba	1	-	1	-	-	-	-	-	1	-	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	*
BBC (no detail)	35	20	15	3	4	9	5	6	5	2	7	14	13
	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%
BBC 3	2	1	*	-	-	-	-	1	*	-	-	-	2
	*	*	*	-	-	-	-	*	*	-	-	-	*
BT	5	2	4	2	-	2	1	-	*	-	2	3	*
	*	*	*	1%	-	1%	*	-	*	-	*	*	*
CBS (all references)	3	1	2	-	-	-	1	1	2	-	-	1	2
	*	*	*	-	-	-	*	*	1%	-	-	*	*
Dave	13	10	3	-	1	5	3	1	2	1	1	8	4
	1%	1% ^b	*	-	*	1%	1%	*	1%	1%	*	1% ^j	*
Discovery	6	6	-	-	-	1	1	3	-	*	-	2	3
	*	1% ^b	-	-	-	*	*	1%	-	*	-	*	*
Drama	10	4	6	-	-	-	1	2	6	2	-	1	9
	*	*	*	-	-	-	*	1%	2% ^{cdefg}	1% ^{de}	-	*	1% ^k
E4	10	4	6	-	3	4	-	-	2	-	3	4	2
	*	*	1%	-	1%	1%	-	-	1% ^g	-	*	1%	*
Film 4	6	3	2	-	-	2	2	1	1	-	-	4	2
	*	*	*	-	-	*	1%	*	1%	-	-	1%	*
Film/movie channels (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Fox	2	1	1	-	-	-	1	1	-	-	-	1	1
	*	*	*	-	-	-	*	*	-	-	-	*	*
Free View	10	10	-	-	-	-	1	5	2	2	-	1	9
	*	1% ^b	-	-	-	-	*	2% ^{de}	1% ^{de}	1% ^{de}	-	*	1% ^k
Gold	6	5	1	-	-	1	3	-	1	1	-	4	2
	*	*	*	-	-	*	1%	-	*	1%	-	1%	*

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Weighted Base	2151	1044	1107	304	376	378	329	346	242	175	680	707	764
History	5	5	-	-	-	4	2	-	-	*	-	5	*
	*	1%b	-	-	-	1%	*	-	-	*	-	1%l	*
ITV2	6	1	5	-	-	1	2	1	*	2	-	3	4
	*	*	*	-	-	*	1%	*	*	1% ^d	-	*	*
ITV3	10	5	5	-	-	1	1	3	2	4	-	2	9
	*	1%	*	-	-	*	*	1%	1%	2% ^{cdef}	-	*	1% ⁱ
ITV4	3	2	*	-	-	1	-	1	1	-	-	1	2
	*	*	*	-	-	*	-	*	*	-	-	*	*
More 4	3	2	1	-	-	1	-	1	-	1	-	1	2
	*	*	*	-	-	*	-	*	-	1%	-	*	*
Pick	2	1	1	-	-	-	1	1	*	-	-	1	1
	*	*	*	-	-	-	*	*	*	-	-	*	*
Quest	7	4	3	-	-	1	-	3	1	1	-	1	5
	*	*	*	-	-	*	-	1%	*	1%	-	*	1% ^j
RTE 1 / 2	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
5 Spike	*	*	-	-	-	-	-	-	-	*	-	-	*
	*	*	-	-	-	-	-	-	-	*	-	-	*
Sky News	7	3	4	-	-	-	1	2	2	2	-	1	6
	*	*	*	-	-	-	*	1%	1%	1% ^{de}	-	*	1% ⁱ
Sky 1/Sky 2	8	3	5	-	2	3	-	1	2	-	2	3	3
	*	*	*	-	1%	1%	-	*	1%	-	*	*	*
Sky Atlantic	6	-	6	-	-	1	2	2	-	-	-	4	2
	*	-	1% ^a	-	-	*	1%	1%	-	-	-	*	*
Sky Living	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Movies	8	5	3	-	1	2	2	1	1	2	1	4	4
	*	*	*	-	*	*	1%	*	*	1%	*	1%	*
Sky Sports	27	21	6	1	3	3	6	4	5	4	4	9	14
	1%	2% ^b	1%	*	1%	1%	2%	1%	2% ^c	2% ^c	1%	1%	2%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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Unweighted Base	2151	1048	1103	220	321	309	293	320	397	291	541	602	1008
Weighted Base	2151	1044	1107	304	376	378	329	346	242	175	680	707	764
Sky (all other references)	13 1%	6 1%	7 1%	-	-	4 1%	4 1%	1 *	4 2%cd	1 *	-	8 1%j	5 1%j
Sky (no detail)	68 3%	34 3%	34 3%	9 3%	9 3%	8 2%	14 4%	18 5%ei	7 3%	3 2%	19 3%	22 3%	27 4%
Sports	2 *	* *	2 *	-	-	-	-	1 *	1 *	-	-	-	2 *
5 USA	1 *	1 *	-	-	-	-	1 *	-	1 *	-	-	1 *	1 *
Yesterday	8 *	6 1%	3 *	-	-	-	2 1%	2 1%	2 1%	2 1%cde	-	2 *	6 1%j
You Tube	-	-	-	-	-	-	-	-	-	-	-	-	-
All	4 *	1 *	3 *	-	1 *	-	1 *	1 *	-	-	1 *	1 *	1 *
BT Sports	7 *	5 *	3 *	1 *	-	-	1 *	1 *	2 1%de	2 1%de	1 *	1 *	5 1%
Digital	8 *	4 *	4 *	2 1%	3 1%	1 *	1 *	1 *	-	-	5 1%	2 *	1 *
Any other catch up, on demand or subscription service video-on-demand service	78 4%	39 4%	39 4%	8 3%	17 5%	8 2%	14 4%	12 3%	10 4%	9 5%e	26 4%	22 3%	31 4%
None of the above	143 7%	89 9%b	54 5%	21 7%h	40 11%fghi	35 9%hi	17 5%	17 5%	7 3%	5 3%	61 9%l	52 7%l	30 4%
Don't know	23 1%	11 1%	11 1%	1 *	1 *	5 1%	2 1%	5 2%	6 2%cd	2 1%	2 *	7 1%	13 2%j
SUMMARY CODES													
ANY LINEAR TV CHANNELS	1762 82%	829 79%	933 84%a	217 71%	263 70%	290 77%	289 88%cde	313 91%cde	224 93%cde	165 f	479 70%	579 82%j	703 92%jk

Audio Description Post (QS8026 - 598501)

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Total	GENDER		AGE							AGE			
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)	
Unweighted Base	2151	1048	1103	220	321	309	293	320	397	291	541	602	1008
Weighted Base	2151	1044	1107	304	376	378	329	346	242	175	680	707	764
ANY CATCH UP/ON DEMAND SERVICES	1334	635	698	236	281	270	216	189	103	38	518	486	330
	62%	61%	63%	78% ^{fghi}	75% ^{fghi}	71% ^{fghi}	66% ^{fghi}	55% ^{hi}	42% ⁱ	22%	76% ^{kl}	69% ^l	43%

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base	2151	398	528	468	757	926	1225	958	1193	1667	484	1801	193	95	62
Weighted Base	2151	446	620	446	639	1066	1085	1149	1002	1666	485	1812	183	107*	49*
BBC One	1677 78%	381 85%bcd f	485 78%	342 77%	469 73%	866 81%df	811 75%	888 77%	789 79%	1274 76%	402 83%g	1421 78%	134 73%	77 72%	44 90%klm
BBC Two	1346 63%	309 69%bcd f	390 63%	266 60%	381 60%	699 66%cdf	647 60%	677 59%	669 67%g	1005 60%	341 70%g	1131 62%	115 63%	64 59%	36 74%
BBC Four	891 41%	211 47%cdf	274 44%df	171 38%	234 37%	486 46%cdf	405 37%	453 39%	437 44%	681 41%	209 43%	771 43%amn	75 41%	30 28%	14 29%
ITV\STV\UTV	1283 60%	276 62%	377 61%	251 56%	379 59%	653 61%	630 58%	645 56%	638 64%g	970 58%	313 65%g	1068 59%	116 64%	57 54%	42 86%klm
Channel 4	1302 61%	277 62%	388 63%	261 58%	376 59%	665 62%	637 59%	678 59%	624 62%	997 60%	306 63%	1093 60%	116 64%	56 52%	37 76%km
Channel 5	1136 53%	213 48%	342 55%a	232 52%	350 55%a	555 52%	581 54%	571 50%	565 56%g	880 53%	256 53%	934 52%	110 60%k	55 51%	37 76%klm
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	261 12%	97 22%bcd f	89 14%cdf	38 9%	37 6%	186 17%cdf	75 7%	167 15%h	94 9%	203 12%	58 12%	215 12%	32 18%km	8 8%	5 11%
Sky On Demand\Sky Go	366 17%	90 20%df	127 20%df	80 18%df	69 11%	217 20%df	149 14%	241 21%h	125 12%	283 17%	83 17%	303 17%	32 18%	22 21%	9 18%
Virgin TV catch up\Virgin Media Anywhere	185 9%	43 10%	59 10%	33 7%	50 8%	103 10%	83 8%	110 10%	75 7%	156 9%j	29 6%	162 9%n	20 11%mn	4 4%	-
Netflix	905 42%	245 55%bcd f	295 48%df	188 42%df	177 28%	540 51%cdf	365 34%cd	629 55%h	277 28%	728 44%j	177 37%	752 42%n	101 55%kmn	40 37%	12 25%
Amazon Prime\Video	407 19%	118 26%cdf	164 26%cdf	64 14%cd	62 10%	281 26%cdf	126 12%	288 25%h	119 12%	323 19%	85 17%	327 18%n	58 32%kmn	20 19%n	2 5%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

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Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base	2151	398	528	468	757	926	1225	958	1193	1667	484	1801	193	95	62
Weighted Base	2151	446	620	446	639	1066	1085	1149	1002	1666	485	1812	183	107*	49*
Now TV	172	29	63	45	35	93	79	108	64	135	37	145	18	7	2
	8%	7%	10%d	10%d	5%	9%d	7%	9%h	6%	8%	8%	8%	10%	7%	4%
BBC Alba	1	-	1	-	-	1	-	-	1	-	1	-	1	-	-
	*	-	*	-	-	*	-	-	*	-	*	-	*k	-	-
BBC (no detail)	35	16	14	2	2	30	5	20	15	25	9	32	1	1	-
	2%	4%cdf	2%cdf	1%	*	3%cdf	*	2%	1%	2%	2%	2%	1%	1%	-
BBC 3	2	1	-	*	-	1	*	-	2	*	1	-	-	-	-
	*	*	-	*	-	*	*	-	*	*	*	-	-	-	-
BT	5	2	-	2	1	2	4	2	3	1	4	4	*	-	1
	*	*	-	1%	*	*	*	*	*	*	1% <i>i</i>	*	*	-	2% <i>k</i>
CBS (all references)	3	2	1	-	1	3	1	2	2	2	2	2	-	-	1
	*	*	*	-	*	*	*	*	*	*	*	*	-	-	2% <i>kl</i>
Dave	13	3	1	4	5	4	9	8	5	11	2	10	1	1	*
	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	*	1%	1%
Discovery	6	1	-	3	1	1	5	3	2	4	2	4	1	-	1
	*	*	-	1% <i>be</i>	*	*	*	*	*	*	*	*	1%	-	2% <i>k</i>
Drama	10	1	1	2	6	2	8	1	9	7	3	7	-	2	*
	*	*	*	*	1%	*	1%	*	1% <i>g</i>	*	1%	*	-	2%	1%
E4	10	4	4	1	1	8	2	6	3	8	2	9	-	-	1
	*	1% <i>f</i>	1%	*	*	1%	*	1%	*	*	*	*	-	-	2%
Film 4	6	2	1	-	3	3	3	3	3	5	1	5	-	1	-
	*	*	*	-	*	*	*	*	*	*	*	*	-	1%	-
Film/movie channels (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fox	2	-	-	-	2	-	2	1	1	2	-	2	-	-	-
	*	-	-	-	*	-	*	*	*	*	-	*	-	-	-
Free View	10	1	6	1	2	7	3	4	6	6	4	9	-	-	1
	*	*	1%	*	*	1%	*	*	1%	*	1%	1%	-	-	1%
Gold	6	1	1	1	3	2	4	3	3	6	-	6	-	-	-
	*	*	*	*	*	*	*	*	*	*	-	*	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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Unweighted Base	2151	398	528	468	757	926	1225	958	1193	1667	484	1801	193	95	62
Weighted Base	2151	446	620	446	639	1066	1085	1149	1002	1666	485	1812	183	107*	49*
History	5	-	2	1	3	2	4	3	3	4	1	5	-	-	-
	*	-	*	*	*	*	*	*	*	*	*	*	-	-	-
ITV2	6	1	1	*	4	2	5	2	4	4	2	2	-	1	3
	*	*	*	*	1%	*	*	*	*	*	*	*	-	1%	6%kl
ITV3	10	2	1	2	5	3	7	2	8	10	*	7	-	1	3
	*	*	*	*	1%	*	1%	*	1%	1%	*	*	-	1%	6%kl
ITV4	3	-	-	*	2	-	3	1	2	3	-	2	-	-	1
	*	-	-	*	*	-	*	*	*	*	-	*	-	-	2%kl
More 4	3	1	1	1	-	2	1	2	1	2	1	3	-	-	-
	*	*	*	*	-	*	*	*	*	*	*	*	-	-	-
Pick	2	1	-	*	1	1	1	1	1	1	1	2	-	-	-
	*	*	-	*	*	*	*	*	*	*	*	*	-	-	-
Quest	7	2	2	1	2	4	3	2	4	3	3	5	1	-	1
	*	*	*	*	*	*	*	*	*	*	1%	*	1%	-	2%
RTE 1 / 2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 Spike	*	-	-	*	-	-	*	-	*	-	*	*	-	-	-
	*	-	-	*	-	-	*	-	*	-	*	*	-	-	-
Sky News	7	2	3	1	2	5	2	3	5	6	1	6	1	-	-
	*	*	1%	*	*	*	*	*	*	*	*	*	1%	-	-
Sky 1/Sky 2	8	3	3	*	1	6	1	6	1	7	*	6	1	-	-
	*	1%	1%	*	*	1%	*	1%	*	*	*	*	1%	-	-
Sky Atlantic	6	-	1	4	1	1	5	5	1	5	1	5	1	-	-
	*	-	*	1%e	*	*	*	*	*	*	*	*	1%	-	-
Sky Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Movies	8	4	2	-	2	6	2	5	3	6	2	7	1	-	1
	*	1%	*	-	*	1%	*	*	*	*	*	*	*	-	2%kl

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base	2151	398	528	468	757	926	1225	958	1193	1667	484	1801	193	95	62
Weighted Base	2151	446	620	446	639	1066	1085	1149	1002	1666	485	1812	183	107*	49*
Sky Sports	27 1%	6 1%	9 1%	7 2%	6 1%	14 1%	13 1%	15 1%	13 1%	24 1%	4 1%	22 1%	2 1%	-	3 5%km
Sky (all other references)	13 1%	4 1%	4 1%	3 1%	1 *	9 1%	4 *	8 1%	5 *	12 1%	1 *	11 1%	1 1%	1 1%	-
Sky (no detail)	68 3%	12 3%	24 4%	13 3%	18 3%	37 3%	31 3%	43 4%	25 3%	46 3%	22 5%	45 2%	12 7%km	*	10 20%klm
Sports	2 *	-	*	2 *	-	*	2 *	-	*	1 *	1 *	2 *	-	-	-
5 USA	1 *	-	1 *	-	1 *	1 *	1 *	-	1 *	1 *	-	1 *	-	-	-
Yesterday	8 *	1 *	-	2 *	5 1%be	1 *	7 1%	3 *	6 1%	7 *	1 *	8 *	-	-	-
You Tube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All	4 *	-	1 *	3 1%	-	1 *	3 *	4 *	-	2 *	1 *	1 *	1 1%	1 1%k	-
BT Sports	7 *	*	3 *	2 *	2 *	3 *	4 *	2 *	5 1%	7 *	1 *	7 *	-	-	1 1%
Digital	8 *	-	-	-	8 1%abce	-	8 1%e	3 *	5 1%	8 *	-	-	-	-	8 16%klm
Any other catch up, on demand or subscription service video-on-demand service	78 4%	10 2%	15 2%	13 3%	40 6%abce	25 2%	53 5%abe	34 3%	45 4%	67 4%	11 2%	68 4%	5 3%	5 4%	1 1%
None of the above	143 7%	8 2%	44 7%a	34 8%ae	58 9%ae	51 5%a	92 8%ae	71 6%	72 7%	112 7%	31 6%	120 7%	14 8%	7 6%	2 5%
Don't know	23 1%	3 1%	5 1%	3 1%	11 2%	9 1%	14 1%	6 1%	16 2%g	21 1%	1 *	21 1%	1 *	1 1%	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY				
	AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)	
Unweighted Base 2151	398	528	468	757	926	1225	958	1193	1667	484	1801	193	95	62	
Weighted Base 2151	446	620	446	639	1066	1085	1149	1002	1666	485	1812	183	107*	49*	
SUMMARY CODES															
ANY LINEAR TV CHANNELS	1762 82%	391 88%bcd f	506 82%	358 80%	508 79%	897 84%df	865 80%	930 81%	832 83%	1345 81%	417 86%i	1491 82%	142 78%	84 78%	44 90%
ANY CATCH UP/ON DEMAND SERVICES	1334 62%	343 77%bcd f	419 68%df	278 62%df	294 46%	762 72%cdf	572 53%cd	857 75%h	477 48%	1048 63%	285 59%	1113 61%n	133 73%kn	68 63%n	20 40%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?
 Base: All adults UK

	Total	GOVERNMENT REGIONS												ETHNIC ORIGIN	
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	2151	113	233	189	157	193	205	250	297	164	95	193	62	1891	254
Weighted Base	2151	114	211	187	157	190	209	278	308	158	107*	183	49*	1854	291
BBC One	1677 78%	98 86%cgj	172 81%g	140 75%	131 84%gjk	154 81%g	160 77%	201 72%	240 78%	125 79%	77 72%	134 73%	44 90%cfghjk	1485 80%n	187 64%
BBC Two	1346 63%	75 66%g	130 62%	109 58%	115 73%bcghi	130 69%g	133 64%g	149 54%	194 63%g	96 61%	64 59%	115 63%	36 74%cg	1209 65%n	134 46%
BBC Four	891 41%	47 41%	86 41%	72 38%	80 51%cijl	80 42%j	99 47%ijl	116 42%j	135 44%ijl	57 36%	30 28%	75 41%	14 29%	798 43%n	91 31%
ITV/STV/UTV	1283 60%	79 69%cef	144 68%cefj	102 54%g	106 68%cefj	104 55%g	118 57%g	109 39%	206 67%cef	99 62%g	57 54%g	116 64%g	42 86%abcdefgh	1162 63%n	119 41%
Channel 4	1302 61%	77 67%gj	132 62%g	110 59%g	101 64%g	122 64%g	120 58%g	129 46%	200 65%gj	103 65%gj	56 52%	116 64%g	37 76%cfj	1180 64%n	120 41%
Channel 5	1136 53%	69 61%cg	119 56%cg	85 45%	86 55%g	108 57%cg	114 55%g	112 40%	157 51%g	84 53%g	55 51%	110 60%cg	37 76%bcdefghi	1033 56%n	101 35%
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	261 12%	15 13%ci	31 15%ci	11 6%	22 14%ci	18 9%	34 16%cgi	25 9%	52 17%cegi	8 5%	8 8%	32 18%cegij	5 11%	248 13%n	13 4%
Sky On Demand/Sky Go	366 17%	19 17%	30 14%	37 20%i	34 22%i	37 20%i	40 19%i	42 15%	46 15%	17 11%	22 21%	32 18%	9 18%	327 18%	38 13%
Virgin TV catch up/Virgin Media Anywhere	185 9%	14 12%ijl	29 14%dgijl	14 7%il	8 5%	26 14%dgij	21 10%il	18 7%	28 9%il	4 2%	4 4%	20 11%ijl	-	165 9%	19 6%
Netflix	905 42%	53 47%il	76 36%	86 46%il	59 38%	79 42%l	78 37%	116 42%l	152 49%bdf	53 33%	40 37%	101 55%bdefg	12 25%	782 42%	120 41%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n
 * small base

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	2151	113	233	189	157	193	205	250	297	164	95	193	62	1891	254
Weighted Base	2151	114	211	187	157	190	209	278	308	158	107*	183	49*	1854	291
Amazon Prime/Video	407 19%	19 17% ^l	38 18% ^{il}	35 19% ^{il}	27 17% ^l	31 16% ^l	39 18% ^{il}	46 16% ^l	77 25% ^{egi}	15 10%	20 19% ^l	58 32% ^{abcdef}	2 5%	360 19%	46 16%
Now TV	172 8%	6 6%	14 7%	20 11% ^{gi}	12 7%	20 10% ^{il}	17 8%	15 5%	34 11% ^{agi}	7 4%	7 7%	18 10%	2 4%	155 8%	17 6%
BBC Alba	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-
BBC (no detail)	35 2%	-	13 6% ^{adefgij}	5 3% ^{degi}	-	-	3 1%	-	11 4% ^{degi}	-	1 1%	1 1%	-	35 2% ⁿ	-
BBC 3	2 *	-	-	* *	-	1 1%	-	-	-	-	-	-	-	2 *	-
BT	5 *	-	-	-	-	-	-	-	-	4 3% ^{bcef}	-	* *	1 2% ^{befgh}	5 *	-
CBS (all references)	3 *	-	-	1 1%	-	-	-	-	1 *	-	-	-	1 2% ^{befgk}	3 *	-
Dave	13 1%	-	2 1%	-	1 1%	2 1%	1 1%	1 *	1 *	1 1%	1 1%	1 *	* 1%	13 1%	-
Discovery	6 *	-	3 1%	-	-	-	-	-	-	1 1%	-	1 1%	1 2% ^{cefg}	6 *	-
Drama	10 *	1 *	1 1%	1 1%	1 1%	-	* *	1 *	1 *	1 *	2 2%	-	1 1%	10 1%	-
E4	10 *	-	-	-	-	3 1%	1 *	1 *	4 1%	-	-	-	1 2% ^b	10 1%	-
Film 4	6 *	1 1%	1 1%	-	-	2 1%	-	-	1 *	-	1 1%	-	-	6 *	-
Film/movie channels (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n
 * small base

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	2151	113	233	189	157	193	205	250	297	164	95	193	62	1891	254
Weighted Base	2151	114	211	187	157	190	209	278	308	158	107*	183	49*	1854	291
Fox	2	-	-	-	-	1	-	-	1	-	-	-	-	1	1
	*	-	-	-	-	*	-	-	*	-	-	-	-	*	*
Free View	10	-	-	3	1	1	1	-	4	-	-	-	1	10	-
	*	-	-	2%g	*	1%	*	-	1%	-	-	-	1%g	1%	-
Gold	6	-	1	-	1	2	1	-	1	-	-	-	-	6	-
	*	-	1%	-	1%	1%	1%	-	*	-	-	-	-	*	-
History	5	-	1	-	-	-	1	-	2	1	-	-	-	5	-
	*	-	1%	-	-	-	1%	-	*	1%	-	-	-	*	-
ITV2	6	-	1	1	-	-	-	-	1	-	1	-	3	5	1
	*	-	*	1%	-	-	-	-	*	-	1%	-	6%abcdefg hijkl	*	*
ITV3	10	-	2	*	-	-	1	-	3	-	1	-	3	10	1
	*	-	1%	*	-	-	*	-	1%	-	1%	-	6%abcdefg hijkl	1%	*
ITV4	3	-	1	*	-	-	-	-	*	-	-	-	1	2	1
	*	-	*	*	-	-	-	-	*	-	-	-	2%g	*	*
More 4	3	-	-	1	-	1	-	-	1	-	-	-	-	3	-
	*	-	-	1%	-	1%	-	-	*	-	-	-	-	*	-
Pick	2	-	1	1	*	-	-	-	-	-	-	-	-	1	1
	*	-	*	1%	*	-	-	-	-	-	-	-	-	*	*
Quest	7	1	1	2	-	1	1	-	-	-	-	1	1	7	-
	*	*	1%	1%	-	*	*	-	-	-	-	1%	2%gh	*	-
RTE 1 / 2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 Spike	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-
	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-
Sky News	7	-	1	3	1	1	-	-	1	-	-	1	-	7	-
	*	-	1%	1%	*	*	-	-	*	-	-	1%	-	*	-
Sky 1/Sky 2	8	1	-	3	-	1	*	-	2	-	-	1	-	8	-
	*	*	-	1%	-	*	*	-	1%	-	-	1%	-	*	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

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Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	2151	113	233	189	157	193	205	250	297	164	95	193	62	1891	254
Weighted Base	2151	114	211	187	157	190	209	278	308	158	107*	183	49*	1854	291
Sky Atlantic	6	-	1	1	-	2	-	-	-	-	-	1	-	5	1
	*	-	1%	1%	-	1%	-	-	-	-	-	1%	-	*	*
Sky Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Movies	8	1	2	3	1	-	-	-	-	-	-	1	1	8	-
	*	1%	1%	1%h	1%	-	-	-	-	-	-	*	2%efgh	*	-
Sky Sports	27	1	7	3	2	1	2	2	4	-	-	2	3	24	4
	1%	1%	3%gi	1%	1%	1%	1%	1%	1%	-	-	1%	5%eghij	1%	1%
Sky (all other references)	13	1	3	2	-	1	1	1	2	-	1	1	-	12	1
	1%	1%	1%	1%	-	1%	1%	*	*	-	1%	1%	-	1%	*
Sky (no detail)	68	9	6	4	6	1	3	4	9	4	*	12	10	66	2
	3%	8%bcef ghij	3%	2%	4%e	*	2%	1%	3%	2%	*	7%cefgh j	20%abcdefg hij	4%n	1%
Sports	2	-	*	-	-	-	*	-	1	-	-	-	-	2	-
	*	-	*	-	-	-	*	-	*	-	-	-	-	*	-
5 USA	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-
	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-
Yesterday	8	-	2	-	2	2	1	-	1	-	-	-	-	8	-
	*	-	1%	-	2%	1%	1%	-	*	-	-	-	-	*	-
You Tube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All	4	-	1	-	-	-	-	-	-	-	1	1	-	4	-
	*	-	1%	-	-	-	-	-	-	-	1%	1%	-	*	-
BT Sports	7	1	-	*	2	1	1	-	*	1	-	-	*	6	1
	*	1%	-	*	1%	1%	1%	-	*	*	-	-	1%	*	*
Digital	8	-	-	-	-	-	-	-	-	-	-	-	-	8	-
	*	-	-	-	-	-	-	-	-	-	-	-	16%abcdefg hij	*	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
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Weighted Base	2151	114	211	187	157	190	209	278	308	158	107*	183	49*	1854	291
Any other catch up, on demand or subscription service video-on-demand service	78 4%	2 2%	15 7% ^{adfgik}	12 6% ^{fg}	4 2%	16 9% ^{adfg} ik	2 1%	2 1%	11 4% ^g	4 2%	5 4% ^g	5 3%	*	66 4%	12 4%
None of the above	143 7%	5 4%	8 4%	17 9% ^b	16 10% ^{bh}	10 5%	20 10% ^{bh}	20 7%	15 5%	10 7%	7 6%	14 8%	2 5%	104 6%	38 13% ^m
Don't know	23 1%	-	3 2%	2 1%	1 *	1 1%	-	6 2% ^f	5 2%	2 1%	1 1%	1 *	-	16 1%	6 2%
SUMMARY CODES															
ANY LINEAR TV CHANNELS	1762 82%	103 90% ^{cfg} hjk	183 87% ^{gk}	148 79%	135 86% ^g	164 86% ^{gk}	167 80%	212 76%	248 81%	132 83%	84 78%	142 78%	44 90% ^g	1552 84% ⁿ	204 70%
ANY CATCH UP/ON DEMAND SERVICES	1334 62%	74 65% ^{il}	136 65% ^{il}	118 63% ^{il}	96 61% ^{il}	124 65% ^{il}	119 57% ^l	155 56% ^l	215 70% ^{fgi} l	76 48%	68 63% ^{il}	133 73% ^{dfgil}	20 40%	1173 63% ⁿ	158 54%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?
 Base: All adults UK

	AD AWARENESS						INTERNET ACCESS						INTERNET ACCESS			TENURE		AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Aware (a)	Unaware (b)	Any used (me or someone else) (c)	Used - me (d)	Used - someone else (e)	Not used/DK (f)	Internet access at home (g)	Internet access at work (through workplace network connection) (h)	Internet access via a mobile phone/tablet using a mobile network (e.g. 3G \ 4G access) (i)	Internet access on publicly accessible computers (e.g. internet café, library) (j)	Other type of internet access (k)	None of these \ Don't access the internet (l)	Any Internet access (m)	No Internet access (n)	Fixed Broadband Internet access at home (o)	Own/Mortgage (p)	Rent/Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Unweighted Base	2151	1383	768	193	89	115	1958	1778	524	1337	226	19	297	1854	297	886	1292	859	60	51	72	2077
Weighted Base	2151	1435	716	209	96*	125	1942	1870	650	1490	278	23**	202	1949	202	948	1267	884	68*	52*	67*	2082
BBC One	1677	1147	529	179	81	106	1498	1455	519	1134	211	19	171	1506	171	767	1082	595	58	46	52	1624
	78%	80%b	74%	86%bf	85%b	85%b	77%	78%	80%	76%	76%	81%	84%gij	77%	84%am	81%am	85%q	67%	84%	87%	78%	78%
BBC Two	1346	931	415	140	66	83	1206	1160	405	882	165	12	150	1196	150	623	899	447	40	39	45	1301
	63%	65%b	58%	67%b	69%	66%	62%	62%	62%	59%	59%	51%	74%ghij	61%	74%amo	66%am	71%q	51%	59%	75%	67%	62%
BBC Four	891	615	275	86	47	45	804	779	269	588	121	10	86	805	86	410	592	299	26	18	25	865
	41%	43%	38%	41%	49%	36%	41%	42%	41%	39%	44%	42%	42%	41%	42%	43%	47%q	34%	38%	34%	37%	42%
ITV\STV\UTV	1283	880	403	134	59	83	1149	1087	382	853	159	13	152	1131	152	584	817	466	41	42	42	1240
	60%	61%b	56%	64%	61%	67%b	59%	58%	59%	57%	57%	58%	75%ghij	58%	75%mo	62%	64%q	53%	60%	80%r	63%	60%
Channel 4	1302	914	388	150	72	88	1152	1125	408	882	169	13	135	1167	135	615	843	459	45	41	40	1261
	61%	64%bf	54%	72%abf	75%abf	70%bf	59%b	60%	63%	59%	61%	56%	67%gi	60%	67%am	65%am	67%q	52%	66%	78%	59%	61%
Channel 5	1136	789	347	129	61	76	1007	969	342	758	137	12	130	1006	130	526	724	412	41	35	34	1101
	53%	55%b	48%	62%bf	63%bf	61%b	52%	52%	53%	51%	49%	52%	64%ghij	52%	64%mo	55%	57%q	47%	59%	67%	51%	53%
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	261	213	48	38	17	23	223	259	123	219	51	4	1	260	1	148	186	75	12	11	3	258
	12%	15%bf	7%	18%bf	18%b	18%bf	11%b	14%l	19%gil	15%l	18%l	19%	*	13%n	*	16%n	15%q	8%	18%	21%	4%	12%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?
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Weighted Base	2151	1435	716	209	96*	125	1942	1870	650	1490	278	23**	202	1949	202	948	1267	884	68*	52*	67*	2082
Sky On Demand/Sky Go	366	286	80	67	25	45	299	353	174	313	60	10	9	357	9	204	232	134	24	19	10	356
	17%	20%bf	11%	32%abf	27%bf	36%abf	15%b	19%l	27%gil	21%l	22%l	43%	4%	18%n	4%	21%gn	18%	15%	35%	36%	15%	17%
Virgin TV catch up/Virgin Media Anywhere	185	132	53	21	9	13	165	175	70	145	17	4	9	176	9	80	121	64	9	5	9	176
	9%	9%	7%	10%	10%	11%	8%	9%l	11%jl	10%l	6%	16%	4%	9%n	4%	8%gn	10%	7%	12%	9%	14%	8%
Netflix	905	686	220	107	43	72	798	888	392	767	160	15	3	902	3	472	529	376	46	25	21	883
	42%	48%bf	31%	51%bf	45%b	58%abf	41%b	47%l	60%gil	52%gl	58%gl	63%	2%	46%n	2%	50%gn	42%	43%	68% ^s	48%	31%	42%
Amazon Prime/Video	407	321	86	53	14	43	354	402	200	345	83	9	-	407	-	214	258	149	29	11	7	400
	19%	22%bf	12%	26%bf	15%	34%abd	18%b	21%l	31%gil	23%l	30%gil	37%	-	21%n	-	23%gn	20%	17%	43% ^s	22%	11%	19%
Now TV	172	140	32	16	6	10	156	169	69	133	25	2	3	169	3	90	93	79	4	5	3	168
	8%	10%b	4%	8%	7%	8%	8%b	9%l	11%l	9%l	9%l	9%	1%	9%n	1%	9%gn	7%	9%	6%	10%	5%	8%
BBC Alba	1	1	-	-	-	-	1	1	-	-	-	-	-	1	-	1	1	-	-	-	-	1
	*	*	-	-	-	-	*	*	-	-	-	-	-	*	-	*	-	-	-	-	-	*
BBC (no detail)	35	25	9	2	*	2	32	34	15	31	7	-	1	34	1	31	28	6	1	1	1	34
	2%	2%	1%	1%	*	2%	2%	2%	2%l	2%	3%	-	*	2%	*	3% ^{mn}	2% ^q	1%	2%	1%	1%	2%
BBC 3	2	2	-	*	-	-	1	2	-	2	-	-	-	2	-	*	2	-	-	-	-	2
	*	*	-	*	1%	-	*	*	-	*	-	-	-	*	-	*	*	-	-	-	-	*
BT	5	4	2	1	-	1	4	5	2	5	3	-	-	5	-	1	2	3	1	-	-	5
	*	*	*	*	-	1%	*	*	*	*	1%	-	-	*	-	*	*	*	1%	-	-	*

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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CBS (all references)	3	2	1	-	-	-	3	-	3	-	-	-	1	3	1	1	3	-	-	-	-	3
Dave	13	8	5	1	-	1	12	11	5	5	1	-	2	11	2	4	8	5	1	-	-	13
Discovery	6	3	2	-	-	-	6	6	2	3	-	-	-	6	-	2	3	2	-	-	-	6
Drama	10	6	4	1	1	*	9	5	1	1	-	-	5	5	2	6	4	-	*	-	1	9
E4	10	9	1	-	-	-	10	10	5	8	1	-	-	10	-	4	8	2	-	-	-	10
Film 4	6	3	3	-	-	-	6	5	3	4	-	-	1	5	1	-	4	2	-	-	-	6
Film/movie channels (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fox	2	1	1	-	-	-	2	2	-	2	-	-	-	2	-	-	2	-	-	-	-	2
Free View	10	9	1	-	-	-	10	8	-	3	-	-	1	9	1	6	8	2	-	-	-	10

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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Gold	6	2	4	-	-	-	6	3	1	1	-	-	3	3	3	3	4	3	-	-	1	5	
	*	*	1%	-	-	-	*	*	*	*	-	-	2%	ghij	*	2%	mo	*	*	-	-	1%	*
History	5	4	1	-	-	-	5	5	2	3	-	-	-	5	-	5	3	3	-	-	-	5	
	*	*	*	-	-	-	*	*	*	*	-	-	-	*	-	1%	*	*	-	-	-	*	
ITV2	6	3	3	*	*	-	6	4	1	1	-	-	3	4	3	3	3	3	-	-	-	6	
	*	*	*	*	1%	-	*	*	*	*	-	-	1%	ghi	*	1%	mo	*	*	-	-	-	*
ITV3	10	7	3	1	*	*	10	6	2	2	-	-	5	6	5	5	6	4	-	*	2	9	
	*	*	*	*	1%	*	*	*	*	*	-	-	2%	ghij	*	2%	mo	1%	*	-	1%	2%	u
ITV4	3	2	1	*	*	-	2	2	-	*	-	-	1	2	1	1	1	2	-	-	-	3	
	*	*	*	*	1%	-	*	*	-	*	-	-	*	*	*	*	*	*	-	-	-	-	*
More 4	3	2	1	1	1	-	2	3	2	1	-	-	-	3	-	1	2	1	-	-	1	2	
	*	*	*	*	1%	f	*	*	*	*	-	-	-	*	-	*	*	*	-	-	-	2%	u
Pick	2	1	1	1	1	1	1	2	1	1	-	-	-	2	-	*	1	1	1	-	-	2	
	*	*	*	*	1%	af	*	*	*	*	-	-	-	*	-	*	*	*	1%	-	-	-	*
Quest	7	4	3	1	-	1	5	6	2	2	1	-	1	6	1	4	7	-	1	-	-	7	
	*	*	*	1%	-	1%	*	*	*	*	*	-	*	*	*	*	1%	q	-	2%	-	-	*
RTE 1 / 2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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5 Spike	*	-	*	-	-	-	*	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-
Sky News	7	5	3	-	-	-	7	6	2	3	-	-	2	6	2	5	6	1	-	-	1	6
Sky 1/Sky 2	8	6	1	1	-	1	6	8	4	6	-	-	-	8	-	4	5	2	-	1	-	8
Sky Atlantic	6	5	1	-	-	-	6	6	1	5	-	1	-	6	-	3	5	1	-	-	-	6
Sky Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Movies	8	7	1	-	-	-	8	7	5	6	2	-	2	7	2	5	7	2	-	-	-	8
Sky Sports	27	16	11	-	-	-	27	25	11	22	2	-	3	25	3	12	19	8	-	-	3	25
Sky (all other references)	13	10	3	4	-	4	9	13	5	10	2	-	-	13	-	6	9	4	2	2	-	13
Sky (no detail)	68	51	17	10	2	9	58	65	32	60	17	-	1	66	1	46	48	19	5	3	2	66
	3%	4%	2%	5%	3%	7%bf	3%	3%l	5%l	4%l	6%l	-	1%	3%n	1%	5%n	4%	2%	8%	6%	2%	3%

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Sports	2	*	2	*	-	*	2	1	-	-	-	-	1	1	1	-	1	1	-	*	-	2
5 USA	1	1	-	-	-	-	1	1	-	-	-	-	-	1	-	1	-	1	-	-	-	1
Yesterday	8	7	2	1	-	1	8	5	-	1	-	-	3	5	3	1	7	2	1	-	-	8
You Tube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All	4	4	-	1	-	1	2	4	2	4	-	1	-	4	-	1	2	1	1	-	-	4
BT Sports	7	6	2	-	-	-	7	7	2	3	-	-	*	7	*	3	7	*	-	-	-	7
Digital	8	4	4	-	-	-	8	5	-	6	4	-	1	7	1	5	*	8	-	-	-	8
Any other catch up, on demand or subscription service video-on-demand service	78	46	33	9	3	6	70	65	18	55	4	-	10	69	10	23	38	40	2	3	5	73
None of the above	143	73	70	7	6	3	136	117	30	102	15	-	14	129	14	45	46	97	2	1	7	136
	7%	5%	10%	3%	6%	2%	7%	6%	5%	7%	6%	-	7%	7%	7%	5%	4%	11%	2%	2%	10%	7%

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Don't know	23	11	12	2	2	-	21	14	5	13	1	-	4	18	4	3	13	9	-	-	-	23
	1%	1%	2%	1%	2%	-	1%	1%	1%	1%	*	-	2%g	1%	2%o	*	1%	1%	-	-	-	1%
SUMMARY CODES																						
ANY LINEAR TV CHANNELS	1762	1204	557	186	84	111	1576	1528	533	1195	220	19	178	1584	178	806	1121	641	59	49	55	1706
	82%	84%b	78%	89%bf	88%b	89%bf	81%	82%	82%	80%	79%	81%	88%ghij	81%	88%am	85%mn	88%q	73%	86%	93%	82%	82%
ANY CATCH UP/ON DEMAND SERVICES	1334	977	357	156	63	102	1178	1280	524	1068	213	21	30	1304	30	675	808	526	60	40	36	1297
	62%	68%bf	50%	75%bf	66%b	82%abd	61%b	68%l	81%gil	72%l	77%gl	92%	15%	67%n	15%	71%mn	64%	60%	88%	76%	53%	62%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?
 Base: All adults UK

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/UTV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon PrimeVideo (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	**	261	366	185	905	407	172	102*	614	1537	614
BBC One	1677	1677	1331	873	1238	1255	1104	-	234	323	158	698	319	136	81	448	1228	448
	78%	100%bcdefhijklm	99%defhijklm	98%dehijklm	96%hijklm	96%hijklm	97%hijklm	-	90%klm	88%klm	85%k	77%	78%	79%	79%	73%	80%q	73%
BBC Two	1346	1331	1346	825	1078	1107	992	-	203	269	134	524	255	114	62	353	993	353
	63%	79%ijklm	100%acdefhijklm	93%adefhijklm	84%ahijklm	85%ahijklm	87%adhijklm	-	78%klm	74%kl	72%kl	58%	63%	66%	60%	58%	65%q	58%
BBC Four	891	873	825	891	724	750	693	-	142	191	93	351	184	89	41	234	656	234
	41%	52%kl	61%adjklm	100%abdefhijklm	56%akl	58%akl	61%adjklm	-	54%kl	52%k	50%k	39%	45%	52%k	40%	38%	43%	38%
ITV/STV/UTV	1283	1238	1078	724	1283	1083	966	-	189	270	127	503	248	101	67	337	946	337
	60%	74%klm	80%ahijklm	81%ahijklm	100%abcefhlm	83%ahijklm	85%abchijklm	-	72%klm	74%klm	69%k	56%	61%	59%	65%	55%	62%q	55%
Channel 4	1302	1255	1107	750	1083	1302	1037	-	199	262	137	540	271	116	67	321	981	321
	61%	75%kl	82%ahijklm	84%ahijklm	84%ahijklm	100%abcdhijklm	91%abcdhijklm	-	76%kl	72%k	74%k	60%	67%k	68%	65%o	52%	64%q	52%
Channel 5	1136	1104	992	693	966	1037	1136	-	170	241	121	452	217	91	57	290	845	290
	53%	66%klm	74%ahijklm	78%abhijklm	75%ahijklm	80%abdhijklm	100%abcdehijklm	-	65%klm	66%klm	66%klm	50%	53%	53%	55%	47%	55%q	47%
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	261	234	203	142	189	199	170	-	261	54	22	141	78	31	6	42	219	42
	12%	14%	15%	16%	15%	15%	15%	-	100%abcdehijklm	15%	12%	16%	19%aj	18%	6%	7%	14%q	7%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?
 Base: All adults UK

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/ U TV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcast er catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	**	261	366	185	905	407	172	102*	614	1537	614
Sky On Demand/Sky Go	366	323	269	191	270	262	241	-	54	366	31	209	102	33	11	69	297	69
	17%	19%	20%	21%	21%	20%	21%	-	21%	100%abcdef	17%	23%a	25%aj	19%	11%	11%	19%q	11%
Virgin TV catch up/Virgin Media Anywhere	185	158	134	93	127	137	121	-	22	31	185	108	56	31	8	45	140	45
	9%	9%	10%	10%	10%	11%	11%	-	8%	9%	100%abcdef	12%	14%ai	18%abcdefh	8%	7%	9%	7%
Netflix	905	698	524	351	503	540	452	-	141	209	108	905	332	132	31	188	717	188
	42%	42%	39%	39%	39%	41%	40%	-	54%abcdef	57%abcdef	58%abcde	100%abcdef	82%abcdef	77%abcdef	31%	31%	47%q	31%
Amazon Prime/Video	407	319	255	184	248	271	217	-	78	102	56	332	407	82	15	72	336	72
	19%	19%	19%	21%	19%	21%	19%	-	30%abcdef	28%abcdef	30%abcdef	37%abcde	100%abcdef	48%abcdef	14%	12%	22%q	12%
Now TV	172	136	114	89	101	116	91	-	31	33	31	132	82	172	5	27	145	27
	8%	8%	8%	10%	8%	9%	8%	-	12%cd	9%	17%abcdef	15%abcdef	20%abcde	100%abcdefh	5%	4%	9%q	4%
BBC Alba	1	1	1	1	1	1	1	-	1	-	-	1	1	-	-	-	1	-
	*	*	*	*	*	*	*	-	*	-	-	*	*	-	-	-	*	-
BBC (no detail)	35	32	28	13	27	27	23	-	-	8	12	19	12	3	1	8	27	8
	2%	2%h	2%h	1%	2%h	2%h	2%h	-	-	2%h	6%abcdefh	2%h	3%h	2%	1%	1%	2%	1%
BBC 3	2	2	*	*	*	*	*	-	1	-	-	1	-	-	-	-	2	-
	*	*	*	*	*	*	*	-	*	-	-	*	-	-	-	-	*	-
BT	5	5	5	3	5	5	4	-	2	1	-	3	-	-	2	-	5	-
	*	*	*	*	*	*	*	-	1%	*	-	*	-	-	2%o	-	*	-
CBS (all references)	3	3	2	2	3	2	3	-	2	-	-	*	*	-	-	1	2	1
	*	*	*	*	*	*	*	-	1%	-	-	*	*	-	*	*	*	*

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q
 * small base; ** very small base (under 30) ineligible for sig testing

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?
 Base: All adults UK

	MONTHLY USER													AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS		
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/ U TV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcast er catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/ Sky Go (i)	Virgin TV catch up/ Virgin Media Anywhere (j)	Netflix (k)	Amazon PrimeVid eo (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	**	261	366	185	905	407	172	102*	614	1537	614
Dave	13	13	10	8	12	10	10	-	2	3	-	5	3	-	-	5	8	5
	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	-	1%	1%	1%
Discovery	6	4	4	1	5	4	4	-	1	1	-	4	1	1	-	2	3	2
	*	*	*	*	*	*	*	-	*	*	-	*	*	1%	-	*	*	*
Drama	10	8	8	6	7	5	6	-	1	-	1	*	*	-	1	2	8	2
	*	1%	1%	1%	1%	*	1%	-	1%	-	*	*	*	-	1%	*	*	*
E4	10	10	9	6	9	9	6	-	3	2	-	7	4	1	-	1	9	1
	*	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	-	*	1%	*
Film 4	6	5	5	3	6	5	5	-	-	-	-	2	2	-	1	1	4	1
	*	*	*	*	*	*	*	-	-	-	-	*	*	-	1%	*	*	*
Film/movie channels (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fox	2	2	2	-	2	2	1	-	-	-	-	1	-	-	-	1	1	1
	*	*	*	-	*	*	*	-	-	-	-	*	-	-	-	*	*	*
Free View	10	10	9	7	9	10	8	-	2	1	2	-	1	1	-	1	9	1
	*	1%k	1%k	1%k	1%k	1%k	1%k	-	1%k	*	1%k	-	*	1%k	-	*	1%	*
Gold	6	5	5	4	5	4	5	-	1	-	-	-	-	-	-	4	2	4
	*	*	*	*	*	*	*	-	*	-	-	-	-	-	-	1%	*	*
History	5	5	4	3	5	4	4	-	-	2	-	3	2	1	-	1	4	1
	*	*	*	*	*	*	*	-	-	1%	-	*	*	1%	-	*	*	*
ITV2	6	6	6	2	6	6	6	-	-	1	-	-	1	-	-	3	3	3
	*	*	*	*	*	*	1%k	-	-	*	-	-	*	-	-	*	*	*
ITV3	10	9	9	3	8	7	8	-	2	2	*	2	2	-	1	2	8	2
	*	1%	1%	*	1%	1%	1%	-	1%	*	*	*	*	-	1%	*	1%	*

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	MONTHLY USER													AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS		
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/ U TV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcast er catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/ Sky Go (i)	Virgin TV catch up/ Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/ Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	**	261	366	185	905	407	172	102*	614	1537	614
ITV4	3	3	3	*	3	3	3	-	-	-	-	-	-	-	1	-	3	-
	*	*	*	*	*	*	*	-	-	-	-	-	-	-	1%o	-	*	-
More 4	3	3	3	3	3	3	3	-	-	-	-	1	1	-	1	-	2	1
	*	*	*	*	*	*	*	-	-	-	-	*	*	-	*	-	*	*
Pick	2	1	1	1	1	1	1	-	*	-	-	1	1	-	-	1	1	1
	*	*	*	*	*	*	*	-	*	-	-	*	*	-	*	*	*	*
Quest	7	7	6	4	7	6	6	-	1	-	-	1	*	-	-	3	4	3
	*	*	*	*	1%	*	1%	-	1%	-	-	*	*	-	-	*	*	*
RTE 1 / 2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-
5 Spike	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-
Sky News	7	5	5	3	5	5	5	-	-	-	-	2	1	-	-	3	5	3
	*	*	*	*	*	*	*	-	-	-	-	*	*	-	*	*	*	*
Sky 1/Sky 2	8	6	5	4	8	8	6	-	3	2	-	3	-	-	-	1	6	1
	*	*	*	*	1%	1%	1%	-	1%	1%	-	*	-	-	-	*	*	*
Sky Atlantic	6	6	6	2	6	3	2	-	-	1	-	3	-	-	-	1	5	1
	*	*	*	*	*	*	*	-	*	*	-	*	-	-	*	*	*	*
Sky Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-
Sky Movies	8	7	6	3	7	7	6	-	1	*	-	2	1	-	-	1	7	1
	*	*	*	*	1%	1%	1%	-	*	*	-	*	*	-	*	*	*	*
Sky Sports	27	26	24	9	24	21	20	-	4	7	2	10	2	1	2	9	18	9
	1%	2%	2%	1%	2%	2%	2%	-	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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 Base: All adults UK

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/ U TV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcast er catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon PrimeVideo (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	**	261	366	185	905	407	172	102*	614	1537	614
Sky (all other references)	13 1%	11 1%	8 1%	3 *	12 1%	8 1%	6 *	-	2 1%	3 1%	2 1%	3 *	2 *	*	*	2 *	11 1%	2 *
Sky (no detail)	68 3%	66 4%	50 4%	30 3%	57 4%jm	55 4%jm	50 4%jm	-	17 6%cjlm	28 8%abcdefjklm	2 1%	32 4%	10 2%	1 1%	4 4%	13 2%	55 4%	13 2%
Sports	2 *	2 *	1 *	1 *	2 *	* *	1 *	-	-	-	*	-	-	-	-	2 *	* *	2 *
5 USA	1 *	1 *	1 *	-	-	1 *	-	-	-	-	1 *d	-	-	-	-	-	1 *	-
Yesterday	8 *	8 1%	8 1%	7 1%	8 1%	8 1%	8 1%	-	2 1%	-	-	2 *	1 *	-	-	2 *	7 *	2 *
You Tube	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All	4 *	4 *	2 *	2 *	2 *	4 *	2 *	-	-	2 1%	-	2 *	-	-	-	-	4 *	-
BT Sports	7 *	7 *	7 1%	3 *	6 *	5 *	5 *	-	2 1%k	-	-	*	-	1 1%	-	2 *	6 *	2 *
Digital	8 *	8 *	7 1%	1 *	8 1%	8 1%	8 1%	-	-	-	-	1 *	-	-	-	4 1%	4 *	4 1%
Any other catch up, on demand or subscription service video-on-demand service	78 4%	50 3%	41 3%	22 3%	45 3%jkl	46 4%jkl	39 3%jl	-	8 3%	6 2%	1 1%	17 2%	5 1%	4 3%	5 4%	28 5%	50 3%	28 5%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o - p/q
 * small base; ** very small base (under 30) ineligible for sig testing

Audio Description Post (QS8026 - 598501)

Q.10 Have you watched or used any of the following TV channels or services in the last month?

Base: All adults UK

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STVU TV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon PrimeVideo (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)	
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	**	261	366	185	905	407	172	102*	614	1537	614
None of the above	143 7%	4 *	4 *	2 *	3 *	4 *	1 *	- -	1 *	1 *	1 1%	6 1%	3 1% ^f	4 3% ^{abcdefi}	3 3%	68 11% ⁿ	75 5%	68 11% ^p
Don't know	23 1%	3 *	3 *	2 *	2 *	3 *	3 *	- -	- -	1 *	1 1%	1 *	1 *	- -	2 2%	10 2%	13 1%	10 2%
SUMMARY CODES																		
ANY LINEAR TV CHANNELS	1762 82%	1677 100% ^{hijkl}	1346 100% ^{hijkl}	891 100% ^{hijkl}	1283 100% ^{hijkl}	1302 100% ^{hijkl}	1136 100% ^{hijklm}	- -	238 91% ^{kl}	338 92% ^{kl}	173 93% ^{kl}	733 81%	336 82%	150 87%	88 86% ^o	469 76%	1293 84% ^q	469 76%
ANY CATCH UP/ON DEMAND SERVICES	1334 62%	1047 62%	828 62%	554 62%	786 61%	824 63%	705 62%	- -	261 100% ^{abcde}	366 100% ^{abcde}	185 100% ^{abcde}	905 100% ^{abcde}	407 100% ^{abcde}	172 100% ^{abcdef}	57 56%	300 49%	1034 67% ^q	300 49%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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Audio Description Post (QS8026 - 598501)

Q.11 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?

Base: All adults UK

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2151	1048	1103	220	321	309	293	320	397	291	541	602	1008
Weighted Base	2151	1044	1107	304	376	378	329	346	242	175	680	707	764
Yes	1435	696	739	200	267	268	239	237	137	88	467	507	461
	67%	67%	67%	66%hi	71%hi	71%hi	73%hi	68%hi	56%	50%	69%l	72%l	60%
No	702	339	362	103	107	105	88	107	104	87	211	193	297
	33%	33%	33%	34%	29%	28%	27%	31%	43%cddefg	49%cd	31%	27%	39%kl
Don't know	14	8	6	1	2	5	1	2	2	1	3	6	5
	1%	1%	1%	*	1%	1%	*	1%	1%	*	*	1%	1%

Audio Description Post (QS8026 - 598501)

Q.11 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?

Base: All adults UK

Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
	AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base 2151	398	528	468	757	926	1225	958	1193	1667	484	1801	193	95	62
Weighted Base 2151	446	620	446	639	1066	1085	1149	1002	1666	485	1812	183	107*	49*
Yes 1435 67%	314 70%df	443 71%df	298 67%df	380 59%	757 71%df	678 63%	840 73%h	595 59%	1087 65%	348 72%i	1201 66%	126 69%	77 72%	31 63%
No 702 33%	131 29%	172 28%	145 33%	253 40%abc e	303 28%	398 37%abe	301 26%	400 40%g	567 34%j	134 28%	599 33%	56 31%	30 28%	17 35%
Don't know 14 1%	1 *	5 1%	2 *	6 1%	6 1%	8 1%	8 1%	6 1%	12 1%	3 1%	12 1%	1 1%	-	1 2%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.11 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?

Base: All adults UK

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	2151	113	233	189	157	193	205	250	297	164	95	193	62	1891	254
Weighted Base	2151	114	211	187	157	190	209	278	308	158	107*	183	49*	1854	291
Yes	1435	66	140	125	114	138	141	164	210	102	77	126	31	1270	163
	67%	58%	67%	67%	72%ag	73%ag	68%	59%	68%g	65%	72%g	69%g	63%	68%n	56%
No	702	48	68	62	43	46	65	113	97	56	30	56	17	576	122
	33%	42%de	32%	33%	28%	25%	31%	41%deh jk	32%	35%e	28%	31%	35%	31%	42%m
Don't know	14	-	2	-	-	5	2	2	1	-	-	1	1	8	6
	1%	-	1%	-	-	3%chi	1%	1%	*	-	-	1%	2%c	*	2%m

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.11 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?
 Base: All adults UK

	AD AWARENESS						INTERNET ACCESS						INTERNET ACCESS			TENURE		AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Aware (a)	Unaware (b)	Any used (me or someone else) (c)	Used - me (d)	Used - someone else (e)	Not used/DK (f)	Internet access at home (g)	Internet access at work (through workplace network connection) (h)	Internet access via a mobile phone/tablet using a mobile network (e.g. 3G \ 4G access) (i)	Internet access on publicly accessible computers (e.g. internet café, library) (j)	Other type of internet access (k)	None of these \ Don't access the internet (l)	Any Internet access (m)	No Internet access (n)	Fixed Broadband Internet access at home (o)	Own/Mortgage (p)	Rent/Other (q)	Yes (r)	No (s)	Yes (t)	No (u)	
Unweighted Base	2151	1383	768	193	89	115	1958	1778	524	1337	226	19	297	1854	297	886	1292	859	60	51	72	2077
Weighted Base	2151	1435	716	209	96*	125	1942	1870	650	1490	278	23**	202	1949	202	948	1267	884	68*	52*	67*	2082
Yes	1435	1435	-	200	89	122	1235	1299	509	1043	206	18	97	1339	97	661	868	567	68	51	41	1394
	67%	100%bcdef	-	96%bf	94%bf	98%bf	64%b	69%l	78%gil	70%l	74%l	78%	48%	69%n	48%	70%n	69%q	64%	99%	98%	62%	67%
No	702	-	702	9	6	3	693	560	136	434	70	5	105	597	105	282	391	311	1	1	25	675
	33%	-	98%acdef	4%a	6%a	2%a	36%acde	30%h	21%	29%h	25%	22%	52%ghij	31%	52%mo	30%	31%	35%p	1%	2%	37%	32%
Don't know	14	-	14	-	-	-	14	12	5	13	3	-	1	13	1	4	8	6	-	-	1	13
	1%	-	2%af	-	-	-	1%a	1%	1%	1%	1%	-	*	1%	*	*	1%	1%	-	-	1%	1%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l - m/n/o - p/q - r/s - t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Audio Description Post (QS8026 - 598501)

Q.11 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?

Base: All adults UK

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/ U TV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcast er catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/ Sky Go (i)	Virgin TV catch up/ Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/ Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	-**	261	366	185	905	407	172	102*	614	1537	614
Yes	1435	1147	931	615	880	914	789	-	213	286	132	686	321	140	-	-	1435	-
	67%	68%	69%	69%	69%	70%	69%	-	82% j	82% j	78% j	71% j	76% j	79% j	82% j	-	93% q	-
No	702	520	407	271	395	380	340	-	48	77	53	216	85	32	102	600	102	600
	33%	31% hiklm	30% hiklm	30% hiklm	31% hiklm	29% hiklm	30% hiklm	-	18% j	21% j	29% hm	24% j	21% j	18% j	99% p	98% p	7% p	98% p
Don't know	14	10	9	5	8	8	7	-	-	3	-	4	1	-	1	14	1	14
	1%	1%	1%	1%	1%	1%	1%	-	-	1% j	-	* j	* j	-	1% j	2% j	* j	2% j

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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Audio Description Post (QS8026 - 598501)

Q.12 Now that you've seen a clip about audio description were you aware that this feature was available on some TV programmes?

Base: All who weren't aware of audio description

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	768	378	390	75	98	94	79	104	172	146	173	173	422
Weighted Base	716	347	369	104*	109*	110*	89*	109*	106	87	214	199	303
Yes	102 14%	48 14%	55 15%	18 17%	15 14%	12 11%	14 15%	18 17%	17 16%	9 10%	32 15%	25 13%	44 15%
No	610 85%	297 86%	312 85%	85 82%	95 86%	98 89%	75 84%	90 82%	89 84%	78 90%	180 84%	173 87%	257 85%
Don't know	4 1%	2 1%	2 *	2 1%	-	-	1 1%	2 2%	-	-	2 1%	1 *	2 1%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.12 Now that you've seen a clip about audio description were you aware that this feature was available on some TV programmes?

Base: All who weren't aware of audio description

	Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base	768	127	165	167	309	292	476	263	505	614	154	643	67	32	26
Weighted Base	716	132	177	148	259	309	407	310	406	579	137	611	57*	30**	18**
Yes	102	17	22	26	37	39	64	48	54	86	16	89	7	5	1
	14%	13%	12%	18%	14%	13%	16%	16%	13%	15%	12%	15%	13%	18%	5%
No	610	115	155	121	218	270	339	261	349	489	121	520	48	25	17
	85%	87%	88%	82%	84%	87%	83%	84%	86%	84%	88%	85%	84%	82%	95%
Don't know	4	-	-	-	4	-	4	1	3	4	-	2	2	-	-
	1%	-	-	-	2%e	-	1%	*	1%	1%	-	*	3%k	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.12 Now that you've seen a clip about audio description were you aware that this feature was available on some TV programmes?

Base: All who weren't aware of audio description

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	768	50	87	66	47	53	71	104	103	62	32	67	26	650	114
Weighted Base	716	48*	71*	62*	43*	52*	67*	114*	98*	56*	30**	57*	18**	584	128
Yes	102	8	14	7	12	8	6	15	13	6	5	7	1	87	15
	14%	16%	19%	12%	28% ^{lghi}	16%	9%	13%	13%	11%	18%	13%	5%	15%	12%
No	610	40	57	55	30	43	61	98	85	50	25	48	17	495	112
	85%	84%	81%	88% ^d	69%	84%	91% ^d	86% ^d	87% ^d	89% ^d	82%	84%	95%	85%	87%
Don't know	4	-	-	-	2	-	-	1	-	-	-	2	-	2	2
	1%	-	-	-	4%	-	-	1%	-	-	-	3%	-	*	1%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.12 Now that you've seen a clip about audio description were you aware that this feature was available on some TV programmes?

Base: All who weren't aware of audio description

	AD AWARENESS						INTERNET ACCESS						INTERNET ACCESS			TENURE		AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Aware (a)	Unaware (b)	Any used (me or someone else) (c)	Used - me (d)	Used - someone else (e)	Not used/ DK (f)	Internet access at home (g)	Internet access at work (through workplace network connection) (h)	Internet access via a mobile phone/tablet using a mobile network (e.g. 3G \ 4G access) (i)	Internet access on publicly accessible computers (e.g. internet café, library) (j)	Other type of internet access (k)	None of these \ Don't access the internet (l)	Any Internet access (m)	No Internet access (n)	Fixed Broadband Internet access at home (o)	Own/Mortgage (p)	Rent/Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Unweighted Base	768	-	768	9	6	3	759	571	116	416	62	5	159	609	159	279	451	317	1	1	32	734
Weighted Base	716	**	716	9**	6**	3**	707	571	141	447	73*	5**	106	610	106	286	399	317	1**	1**	26**	688
Yes	102	-	102	5	5	1	97	81	15	66	6	-	15	87	15	39	63	39	1	-	5	97
	14%	-	14%	57%	73%	19%	14%	14%	10%	15%	9%	-	14%	14%	14%	14%	16%	12%	100%	-	19%	14%
No	610	-	610	4	2	2	606	487	125	378	65	5	91	519	91	245	334	275	-	1	21	588
	85%	-	85%	43%	27%	81%	86%	85%	88%	85%	89%	100%	86%	85%	86%	85%	84%	87%	-	100%	81%	85%
Don't know	4	-	4	-	-	-	4	4	2	2	2	-	-	4	-	3	2	2	-	-	-	3
	1%	-	1%	-	-	-	1%	1%	1%	1%	2%	-	-	1%	-	1%	*	1%	-	-	-	*

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.12 Now that you've seen a clip about audio description were you aware that this feature was available on some TV programmes?

Base: All who weren't aware of audio description

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/UTV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	768	590	480	309	461	446	398	-	49	79	57	192	72	31	112	656	112	656
Weighted Base	716	529	415	275	403	388	347	**	48*	80*	53*	220	86*	32**	102*	614	102*	614
Yes	102	81	62	41	67	67	57	-	6	11	8	31	15	5	102	-	102	-
	14%	15%	15%	15%	17%	17%	16%	-	12%	14%	16%	14%	17%	16%	100%o	-	100%q	-
No	610	444	350	232	334	319	288	-	42	68	45	187	72	27	-	610	-	610
	85%	84%	84%	84%	83%	82%	83%	-	88%	85%	84%	85%	83%	84%	-	99%n	-	99%p
Don't know	4	4	3	2	3	2	2	-	-	1	-	2	-	-	-	4	-	4
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	1%	-	-	-	1%	-	1%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.13 Have you told anyone you know about this service?

Base: All aware of audio description

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	1495	723	772	156	237	226	227	233	256	160	393	453	649
Weighted Base	1537	744	793	217	282	280	253	255	154	97	499	533	506
Yes - Relative	79 5%	39 5%	41 5%	8 4%	18 6%	10 4%	11 4%	17 7%	11 7%	3 4%	26 5%	21 4%	32 6%
Yes - Friend	65 4%	29 4%	36 5%	15 7% ⁱ	11 4%	12 4%	9 4%	8 3%	8 5%	2 2%	27 5%	21 4%	18 4%
Yes - Someone else	5 *	- -	5 1% ^a	1 *	- -	2 1%	1 *	1 1%	- -	- -	1 *	3 1%	1 *
Yes - contacts through work	14 1%	2 *	12 2% ^a	3 1%	4 1%	2 1%	4 2%	1 *	- -	- -	6 1%	6 1%	1 *
No - not told anyone	1367 89%	672 90%	695 88%	192 88%	243 86%	251 90%	228 90%	229 90%	134 87%	91 94% ^{dh}	435 87%	479 90%	454 90%
SUMMARY CODE													
YES	144 9%	61 8%	83 10%	23 10%	31 11% ⁱ	21 8%	24 10%	24 9%	17 11% ⁱ	4 5%	53 11%	45 8%	45 9%
Don't know/Can't remember	27 2%	11 1%	16 2%	3 1%	8 3% ^f	8 3% ^f	1 *	2 1%	3 2%	1 1%	11 2%	9 2%	7 1%

Audio Description Post (QS8026 - 598501)

Q.13 Have you told anyone you know about this service?

Base: All aware of audio description

	Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base	1495	285	386	333	491	671	824	736	759	1144	351	1252	136	69	38
Weighted Base	1537	331	465	325	417	796	742	888	650	1173	364	1290	133	83*	32*
Yes - Relative	79	15	29	17	18	44	35	46	33	61	18	68	6	3	2
	5%	4%	6%	5%	4%	6%	5%	5%	5%	5%	5%	5%	5%	4%	7%
Yes - Friend	65	16	19	14	16	36	30	37	28	56	9	60	3	2	1
	4%	5%	4%	4%	4%	4%	4%	4%	4%	5%	3%	5%	2%	3%	3%
Yes - Someone else	5	3	2	-	1	4	1	5	-	2	3	4	-	2	-
	*	1%	*	-	*	1%	*	1%	-	*	1%	*	-	2%k	-
Yes - contacts through work	14	1	7	4	2	8	6	12	1	10	4	13	1	-	-
	1%	*	2%	1%	*	1%	1%	1%h	*	1%	1%	1%	1%	-	-
No - not told anyone	1367	296	405	291	375	701	666	783	584	1046	321	1142	122	74	30
	89%	89%	87%	90%	90%	88%	90%	88%	90%	89%	88%	89%	92%	89%	93%
SUMMARY CODE															
YES	144	33	48	28	34	81	63	87	56	110	34	124	10	7	2
	9%	10%	10%	9%	8%	10%	8%	10%	9%	9%	9%	10%	7%	9%	7%
Don't know/Can't remember	27	2	12	5	8	13	13	18	9	17	10	24	1	2	-
	2%	*	3%	2%	2%	2%	2%	2%	1%	1%	3%	2%	1%	2%	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.13 Have you told anyone you know about this service?

Base: All aware of audio description

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	1495	71	160	131	122	151	142	160	207	108	69	136	38	1339	154
Weighted Base	1537	74*	154	132	126	146	147	179	223	109*	83*	133	32*	1357	178
Yes - Relative	79 5%	3 4%	6 4%	11 9%	4 3%	7 5%	9 6%	10 6%	10 5%	7 6%	3 4%	6 5%	2 7%	72 5%	7 4%
Yes - Friend	65 4%	5 6% ^d	6 4% ^d	6 4% ^d	-	4 3%	7 5% ^d	17 9% ^{dek}	10 4% ^d	6 6% ^d	2 3%	3 2%	1 3%	58 4%	8 4%
Yes - Someone else	5 *	-	1 1%	-	-	-	-	1 1%	-	1 1%	2 2%	-	-	5 *	-
Yes - contacts through work	14 1%	2 2% ^h	4 2% ^h	1 1%	2 1%	1 1%	3 2%	1 *	-	-	-	1 1%	-	11 1%	2 1%
No - not told anyone	1367 89%	68 91%	141 91% ^g	114 86%	120 96% ^{cf} ^{gi}	135 92% ^g	124 84%	148 83%	199 89%	93 86%	74 89%	122 92% ^g	30 93%	1203 89%	161 91%
SUMMARY CODE															
YES	144 9%	6 9%	13 8%	18 13% ^{de}	5 4%	9 6%	16 11%	26 15% ^{de}	19 8%	12 11%	7 9%	10 7%	2 7%	129 10%	14 8%
Don't know/Can't remember	27 2%	-	*	*	-	3 2%	7 4% ^{bcd}	5 3%	6 3%	3 3%	2 2%	1 1%	-	24 2%	2 1%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.13 Have you told anyone you know about this service?
 Base: All aware of audio description

	AD AWARENESS						INTERNET ACCESS						INTERNET ACCESS			TENURE		AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Aware (a)	Unaware (b)	Any used (me or someone else) (c)	Used - me (d)	Used - someone else (e)	Not used/ DK (f)	Internet access at home (g)	Internet access at work (through workplace network connection) (h)	Internet access via a mobile phone/tablet using a mobile network (e.g. 3G \ 4G access) (i)	Internet access on publicly accessible computers (e.g. internet café, library) (j)	Other type of internet access (k)	None of these \ Don't access the internet (l)	Any Internet access (m)	No Internet access (n)	Fixed Broadband Internet access at home (o)	Own/Mortgage (p)	Rent/Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Unweighted Base	1495	1383	112	189	87	113	1306	1288	420	984	168	14	162	1333	162	646	911	584	60	50	45	1450
Weighted Base	1537	1435	102*	205	94*	123	1332	1380	524	1109	212	18**	111	1426	111	700	931	606	68*	51*	46*	1491
Yes - Relative	79	76	4	43	14	30	37	74	34	64	18	-	4	76	4	45	50	30	17	13	6	73
	5%	5%f	4%	21%abf	15%abf	24%abf	3%	5%	7%	6%	9%	-	3%	5%	3%	7%	5%	5%	25%	25%	14%u	5%
Yes - Friend	65	65	*	36	23	17	29	60	27	48	23	-	3	62	3	34	41	24	9	8	7	59
	4%	5%f	*	18%abf	24%abf	14%abf	2%	4%	5%	4%	11%ghil	-	3%	4%	3%	5%	4%	4%	13%	15%	15%u	4%
Yes - Someone else	5	5	-	2	-	2	4	5	3	4	-	-	-	5	-	-	4	1	2	-	-	5
	*	*	-	1%	-	1%	*	*	1%	*	-	-	-	*	-	-	*	*	3%	-	-	*
Yes - contacts through work	14	13	1	10	-	10	3	13	7	12	4	-	-	14	-	5	5	9	9	1	-	14
	1%	1%f	1%	5%adf	-	8%abdf	*	1%	1%	1%	2%	-	-	1%	-	1%	1%	1%	13%	2%	-	1%
No - not told anyone	1367	1270	97	130	65	73	1237	1223	459	982	170	18	104	1263	104	624	824	543	37	32	34	1333
	89%	89%cde	95%cde	63%	69%	59%	93%acde	89%j	88%j	89%j	80%	100%	94%j	89%	94%	89%	88%	90%	54%	63%	74%	89%t
SUMMARY CODE																						
YES	144	139	5	74	29	49	70	133	61	110	39	-	6	138	6	69	92	52	31	18	12	132
	9%	10%f	5%	36%abf	31%abf	40%abf	5%	10%	12%l	10%	18%ghil	-	6%	10%	6%	10%	10%	9%	46%	35%	25%u	9%
Don't know/Can't remember	27	26	*	1	-	1	26	24	4	17	3	-	1	26	1	7	15	11	-	1	1	26
	2%	2%	*	*	-	1%	2%	2%	1%	2%	1%	-	1%	2%	1%	1%	2%	2%	-	2%	1%	2%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.13 Have you told anyone you know about this service?
 Base: All aware of audio description

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/ U TV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcast er catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/ Sky Go (i)	Virgin TV catch up/ Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/ Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	1495	1221	1009	667	953	981	863	-	201	254	134	600	276	122	112	-	1495	-
Weighted Base	1537	1228	993	656	946	981	845	**	219	297	140	717	336	145	102*	**	1537	**
Yes - Relative	79	64	56	37	54	57	53	-	13	19	7	36	17	7	4	-	79	-
	5%	5%	6%	6%	6%	6%	6%	-	6%	6%	5%	5%	5%	5%	4%	-	5%	-
Yes - Friend	65	52	43	34	38	47	40	-	9	20	6	35	15	3	*	-	65	-
	4%	4%	4%	5%	4%	5%	5%	-	4%	7%	4%	5%	4%	2%	*	-	4%	-
Yes - Someone else	5	3	3	-	1	1	1	-	1	2	-	4	2	1	-	-	5	-
	*	*	*	-	*	*	*	-	1%	1%	-	1%	1%	1%	-	-	*	-
Yes - contacts through work	14	7	4	3	6	5	4	-	5	5	-	6	5	-	1	-	14	-
	1%	1%	*	*	1%	1%	*	-	2%abcef	2%b	-	1%	1%	-	1%	-	1%	-
No - not told anyone	1367	1100	888	580	850	868	749	-	195	256	121	633	290	130	97	-	1367	-
	89%	90%	89%	88%	90%	88%	89%	-	89%	86%	86%	88%	86%	90%	95%	-	89%	-
SUMMARY CODE																		
YES	144	111	91	64	84	96	83	-	23	37	13	72	36	10	5	-	144	-
	9%	9%	9%	10%	9%	10%	10%	-	10%	13%	9%	10%	11%	7%	5%	-	9%	-
Don't know/Can't remember	27	17	14	12	13	17	13	-	2	3	7	12	10	5	*	-	27	-
	2%	1%	1%	2%	1%	2%	2%	-	1%	1%	5%abcdeh	2%	3%	4%	*	-	2%	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.14 Did the person, or any of the persons, you spoke to about the service have a visual impairment?

Base: All who have told someone about the service

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	136	56	80	17	26	17	21	20	28	7	43	38	55
Weighted Base	144	61*	83*	23**	31**	21**	24**	24**	17**	4**	53*	45*	45*
Yes	63	21	43	11	13	7	13	13	4	2	24	20	19
	44%	34%	52%	50%	42%	32%	54%	56%	26%	40%	45%	44%	43%
No	79	40	39	11	18	14	10	10	13	3	29	24	26
	55%	66% ^b	47%	50%	58%	68%	41%	44%	74%	60%	55%	54%	57%
Don't know	1	-	1	-	-	-	1	-	-	-	-	1	-
	1%	-	1%	-	-	-	4%	-	-	-	-	2%	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.14 Did the person, or any of the persons, you spoke to about the service have a visual impairment?

Base: All who have told someone about the service

	Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base	136	28	39	28	41	67	69	71	65	105	31	117	11	5	3
Weighted Base	144	33**	48*	28**	34*	81*	63*	87*	56*	110*	34**	124	10**	7**	2**
Yes	63	14	25	10	15	38	25	41	23	43	21	51	5	6	1
	44%	41%	51%	35%	45%	47%	40%	46%	41%	39%	61%	41%	53%	88%	43%
No	79	20	23	18	18	43	36	46	34	66	13	73	5	1	1
	55%	59%	49%	65%	53%	53%	58%	52%	59%	60%	39%	58%	47%	12%	57%
Don't know	1	-	-	-	1	-	1	1	-	1	-	1	-	-	-
	1%	-	-	-	3%	-	2%	1%	-	1%	-	1%	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.14 Did the person, or any of the persons, you spoke to about the service have a visual impairment?

Base: All who have told someone about the service

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	136	5	14	20	5	10	13	21	17	12	5	11	3	124	12
Weighted Base	144	6**	13**	18**	5**	9**	16**	26**	19**	12**	7**	10**	2**	129	14**
Yes	63	4	7	4	3	5	7	5	12	4	6	5	1	60	4
	44%	65%	57%	24%	49%	56%	42%	19%	62%	33%	88%	53%	43%	46%	26%
No	79	2	4	13	3	4	9	21	7	8	1	5	1	69	11
	55%	35%	35%	76%	51%	44%	58%	81%	38%	67%	12%	47%	57%	53%	74%
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	1%	-	8%	-	-	-	-	-	-	-	-	-	-	1%	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.14 Did the person, or any of the persons, you spoke to about the service have a visual impairment?

Base: All who have told someone about the service

	AD AWARENESS						INTERNET ACCESS						INTERNET ACCESS			TENURE		AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Aware (a)	Unaware (b)	Any used (me or someone else) (c)	Used - me (d)	Used - someone else (e)	Not used/ DK (f)	Internet access at home (g)	Internet access at work (through workplace network connection) (h)	Internet access via a mobile phone/tablet using a mobile network (e.g. 3G \ 4G access) (i)	Internet access on publicly accessible computers (e.g. internet café, library) (j)	Other type of internet access (k)	None of these \ Don't access the internet (l)	Any Internet access (m)	No Internet access (n)	Fixed Broadband Internet access at home (o)	Own/Mortgage (p)	Rent/Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Unweighted Base	136	130	6	64	24	43	72	121	48	96	31	-	10	126	10	61	87	49	27	16	10	126
Weighted Base	144	139	5**	74*	29**	49*	70*	133	61*	110*	39**	-**	6**	138	6**	69*	92*	52*	31**	18**	12**	132
Yes	63	61	2	47	12	38	16	60	27	49	15	-	1	63	1	30	35	29	30	8	10	54
	44%	44% _f	44%	64% _{af}	41%	77% _{af}	23%	45%	45%	45%	38%	-	9%	46%	9%	43%	38%	55%	95%	44%	86%	40%
No	79	77	2	27	17	12	52	73	34	60	24	-	6	74	6	39	57	22	2	10	2	78
	55%	56% _{ce}	37%	36%	59%	23%	75% _{ace}	55%	55%	54%	62%	-	91%	54%	91%	57%	62% _q	43%	5%	56%	14%	59%
Don't know	1	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1
	1%	-	19%	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	2%	-	-	-	1%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.14 Did the person, or any of the persons, you spoke to about the service have a visual impairment?

Base: All who have told someone about the service

	MONTHLY USER															AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/UTV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcast er catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)	
Unweighted Base	136	109	90	66	85	94	81	-	20	30	13	62	31	9	6	-	136	-	
Weighted Base	144	111*	91*	64*	84*	96*	83*	**	23**	37**	13**	72*	36**	10**	5**	**	144	**	
Yes	63	50	38	22	38	41	35	-	12	20	6	39	19	4	2	-	63	-	
	44%	45%	42%	34%	46%	43%	42%	-	51%	55%	46%	55% ^c	54%	37%	44%	-	44%	-	
No	79	61	53	43	44	54	48	-	11	17	7	32	17	6	2	-	79	-	
	55%	55%	58%	66% ^k	53%	57%	58%	-	49%	45%	54%	45%	46%	63%	37%	-	55%	-	
Don't know	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	
	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	19%	-	1%	-	

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.15 Have you, or anyone you know, ever used audio description services while watching television?

Base: All adults UK

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2151	1048	1103	220	321	309	293	320	397	291	541	602	1008
Weighted Base	2151	1044	1107	304	376	378	329	346	242	175	680	707	764
Yes - me	96 4%	49 5%	47 4%	14 5%	17 5%	16 4%	18 5%	17 5%	8 3%	6 3%	31 5%	33 5%	31 4%
Yes someone else	125 6%	60 6%	65 6%	15 5% ⁱ	22 6% ⁱ	26 7% ⁱ	33 10% ^{cghi}	15 4% ⁱ	11 5% ⁱ	2 1%	37 5%	59 8% ^l	29 4%
No	1927 90%	937 90%	990 89%	272 89%	337 90%	335 89%	283 86%	312 90%	221 91% ^f	166 95% ^{cde} fg	609 89%	618 87%	700 92% ^k
Don't know	15 1%	6 1%	9 1%	5 2%	1 *	3 1%	1 *	2 1%	2 1%	1 1%	6 1%	4 1%	5 1%
SUMMARY CODES													
ANY USED (ME OR SOMEONE ELSE)	209 10%	101 10%	108 10%	27 9% ⁱ	38 10% ⁱ	40 11% ⁱ	45 14% ^{hi}	32 9% ⁱ	19 8%	7 4%	66 10%	85 12% ^l	58 8%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

Audio Description Post (QS8026 - 598501)

Q.15 Have you, or anyone you know, ever used audio description services while watching television?

Base: All adults UK

	Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base	2151	398	528	468	757	926	1225	958	1193	1667	484	1801	193	95	62
Weighted Base	2151	446	620	446	639	1066	1085	1149	1002	1666	485	1812	183	107*	49*
Yes - me	96 4%	31 7% ^{bdf}	21 3%	21 5%	22 3%	52 5%	43 4%	49 4%	47 5%	75 5%	21 4%	86 5%	8 4%	1 1%	* 1%
Yes someone else	125 6%	24 5%	53 8% ^{cdf}	19 4%	30 5%	76 7% ^{cf}	49 4%	81 7% ^h	44 4%	92 6%	33 7%	95 5%	16 8%	11 10% ^k	3 6%
No	1927 90%	395 89%	540 87%	406 91%	585 92% ^{bde}	935 88%	992 91% ^{be}	1017 88%	910 91%	1498 90%	428 88%	1632 90%	157 86%	94 87%	44 91%
Don't know	15 1%	2 *	6 1%	1 *	6 1%	8 1%	7 1%	9 1%	7 1%	11 1%	5 1%	6 *	5 3% ^k	3 2% ^k	2 3% ^k
SUMMARY CODES															
ANY USED (ME OR SOMEONE ELSE)	209 10%	49 11%	74 12% ^{df}	38 9%	49 8%	123 11% ^{df}	87 8%	123 11%	86 9%	157 9%	52 11%	174 10%	20 11%	11 10%	3 6%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.15 Have you, or anyone you know, ever used audio description services while watching television?

Base: All adults UK

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	2151	113	233	189	157	193	205	250	297	164	95	193	62	1891	254
Weighted Base	2151	114	211	187	157	190	209	278	308	158	107*	183	49*	1854	291
Yes - me	96 4%	3 2%	5 3%	12 6%h	11 7%h	9 5%h	14 7%h	23 8%bhj	3 1%	7 4%h	1 1%	8 4%h	*	84 5%	12 4%
Yes someone else	125 6%	4 4%	16 8%	11 6%	8 5%	11 6%	14 7%	11 4%	15 5%	6 4%	11 10%gi	16 8%g	3 6%	113 6%	12 4%
No	1927 90%	107 94%k	191 91%	164 88%	137 87%	172 91%	181 87%	245 88%	289 94%cdf gk	145 92%	94 87%	157 86%	44 91%	1651 89%	269 92%
Don't know	15 1%	-	1 *	-	2 1%	-	-	1 *	1 *	3 2%	5	2 3%ceefgh	2 3%cefh	14 1%	1 *
SUMMARY CODES															
ANY USED (ME OR SOMEONE ELSE)	209 10%	7 6%	19 9%	23 12%h	18 12%h	18 9%	28 13%h	32 11%h	18 6%	12 8%	11 10%	20 11%h	3 6%	188 10%	21 7%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.15 Have you, or anyone you know, ever used audio description services while watching television?
 Base: All adults UK

	AD AWARENESS						INTERNET ACCESS						INTERNET ACCESS			TENURE		AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Aware (a)	Unaware (b)	Any used (me or someone else) (c)	Used - me (d)	Used - someone else (e)	Not used/DK (f)	Internet access at home (g)	Internet access at work (through workplace network connection) (h)	Internet access via a mobile phone/tablet using a mobile network (e.g. 3G \ 4G access) (i)	Internet access on publicly accessible computers (e.g. internet café, library) (j)	Other type of internet access (k)	None of these \ Don't access the internet (l)	Any Internet access (m)	No Internet access (n)	Fixed Broadband Internet access at home (o)	Own/Mortgage (p)	Rent/Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Unweighted Base	2151	1383	768	193	89	115	1958	1778	524	1337	226	19	297	1854	297	886	1292	859	60	51	72	2077
Weighted Base	2151	1435	716	209	96*	125	1942	1870	650	1490	278	23**	202	1949	202	948	1267	884	68*	52*	67*	2082
Yes - me	96	89	6	96	96	12	-	85	39	75	21	-	7	88	7	44	59	37	5	6	15	81
	4%	6%bf	1%f	46%abef	100%abcef	9%bf	-	5%	6%	5%	7%	-	4%	5%	4%	5%	5%	4%	8%	12%	22%u	4%
Yes someone else	125	122	3	125	12	125	-	117	58	102	24	3	4	121	4	66	72	53	68	52	5	118
	6%	9%bf	*f	60%abdf	12%bf	100%abcf	-	6%l	9%gl	7%l	9%l	11%	2%	6%n	2%	7%n	6%	6%	100%	100%	8%	6%
No	1927	1224	703	-	-	-	1927	1667	548	1312	231	21	189	1737	189	836	1137	790	-	-	48	1879
	90%	85%cde	98%acde	-	-	-	99%abcde	89%hj	84%	88%hj	83%	89%	94%ghij	89%	94%mo	88%	90%	89%	-	-	71%	90%t
Don't know	15	11	4	-	-	-	15	12	10	10	5	-	2	13	2	7	7	8	-	-	-	14
	1%	1%	1%	-	-	-	1%	1%	2%	1%	2%	-	1%	1%	1%	1%	1%	1%	-	-	-	1%
SUMMARY CODES																						
ANY USED (ME OR SOMEONE ELSE)	209	200	9	209	96	125	-	191	92	168	43	3	11	198	11	106	123	86	68	52	19	189
	70%	14%bf	1%f	100%abf	100%abf	100%abf	-	10%l	14%gl	11%l	15%gl	11%	5%	10%n	5%	11%n	10%	10%	100%	100%	29%u	9%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l - m/n/o - p/q - r/s - t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Audio Description Post (QS8026 - 598501)

Q.15 Have you, or anyone you know, ever used audio description services while watching television?

Base: All adults UK

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/ U TV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcast er catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	**	261	366	185	905	407	172	102*	614	1537	614
Yes - me	96 4%	81 5%	66 5%	47 5%	59 5%	72 5%	61 5%	-	17 7%	25 7%	9 5%	43 5%	14 3%	6 4%	5 4%o	2 *	94 6%q	2 *
Yes someone else	125 6%	106 6%	83 6%	45 5%	83 6%	88 7%	76 7%	-	23 9%c	45 12%abcde	13 7%	72 8%c	43 10%abcdef	10 6%	1 *	2 *	123 8%q	2 *
No	1927 90%	1487 89%i	1197 89%i	798 90%i	1141 89%i	1141 88%i	999 88%i	-	223 85%	298 81%	164 88%	788 87%i	349 86%	154 90%i	97 95%	606 99%o	1321 86%	606 99%p
Don't know	15 1%	11 1%	9 1%	7 1%	8 1%	10 1%	8 1%	-	-	1 *	1 *	10 1%	5 1%	2 1%	-	4 1%	11 1%	4 1%
SUMMARY CODES																		
ANY USED (ME OR SOMEONE ELSE)	209 10%	179 11%	140 10%	86 10%	134 10%	150 12%	129 11%	-	38 15%c	67 18%abcde	21 11%	107 12%	53 13%	16 9%	5 5%o	4 1%	205 13%q	4 1%

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.16 Do any of the people you know who use audio description services have a visual impairment? By 'visual impairment' we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All who know audio description users

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	115	53	62	11	19	21	29	14	17	4	30	50	35
Weighted Base	125	60*	65*	15**	22**	26**	33**	15**	11**	2**	37**	59*	29*
Yes	68	25	44	9	13	18	20	3	5	2	22	38	9
	55%	42%	67% ^a	58%	59%	68%	60%	17%	42%	80%	59%	63% ^l	32%
No	52	32	21	5	9	7	13	13	5	*	14	20	18
	42%	53% ^b	32%	34%	41%	25%	40%	83%	44%	20%	38%	34%	63% ^k
Don't know	4	3	1	1	-	2	-	-	2	-	1	2	2
	3%	6%	2%	8%	-	6%	-	-	14%	-	3%	3%	5%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.16 Do any of the people you know who use audio description services have a visual impairment? By 'visual impairment' we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All who know audio description users

	Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY			
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)
Unweighted Base	115	22	44	17	32	66	49	65	50	85	30	88	15	8	4
Weighted Base	125	24**	53*	19**	30**	76*	49*	81*	44*	92*	33**	95*	16**	11**	3**
Yes	68	14	32	8	14	46	23	47	21	50	18	51	9	8	1
	55%	58%	61%	44%	48%	60%	47%	58%	48%	54%	56%	54%	55%	68%	31%
No	52	10	20	9	14	29	23	31	21	41	11	41	7	2	2
	42%	40%	37%	49%	47%	38%	48%	38%	48%	44%	35%	43%	45%	17%	69%
Don't know	4	*	1	1	2	2	3	3	2	1	3	3	-	2	-
	3%	2%	2%	6%	6%	2%	6%	4%	3%	1%	10%	3%	-	15%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.16 Do any of the people you know who use audio description services have a visual impairment? By 'visual impairment' we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All who know audio description users

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	115	3	16	12	6	11	12	8	14	6	8	15	4	104	11
Weighted Base	125	4**	16**	11**	8**	11**	14**	11**	15**	6**	11**	16**	3**	113*	12**
Yes	68 55%	3 77%	10 62%	4 32%	3 44%	4 35%	9 64%	5 46%	12 80%	2 31%	8 68%	9 55%	1 31%	62 55%	7 55%
No	52 42%	1 23%	6 38%	6 53%	4 56%	7 65%	5 36%	6 54%	3 20%	3 51%	2 17%	7 45%	2 69%	48 42%	4 35%
Don't know	4 3%	-	-	2 15%	-	-	-	-	-	1 18%	2 15%	-	-	3 3%	1 10%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.16 Do any of the people you know who use audio description services have a visual impairment? By 'visual impairment' we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All who know audio description users

	AD AWARENESS						INTERNET ACCESS						INTERNET ACCESS			TENURE		AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Aware (a)	Unaware (b)	Any used (me or someone else) (c)	Used - me (d)	Used - someone else (e)	Not used/ DK (f)	Internet access at home (g)	Internet access at work (through workplace network connection) (h)	Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G\4G access) (i)	Internet access on publicly accessible computers (e.g. internet café, library) (j)	Other type of internet access (k)	None of these \ Don't access the internet (l)	Any Internet access (m)	No Internet access (n)	Fixed Broadband Internet access at home (o)	Own\Mortgage (p)	Rent\Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Unweighted Base	115	112	3	115	11	115	-	105	45	88	19	2	5	110	5	57	64	51	60	51	6	108
Weighted Base	125	122	3**	125	12**	125	-**	117*	58*	102*	24**	3**	4**	121	4**	66*	72*	53*	68*	52*	5**	118*
Yes	68	68	1	68	5	68	-	65	35	57	13	1	1	68	1	34	40	29	68	-	5	64
	55%	56%	19%	55%	46%	55%	-	55%	60%	56%	54%	56%	15%	56%	15%	51%	55%	54%	100% _s	-	86%	54%
No	52	51	1	52	6	52	-	48	22	41	11	1	3	49	3	28	31	22	-	52	1	52
	42%	42%	38%	42%	54%	42%	-	41%	37%	41%	46%	44%	85%	40%	85%	43%	43%	41%	-	100% _t	14%	43%
Don't know	4	3	1	4	-	4	-	4	2	4	-	-	-	4	-	4	2	3	-	-	-	3
	3%	3%	43%	3%	-	3%	-	4%	3%	4%	-	-	-	4%	-	6%	2%	5%	-	-	-	3%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.16 Do any of the people you know who use audio description services have a visual impairment? By 'visual impairment' we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All who know audio description users

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/UTV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	115	99	78	45	80	81	73	-	21	38	14	62	36	8	1	2	113	2
Weighted Base	125	106*	83*	45*	83*	88*	76*	**	23**	45*	13**	72*	43*	10**	1**	2**	123	2**
Yes	68 55%	58 54%	40 49%	26 59%	41 49%	45 52%	41 53%	-	12 53%	24 54%	9 65%	46 64%	29 69%	4 45%	1 100%	-	68 56%	-
No	52 42%	46 43%	39 47%	18 40%	42 50%	41 46%	35 46%	-	11 47%	19 43%	5 35%	25 34%	11 27%	5 55%	-	1 46%	51 42%	1 46%
Don't know	4 3%	3 3%	3 4%	* 1%	* 1%	2 2%	* 1%	-	-	2 4%	-	1 2%	2 4%	-	-	1 54%	3 3%	1 54%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.17 Would you classify yourself as having a visual impairment? By visual impairment we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All adults UK

	Total	GENDER		AGE							AGE		
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	16-34 (j)	35-54 (k)	55+ (l)
Unweighted Base	2151	1048	1103	220	321	309	293	320	397	291	541	602	1008
Weighted Base	2151	1044	1107	304	376	378	329	346	242	175	680	707	764
Yes	67 3%	29 3%	38 3%	8 3%	5 1%	4 1%	7 2%	21 6%def	10 4%de	12 7%cd	14 2%	11 1%	43 6%k
No	2082 97%	1014 97%	1068 96%	295 97%	371 99%ghi	374 99%ghi	322 98%gi	325 94%	232 96%	163 93%	666 98%l	696 99%l	720 94%
Don't know	2 *	1 *	1 *	1 *	-	-	-	1 *	-	-	1 *	-	1 *
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-

Audio Description Post (QS8026 - 598501)

Q.17 Would you classify yourself as having a visual impairment? By visual impairment we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All adults UK

Total	SOCIAL GRADE						WORKING STATUS		AREA		COUNTRY				
	AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	Urban (i)	Rural (j)	England (k)	Scotland (l)	Wales (m)	Northern Ireland (n)	
Unweighted Base	2151	398	528	468	757	926	1225	958	1193	1667	484	1801	193	95	62
Weighted Base	2151	446	620	446	639	1066	1085	1149	1002	1666	485	1812	183	107*	49*
Yes	67	14	19	16	19	32	34	18	49	46	21	56	7	3	*
	3%	3%	3%	4%	3%	3%	3%	2%	5%g	3%	4%	3%	4%	3%	1%
No	2082	432	601	429	620	1033	1048	1130	952	1617	464	1754	175	104	49
	97%	97%	97%	96%	97%	97%	97%	98%h	95%	97%	96%	97%	96%	97%	99%
Don't know	2	-	-	1	1	-	2	1	1	2	-	1	1	-	-
	*	-	-	*	*	-	*	*	*	*	-	*	1%	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.17 Would you classify yourself as having a visual impairment? By visual impairment we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All adults UK

	Total	GOVERNMENT REGIONS											ETHNIC ORIGIN		
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland (l)	White (m)	Minority Ethnic (n)
Unweighted Base	2151	113	233	189	157	193	205	250	297	164	95	193	62	1891	254
Weighted Base	2151	114	211	187	157	190	209	278	308	158	107*	183	49*	1854	291
Yes	67 3%	-	5 2%	15 8% abdefg i	4 3%	4 2%	4 2%	7 3%	14 5% a	2 1%	3 3%	7 4% a	* 1%	58 3%	9 3%
No	2082 97%	114 100% chk	206 98% c	170 91%	153 97% c	186 98% c	204 98% c	271 97% c	294 95%	156 99% c	104 97%	175 96%	49 99% c	1796 97%	280 96%
Don't know	2 *	-	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-	2 1% m
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

* small base

Audio Description Post (QS8026 - 598501)

Q.17 Would you classify yourself as having a visual impairment? By visual impairment we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All adults UK

	AD AWARENESS						INTERNET ACCESS						INTERNET ACCESS			TENURE		AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Aware (a)	Unaware (b)	Any used (me or someone else) (c)	Used - me (d)	Used - someone else (e)	Not used/ DK (f)	Internet access at home (g)	Internet access at work (through workplace network connection) (h)	Internet access via a mobile phone/tablet using a mobile network (e.g. 3G \ 4G access) (i)	Internet access on publicly accessible computers (e.g. internet café, library) (j)	Other type of internet access (k)	None of these \ Don't access the internet (l)	Any Internet access (m)	No Internet access (n)	Fixed Broadband Internet access at home (o)	Own/Mortgage (p)	Rent/Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Unweighted Base	2151	1383	768	193	89	115	1958	1778	524	1337	226	19	297	1854	297	886	1292	859	60	51	72	2077
Weighted Base	2151	1435	716	209	96*	125	1942	1870	650	1490	278	23**	202	1949	202	948	1267	884	68*	52*	67*	2082
Yes	67	41	26	19	15	5	48	53	14	39	14	*	11	56	11	25	36	31	5	1	67	-
	3%	3%	4%	9%abf	15%abef	4%	2%	3%	2%	3%	5%h	2%	6%ghi	3%	6%mo	3%	3%	4%	7%	1%	100%u	-
No	2082	1394	688	189	81	118	1893	1816	637	1449	264	23	191	1891	191	922	1231	851	64	52	-	2082
	97%	97%cd	96%cd	90%	85%	95%cd	98%cd	97%l	98%jl	97%l	95%	98%	94%	97%n	94%	97%n	97%	96%	93%	99%	-	100%t
Don't know	2	-	2	1	-	1	1	2	-	1	-	-	-	2	-	1	-	2	-	-	-	-
	*	-	*	1%af	-	1%af	*	*	-	*	-	-	-	*	-	*	-	*	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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

Audio Description Post (QS8026 - 598501)

Q.17 Would you classify yourself as having a visual impairment? By visual impairment we mean a sight problem that is not corrected by glasses or contact lenses?

Base: All adults UK

	MONTHLY USER														AD AWARENESS AFTER PROMPTING		TOTAL AWARENESS	
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/UTV (d)	Channel 4 (e)	Channel 5 (f)	Any other digital, satellite or cable television channel (g)	Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5) (h)	Sky On Demand/Sky Go (i)	Virgin TV catch up/Virgin Media Anywhere (j)	Netflix (k)	Amazon Prime/Video (l)	Now TV (m)	Aware (n)	Unaware (o)	Aware (p)	Unaware (q)
Unweighted Base	2151	1720	1418	931	1341	1353	1198	-	244	322	181	765	336	147	112	656	1495	656
Weighted Base	2151	1677	1346	891	1283	1302	1136	**	261	366	185	905	407	172	102*	614	1537	614
Yes	67	52	45	25	42	40	34	-	3	10	9	21	7	3	5	21	46	21
	3%	3%	3%	3%	3%	3%	3%	-	1%	3%	5%hl	2%	2%	2%	5%	3%	3%	3%
No	2082	1624	1301	865	1240	1261	1101	-	258	356	176	883	400	168	97	591	1491	591
	97%	97%	97%	97%	97%	97%	97%	-	99%j	97%	95%	98%	98%j	98%	95%	96%	97%	96%
Don't know	2	1	1	1	1	1	1	-	-	-	-	1	-	-	-	2	-	2
	*	*	*	*	*	*	*	-	-	-	-	*	-	-	*	-	-	p
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Fieldwork : 04/01/2019 - 08/01/2019 (Week 01)

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

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