

Media Tracker 2016 data

Audience attitudes to programme standards

Produced by: Saville Rossiter-Base

Sample

- 2,069 adults aged 16+ in the UK
- Quotas set on gender, age, and socio-economic group using Census data for each sample area covered

Data collection

- Face-to-face in-home interviews of around 30 minutes, using CAPI
- Fieldwork conducted across four waves to counter seasonality issues (February, May, August, November 2016)
- Changes in the interview method in 2008 and in 2014 are shown with a dashed line

Data reporting

- Weighted to be nationally representative of the UK
- 2016 data tested against 2015 data for any statistically significant differences ▼▲
- Sub-group data is from 2016 only – with measures for individual age groups tested against the all-adult measure.
- Testing also conducted between socio-economic groups (ABC1/C2DE), by gender and between parents and non-parents

Audience attitudes to programme standards

Opinions about television programmes in general and reasons given among people saying programmes have got worse/ better

Overall levels of offence, nature of offensive material, reactions to and attitudes towards offensive material

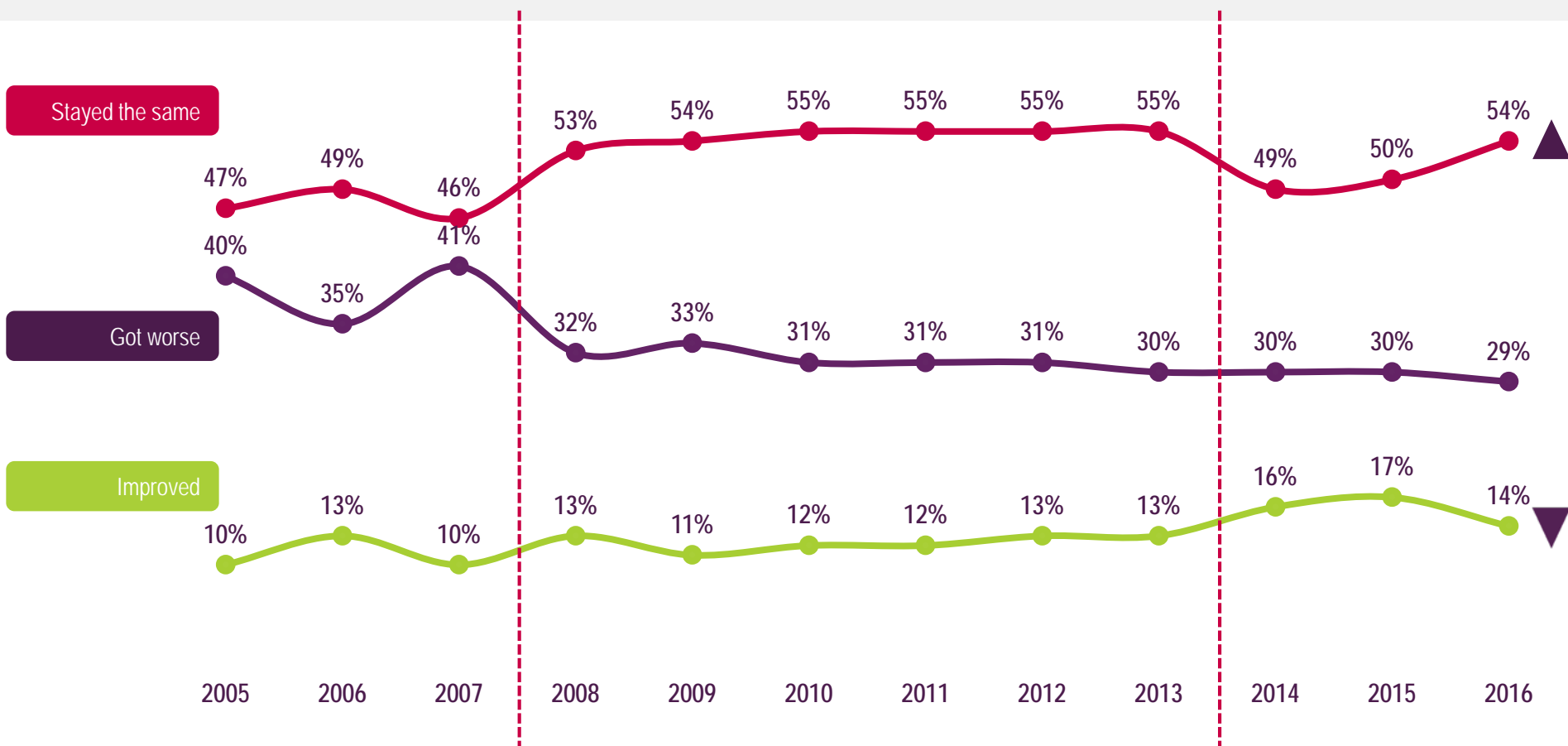
Opinions about the amount of sex, violence and swearing on television

Overall levels of perceived harmful content, nature of harmful content, reactions to harmful content

Attitudes towards showing programmes with sex or violence after 9pm

Over half feel TV programmes have stayed about the same over the past year – this view is more likely than in 2015, while fewer say TV programmes have improved

Attitudes towards programme standards over time: historical view

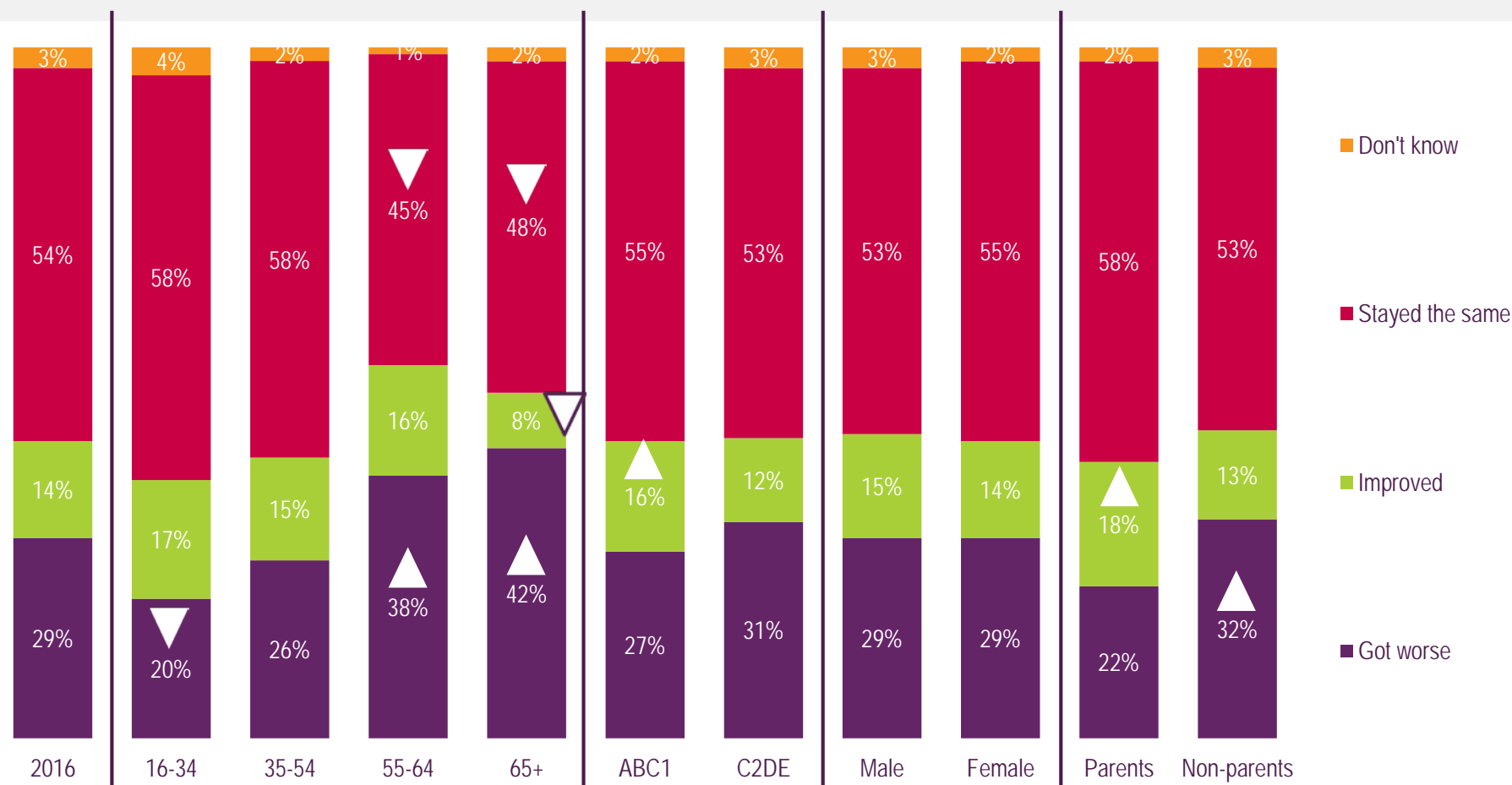


Q20 – Do you feel that over the past year television programmes have improved, got worse or stayed about the same?

Base: All with any TV sets (2,022). NB Base prior to 2014: All with TV, but excluding those never watching. Significance testing shows any difference between 2015 and 2016. Dashed line to show where survey method changed.

Overall, three in ten say TV programmes have got worse over the past year – more likely among older adults at around four in ten

Opinion on the quality of programmes over the last 12 months: 2016 sub-groups

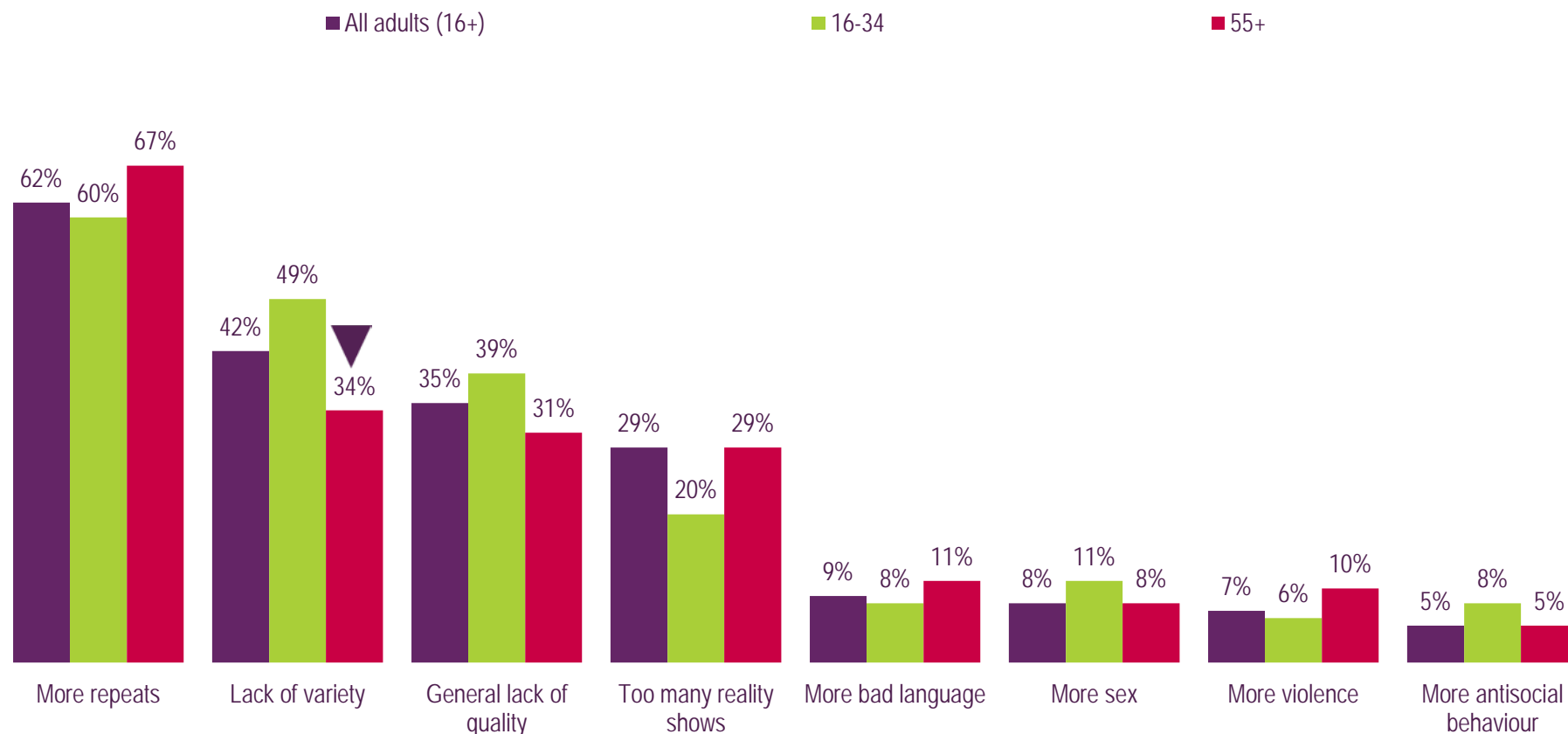


Q20 – Do you feel that over the past year television programmes have improved, got worse or stayed about the same?

Base: All with any TV sets in 2016 (2022); aged 16-34 (573); 35-54 (628); 55-64 (336); 65+ (485); ABC1 (1038); C2DE (983); Male (950); Female (1072); Parents (576); Non-parents (1446). Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

More than half of those who say TV programmes have got worse over the past year (29% of all) cite 'More repeats'

Top reasons given for programmes getting worse: 2016, by age

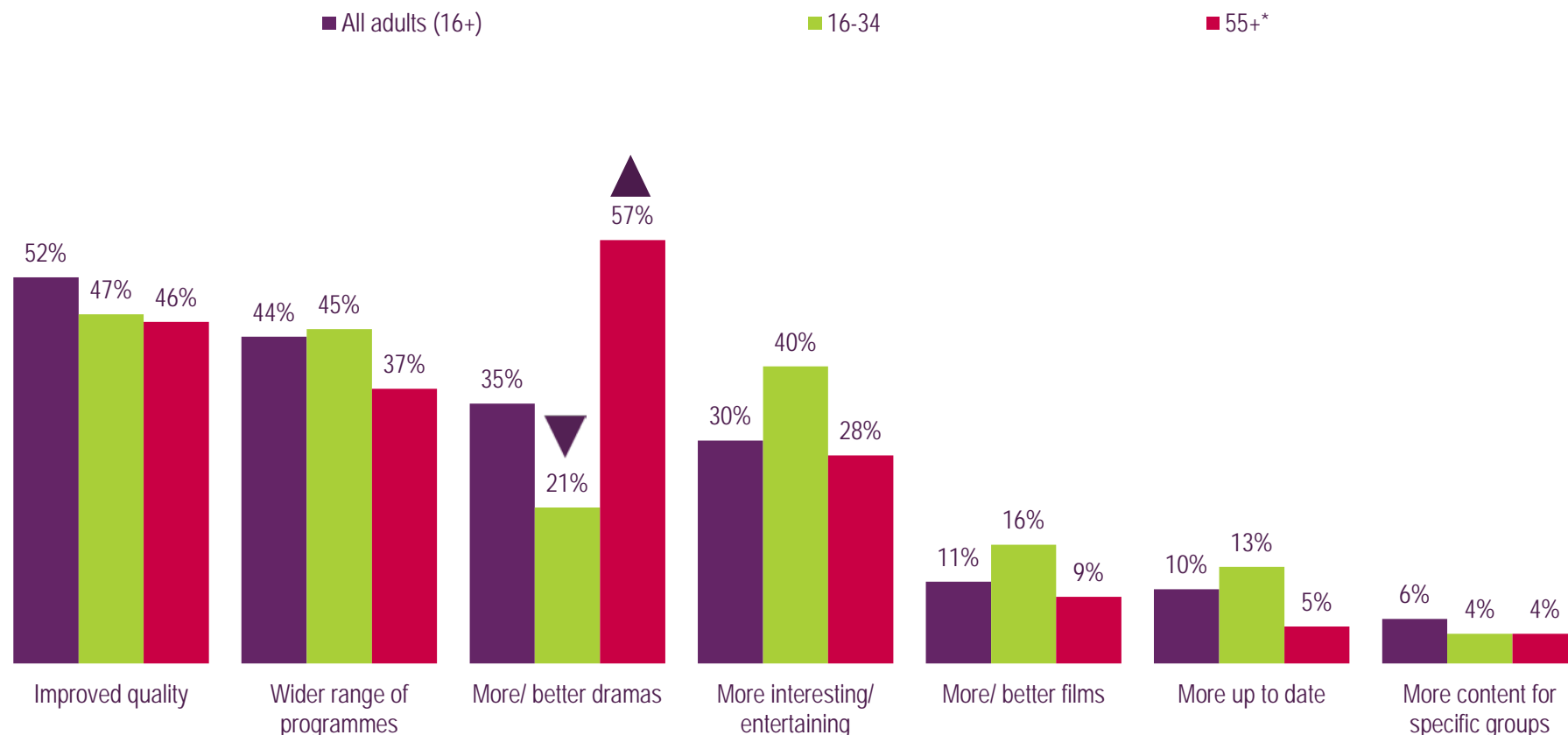


Q22 – In what ways do you think that television programmes have got worse over the past year?

Base: All saying programmes 'got worse' over the past year (634); 16-34 (121); 55+ (350). Unprompted, multicode. Only top individual responses are shown. Significance testing shows no difference between either age group and all adults in 2016.

Around half of those who say TV programmes have improved over the past year (14% of all) cite 'Improved quality' or 'Wider range of programmes'

Top reasons given for programmes having improved: 2016, by age

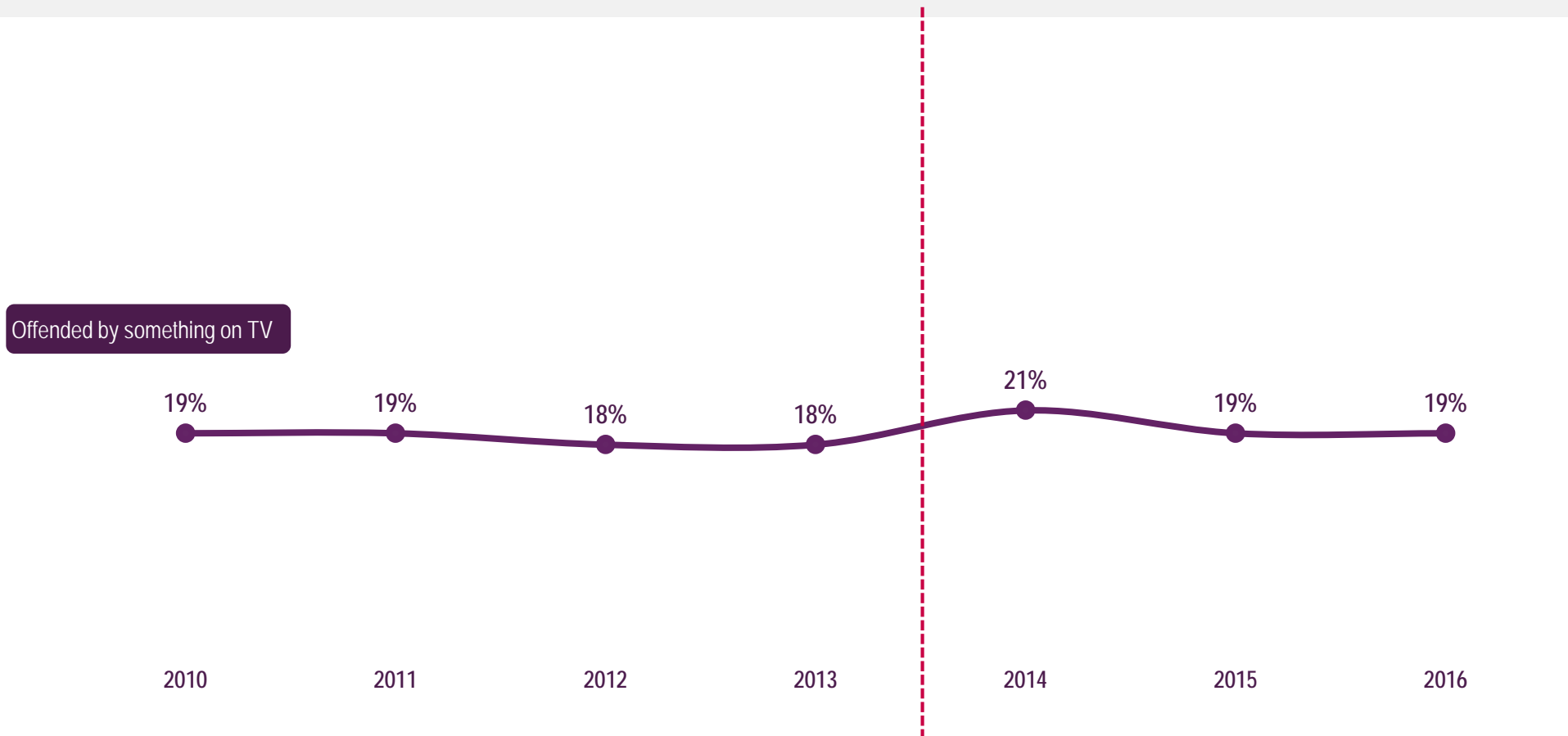


Q21 – In what ways do you think that television programmes have improved over the past year?

Base: All saying programmes 'improved' over the past year (274); 16-34 (104); 55+ (83). Unprompted, multicode. Only top individual responses are shown. Significance testing shows any difference between either age group and all adults in 2016. *Caution: Base under 100, treat as indicative only.

Consistent incidence since 2010 of having found anything on television to be offensive in the last 12 months, at one in five with any TV sets

Overall % of respondents who have been offended by something on TV: historical view

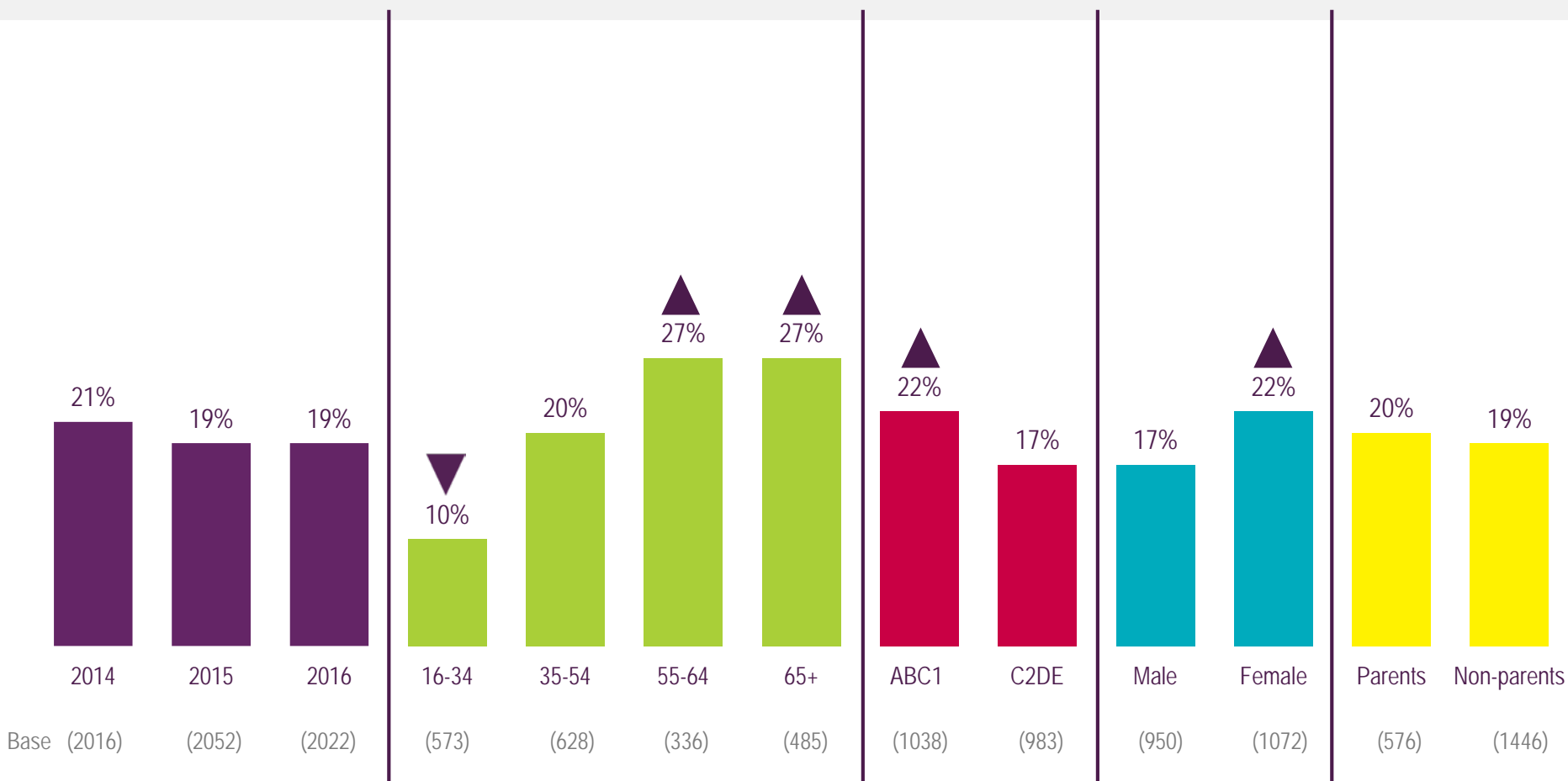


Q41 – In the last 12 months, have you personally found anything on television to be offensive?

Base: All with any TV sets (2,022). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Base pre-2014: All respondents. Dashed line to show where survey method changed.

Finding something on television to be offensive is more likely among older adults, ABC1 adults and females

Overall % with a TV who have been offended by something on TV: 2014-2016 and 2016 sub-groups

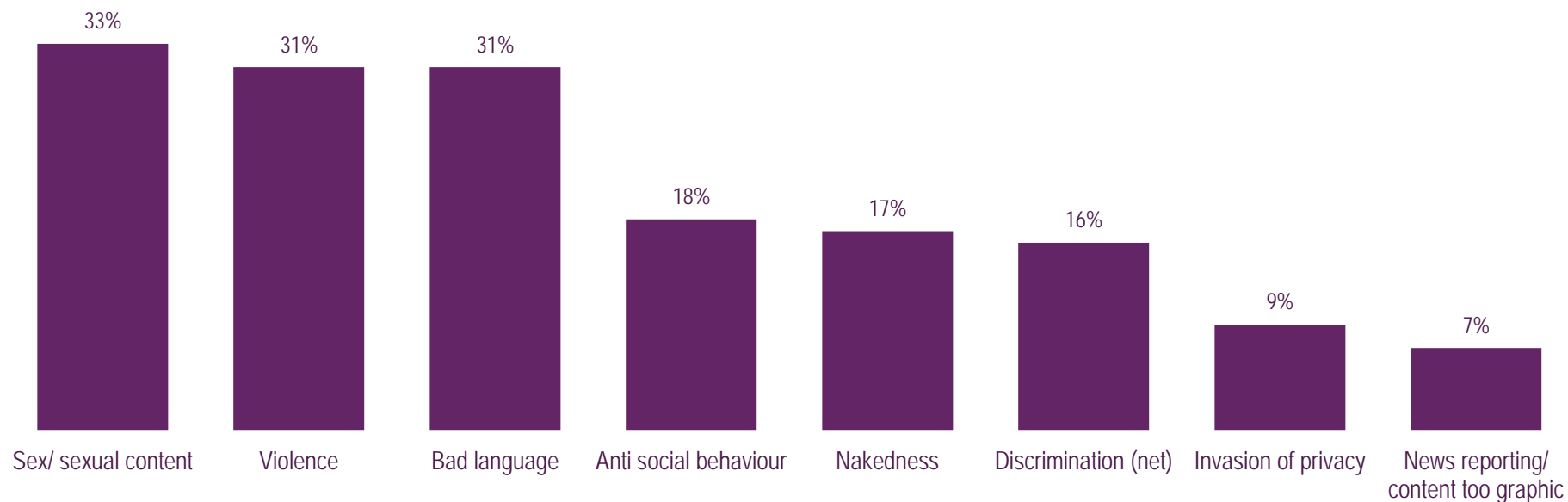


Q41 – In the last 12 months, have you personally found anything on television to be offensive?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2015 and 2016, between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

Sex, violence and bad language are the most likely types of material to be nominated by those offended (19% of all), at around one-third each

Type of material on TV which offended: 2016

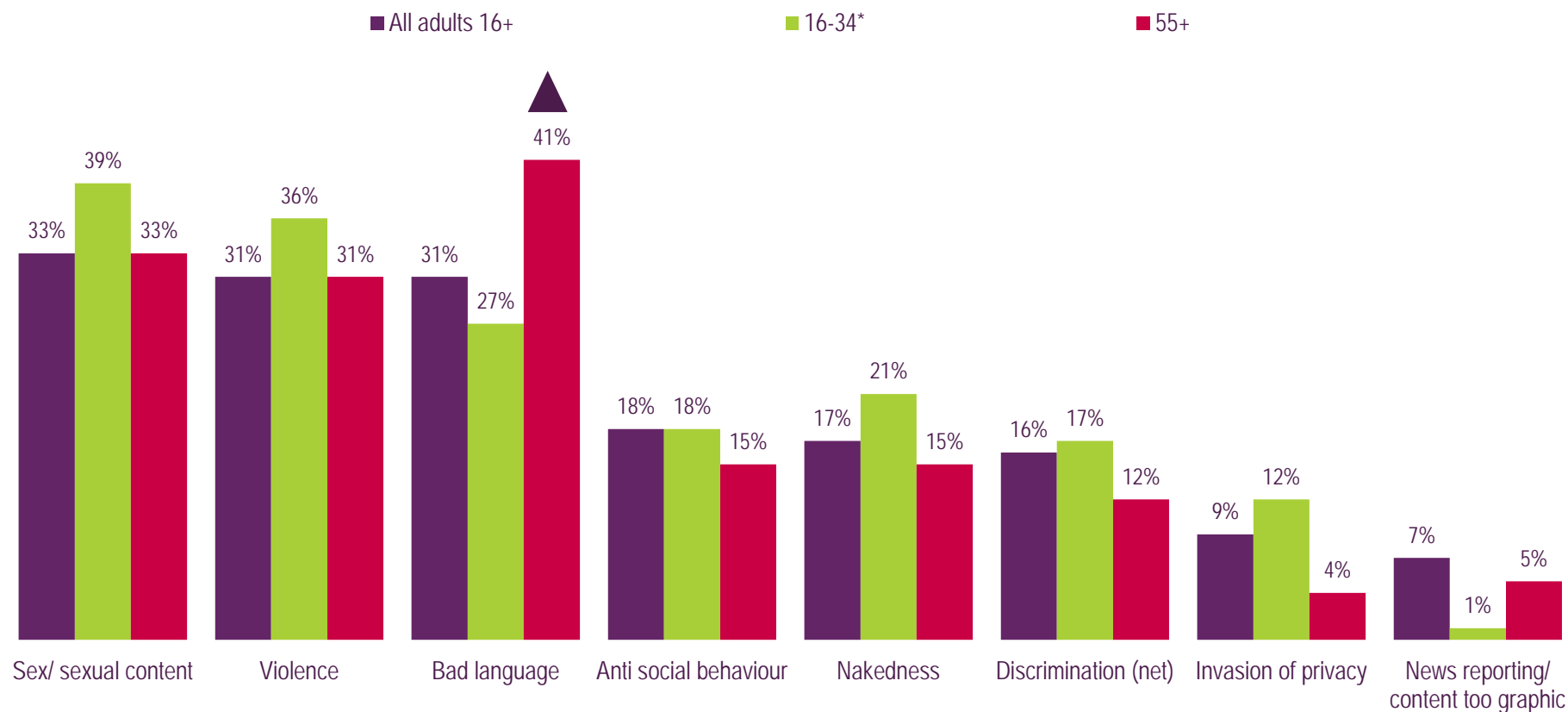


Q42 – What kind of things offended you?

Base: All who said they'd seen something offensive in the last 12 months (19% of adults with any TV sets) (391) . Unprompted, multicode. Top reasons charted. (over 5%)

Among those who have been offended by something (19% of all), older adults (55+) are more likely than younger adults (16-34) to nominate bad language

Type of material on TV which offended: 2016 age groups

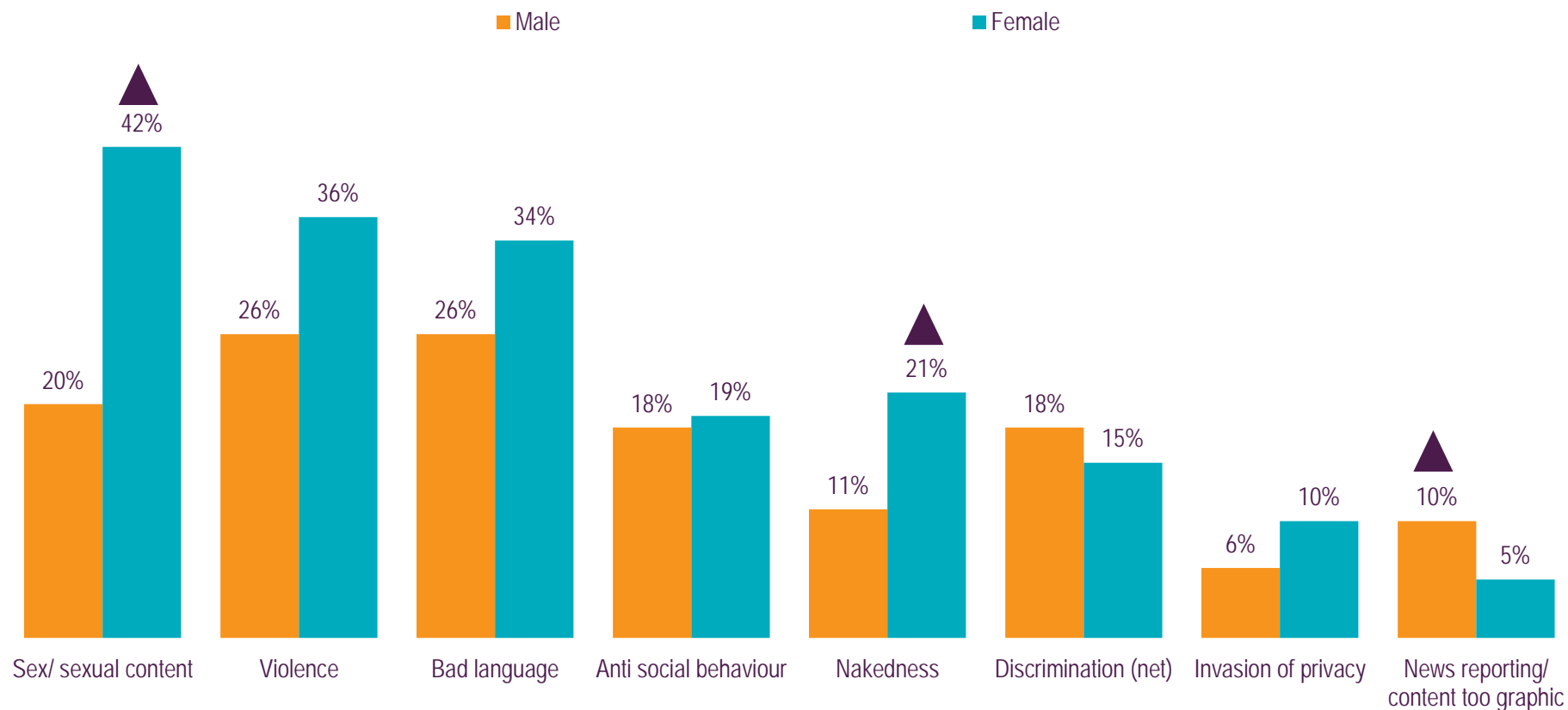


Q42 – What kind of things offended you?

Base: All who said they'd seen something offensive in the last 12 months (19% of adults with any TV sets) (391); 16-34 (56); 55+ (218). Unprompted, multicode. Top reasons charted (over 5%). Significance testing shows any difference between either age group and all adults. *Caution: Base under 100, treat as indicative only.

Among those who have been offended by something (19% of all), females are more likely than males to nominate sex or nakedness

Type of material on TV which offended: 2016 gender

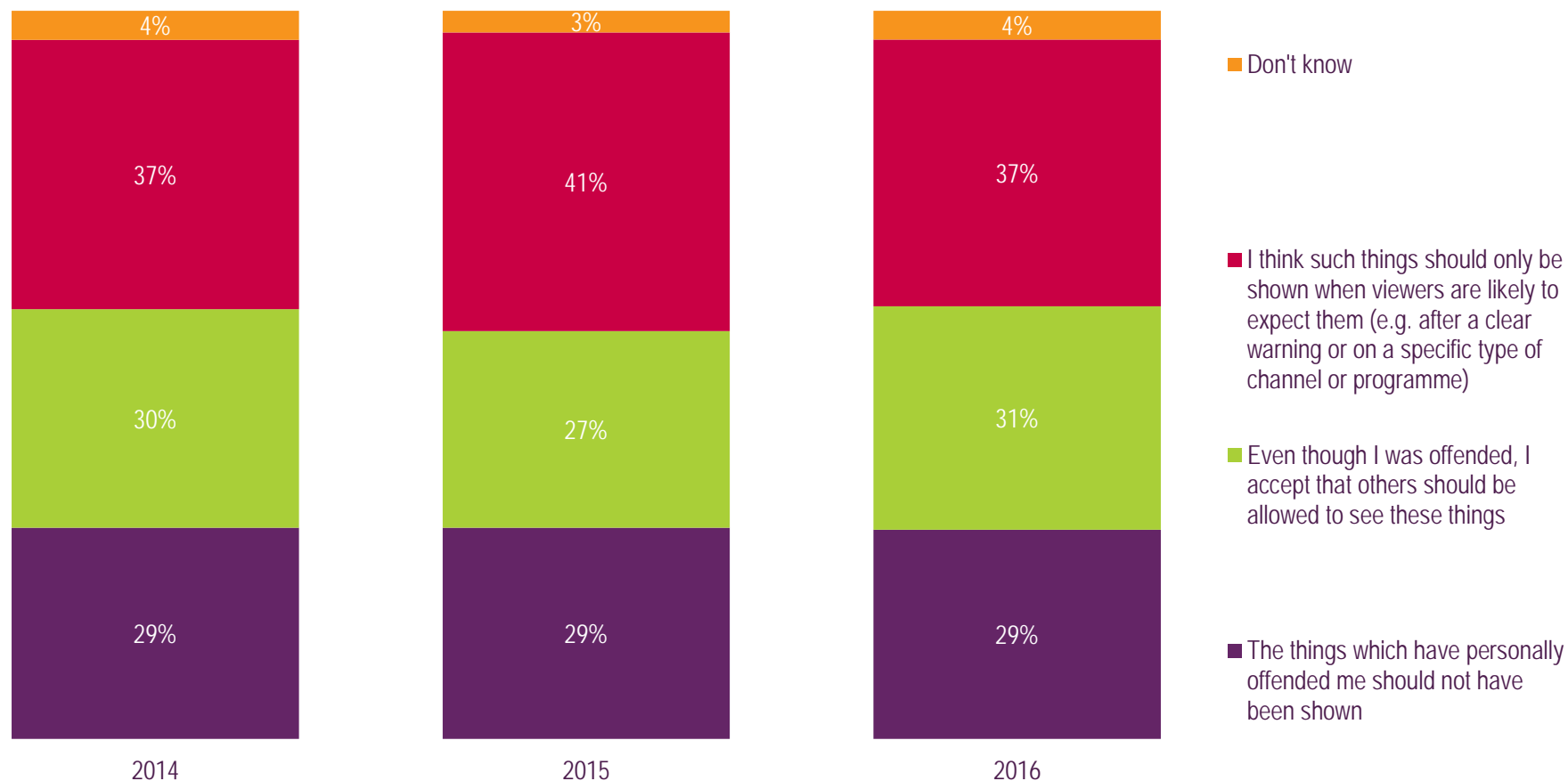


Q42 – What kind of things offended you?

Base: All who said they'd seen something offensive in the last 12 months (19% of adults with any TV sets) Male (164); Female (227). Unprompted, multicode. Top reasons charted (over 5%). Significance testing shows any difference by gender.

As in previous years, three in ten offended by something on TV say that this content should not have been shown – no differences among sub-groups

Attitudes towards offensive material: 2014-2016

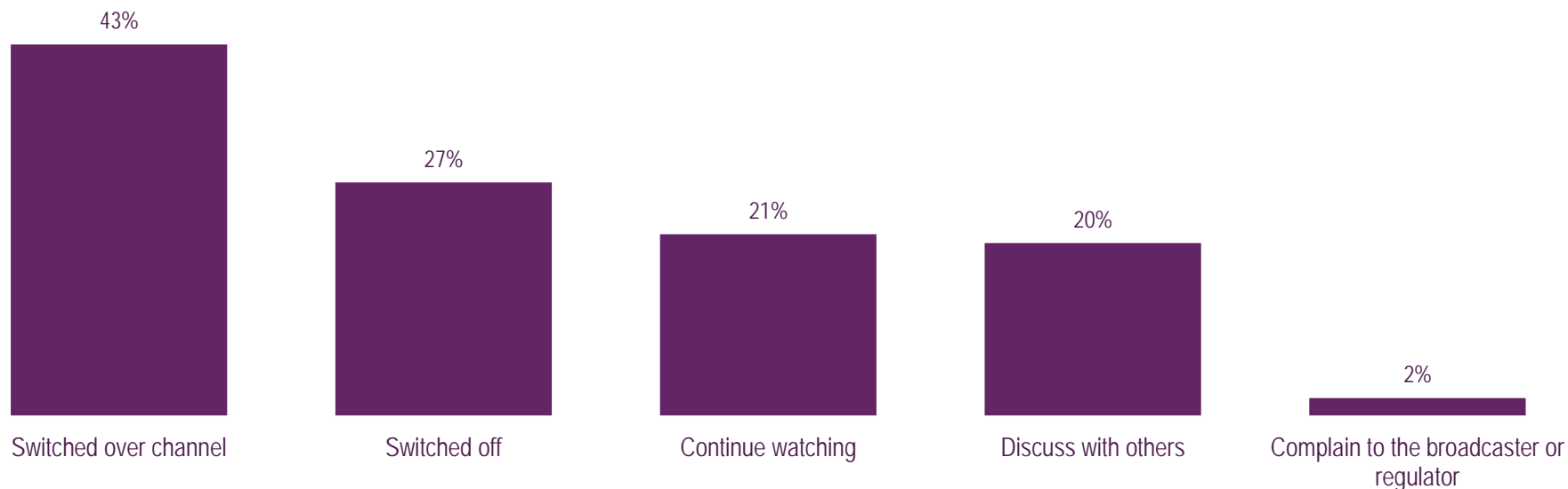


Q45 – Which of these statements best describes your attitude towards the things which have offended you on TV in the last 12 months?

Base: All who said they'd seen something offensive in the last 12 months (19% of adults with any TV sets) 2014 (421); 2015 (398); 2016 (391). Prompted, single code. Significance testing shows any difference between 2015 and 2016.

As in previous years, having seen offensive content, most people switched over or switched off. Very few made a complaint.

Reaction following offence by something on TV: 2016

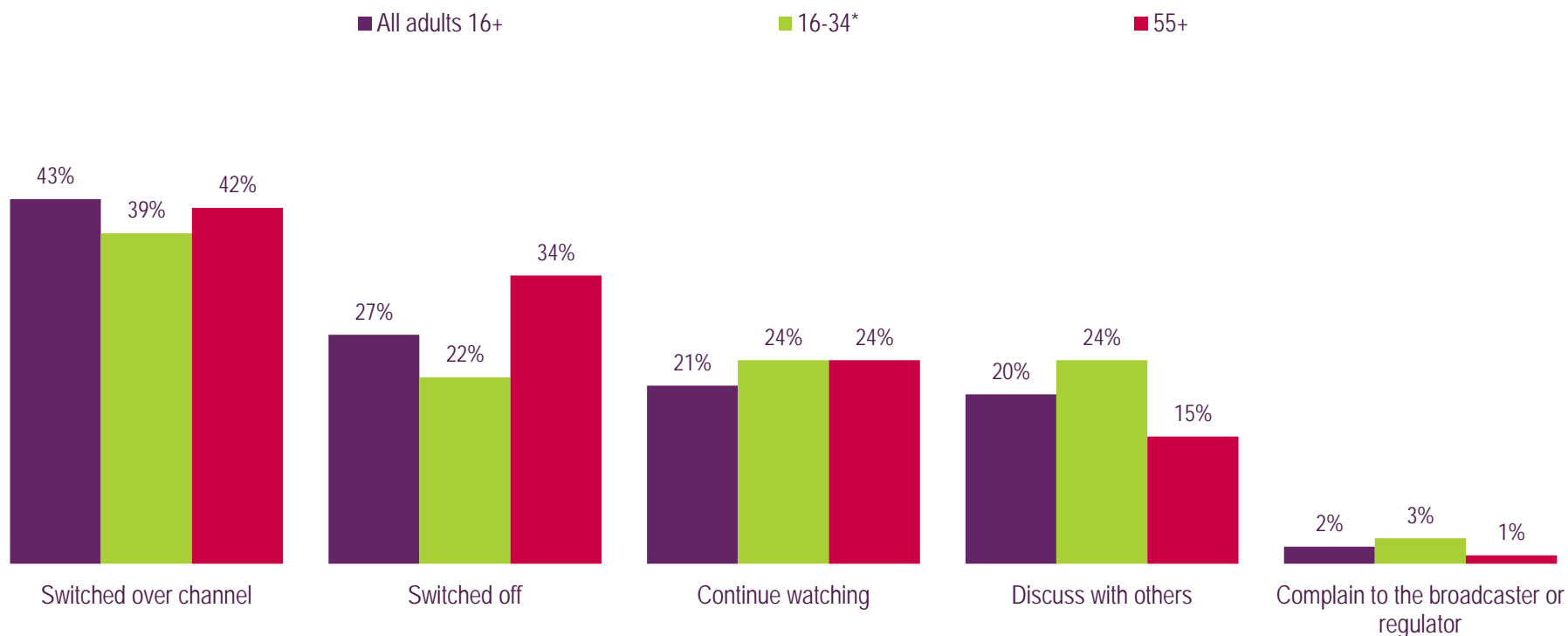


Q44 – How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do?

Base: All who said they'd seen something offensive in the last 12 months (19% of adults with any TV sets) (391). Unprompted, multicode. Top reasons charted.

No significant difference in reaction to offensive content among the youngest and oldest in 2016

Reaction following offence by something on TV: 2016 age groups

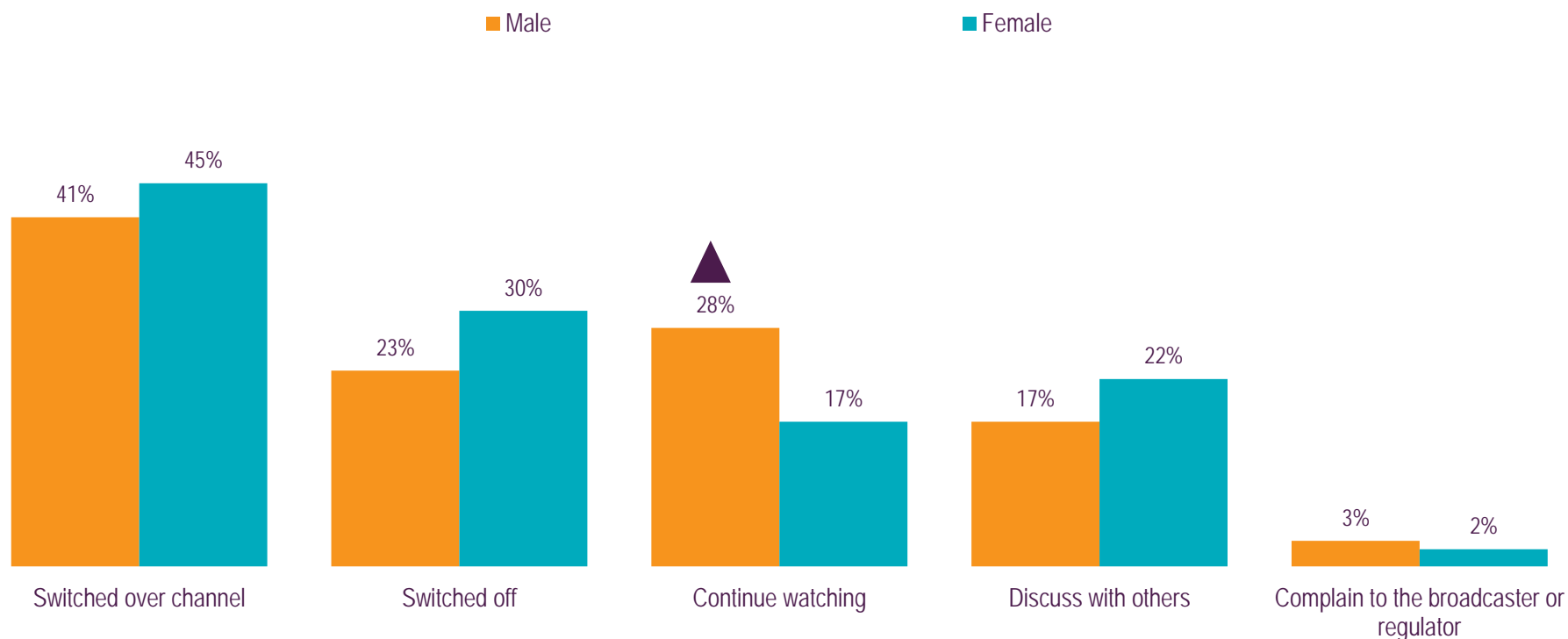


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Base: All who said they'd seen something offensive in the last 12 months (19% of adults with any TV sets) (391); 16-34 (56); 55+ (218). Unprompted, multicode. Top reasons charted. Significance testing shows any difference between either age group and all adults. *Caution: Base under 100, treat as indicative only.

Males more likely than females to say they continued watching on seeing offensive content in 2016

Reaction following offence by something on TV: 2016 gender

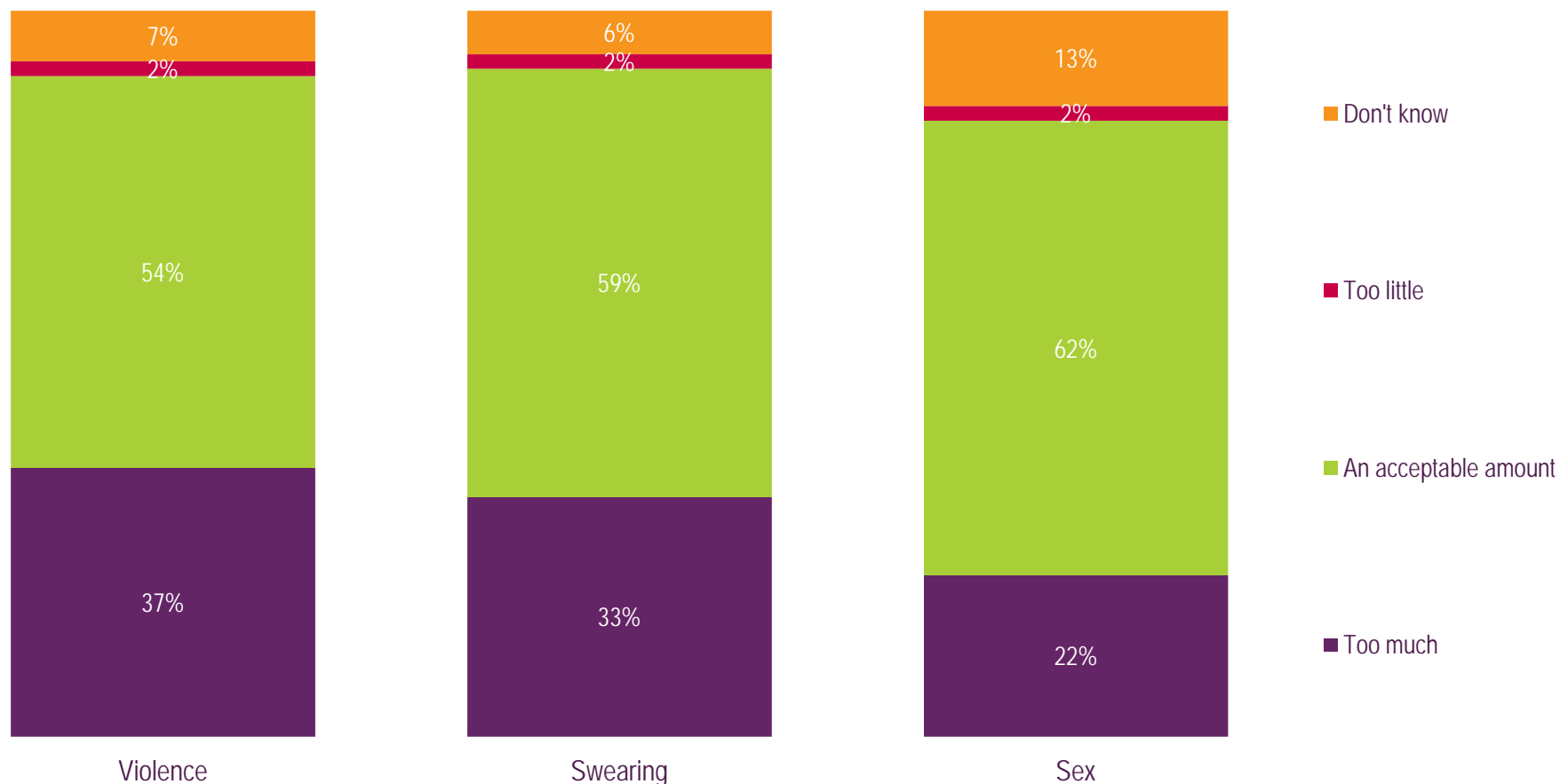


Q44 – How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do?

Base: All who said they'd seen something offensive in the last 12 months (19% of adults with any TV sets) Male (164); Female (227). Unprompted, multicode. Top reasons charted. Significance testing shows any difference by gender.

Close to four in ten feel there is too much violence, three in ten too much swearing and two in ten too much sex. Majority view is that there is an acceptable amount.

Opinion on the amount of sex/ violence/ swearing on TV: 2016

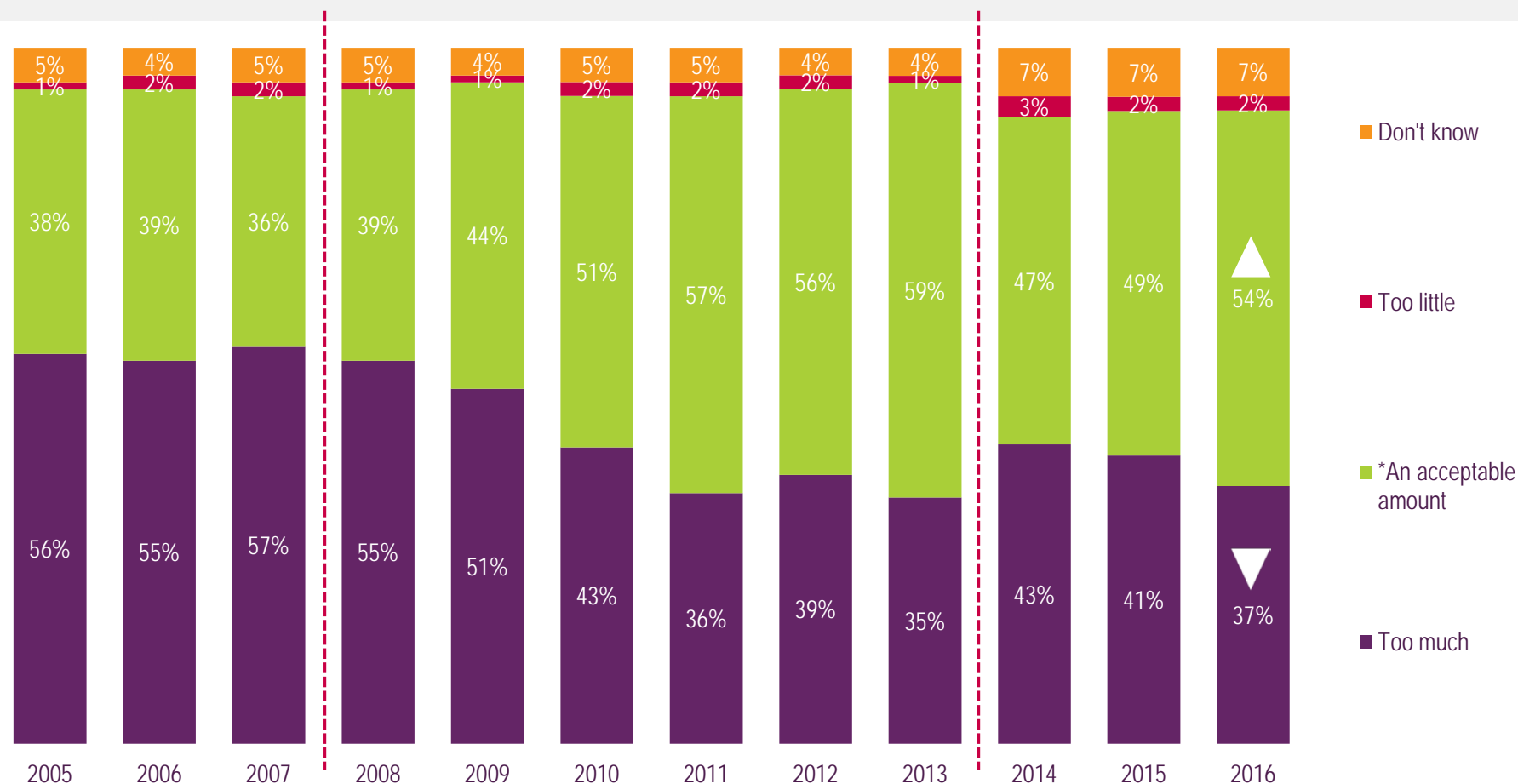


Q46 – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Sex? Violence? Swearing?

Base: All with any TV sets in 2016 (2022). Prompted, single code.

A clear decline in the proportion who feel there is 'too much' violence on TV and an increase in 'an acceptable amount'. Decline also evident from 2015 to 2016.

Opinion on the amount of violence on TV: historical view

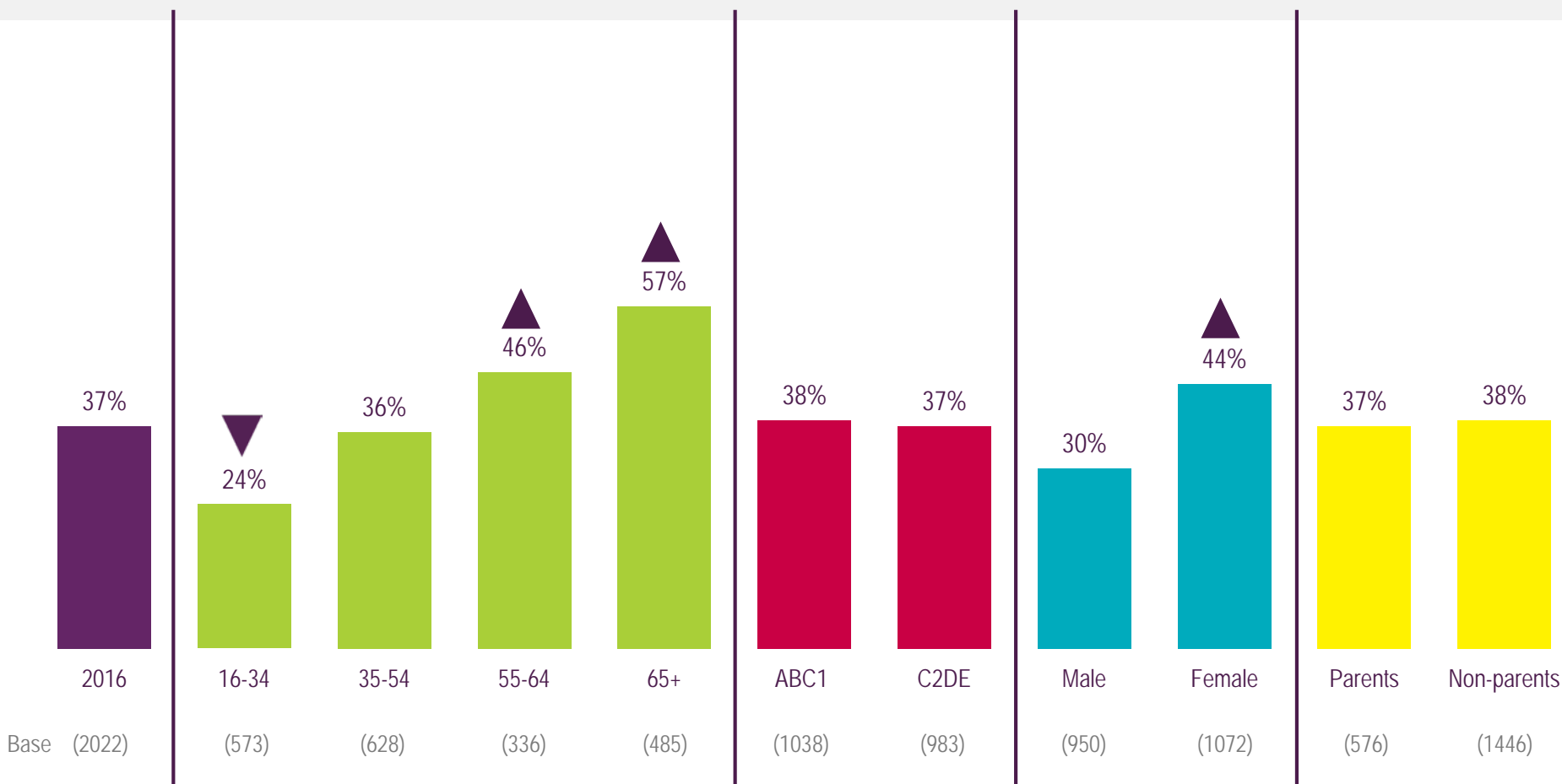


Q46B – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Violence?

Base: All with any TV sets in 2016 (2022). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Base pre-2014: All with TV, but excluding those never watching. *Pre-2014 'About the right amount'. Dashed line to show where survey method changed.

In 2016, older adults and females are more likely to think there is too much violence on TV

Overall % stating there is too much violence on TV: 2016 sub-groups

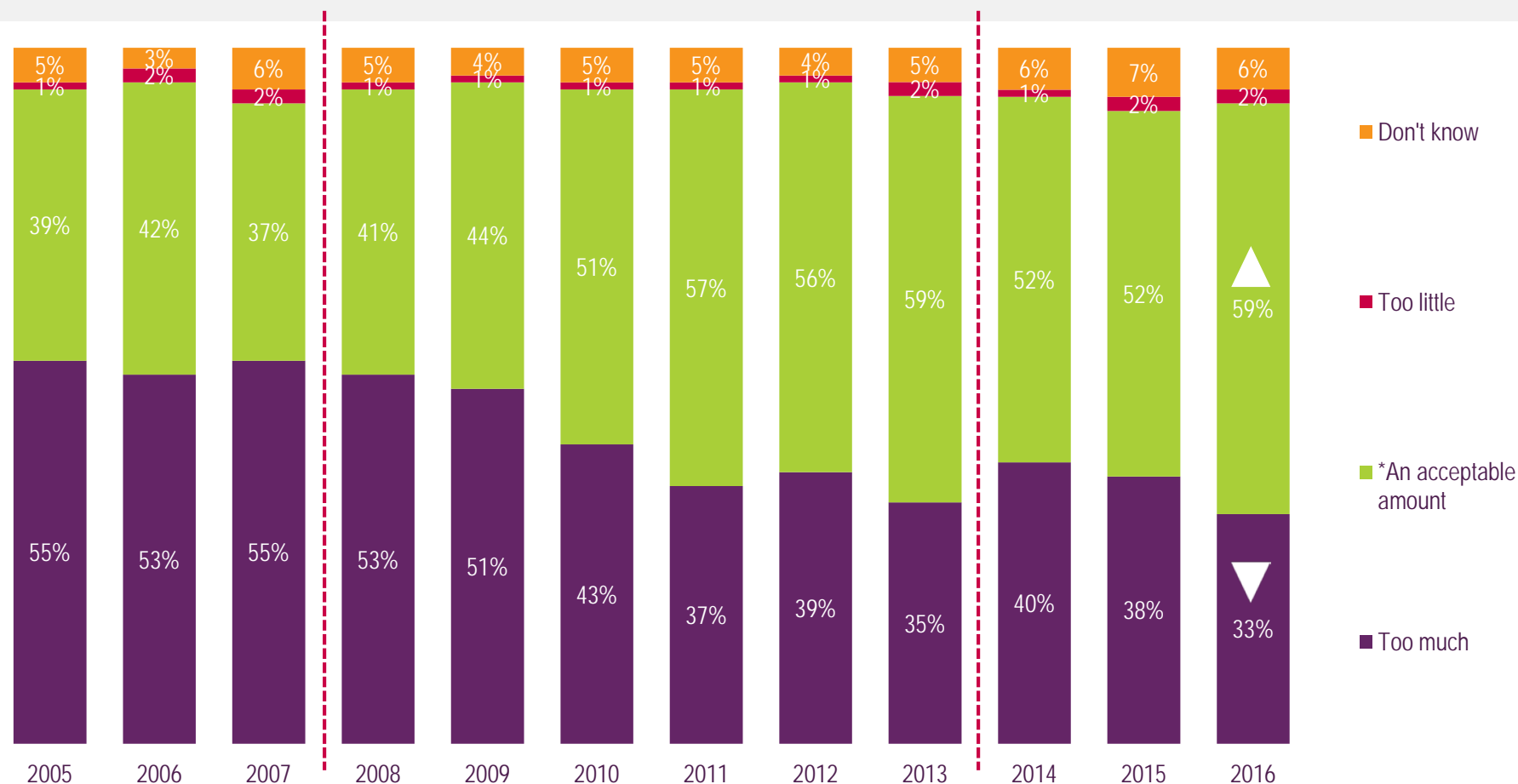


Q46B – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Violence?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

A clear decline in the proportion who feel there is 'too much' swearing on TV and an increase in 'an acceptable amount'. Decline also evident from 2015 to 2016.

Opinion on the amount of swearing on TV: historical view

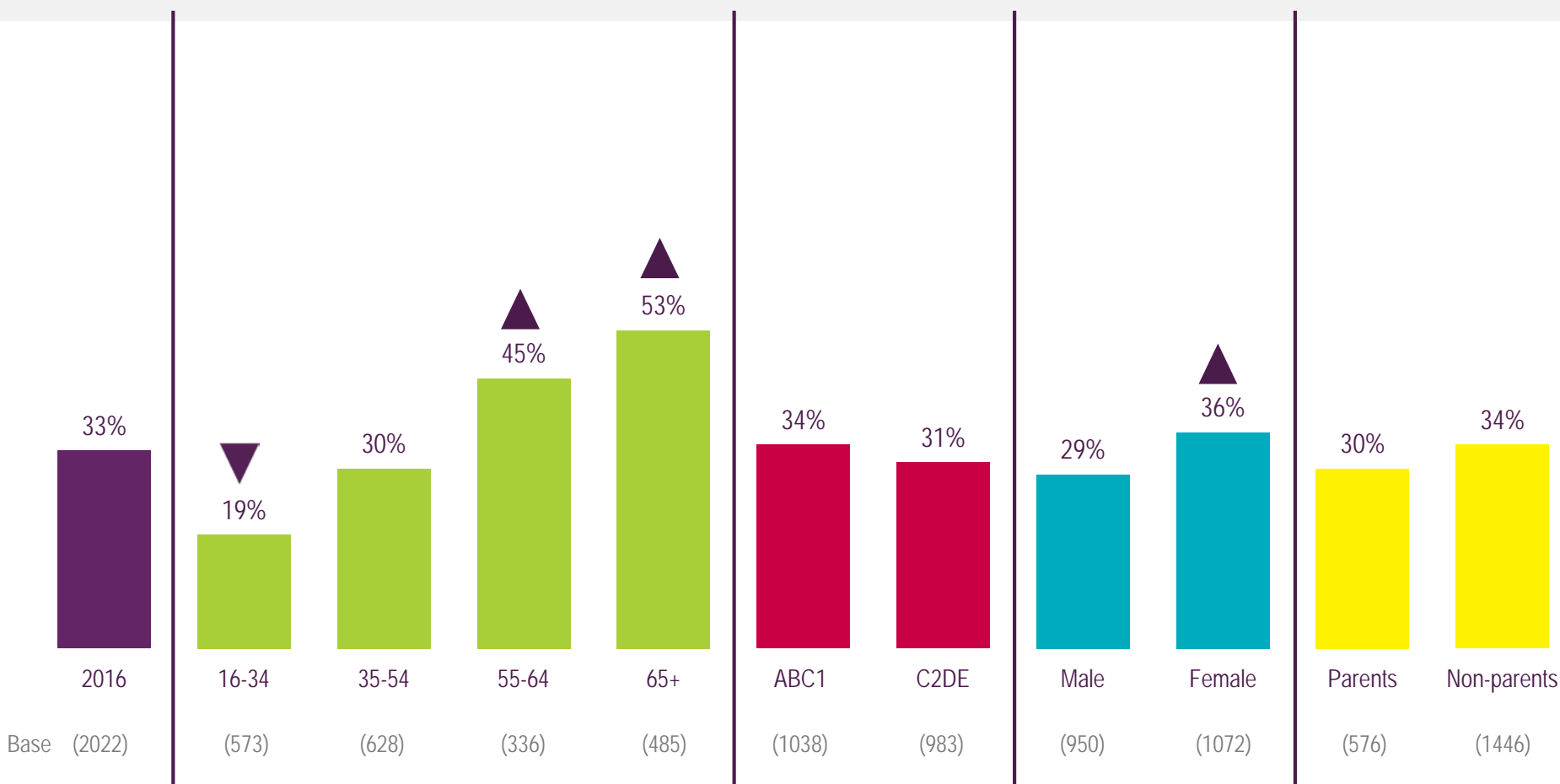


Q46C – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Swearing?

Base: All with any TV sets in 2016 (2022). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Base pre-2014: All with TV, but excluding those never watching. *Pre-2014 'About the right amount'

In 2016, older adults and females are more likely to think there is too much swearing on TV

Overall % stating there is too much swearing on TV: 2014-2016 and 2016 sub-groups

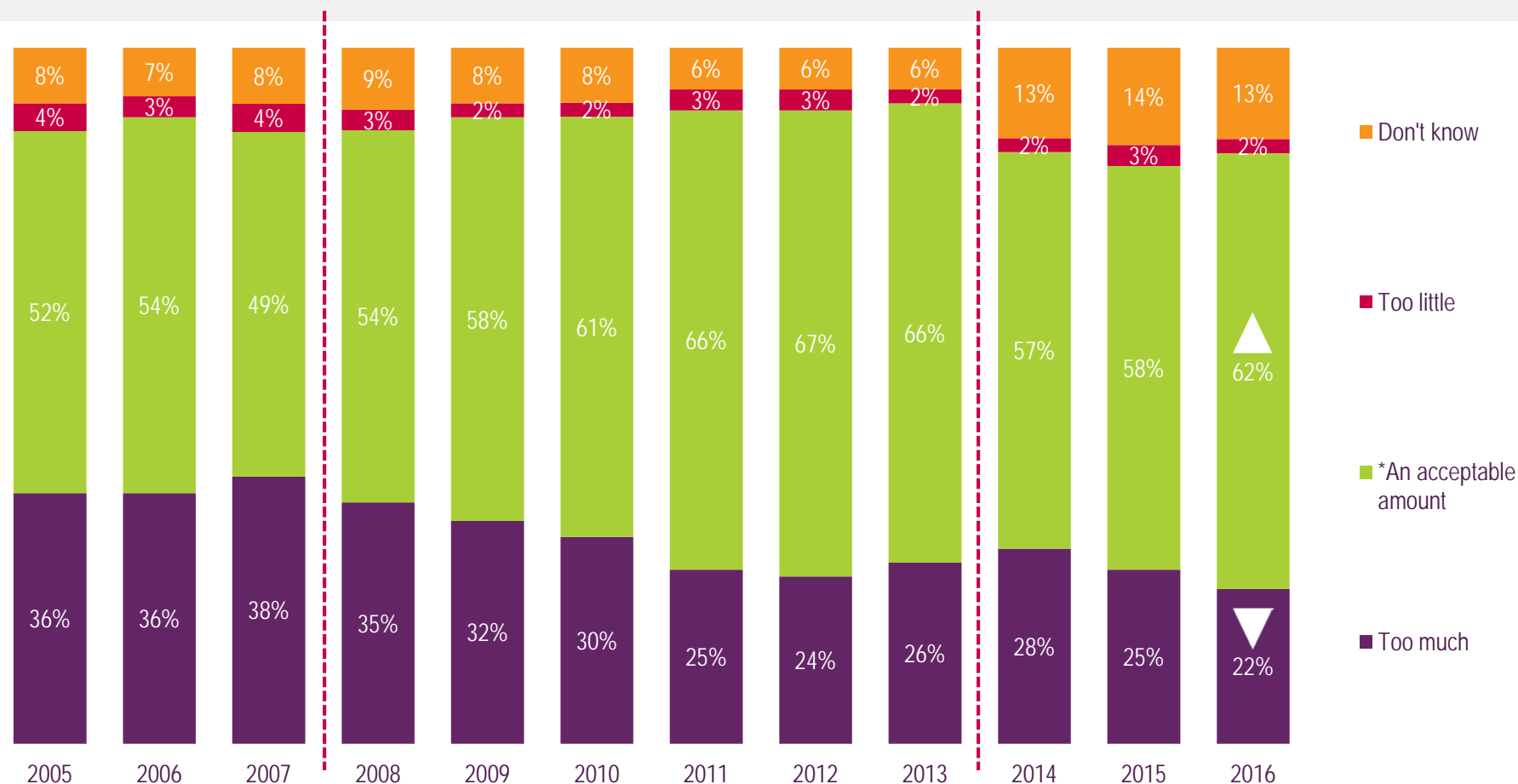


Q46C – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Swearing?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2015 and 2016, between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

A decline in the proportion who feel there is 'too much' sex on TV (from a lower point) and a move towards 'an acceptable amount'. Decline also evident from 2015 to 2016.

Opinion on the amount of sex on TV: historical view

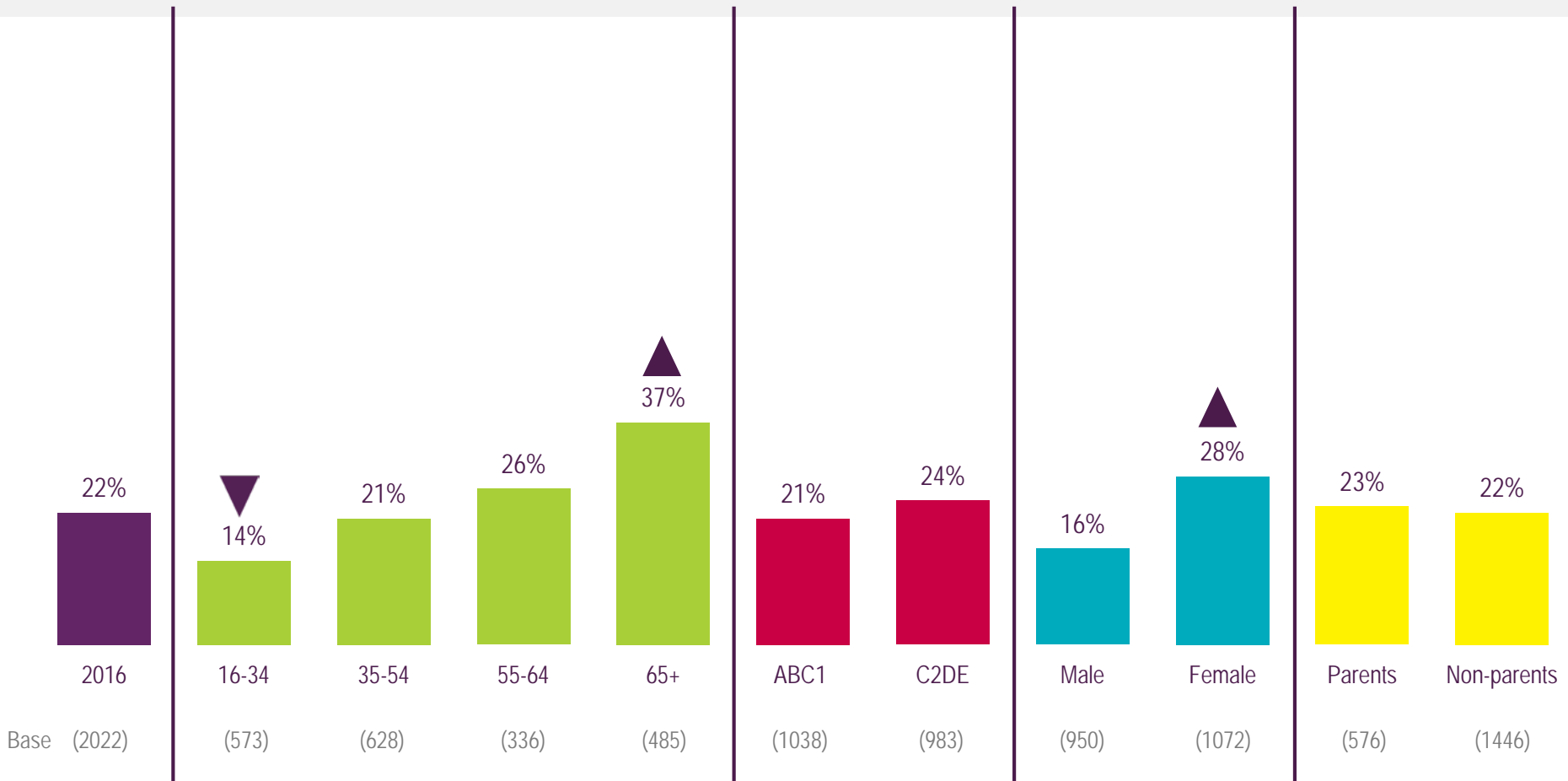


Q46A – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Sex?

Base: All with any TV sets in 2016 (2022). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Base pre-2014: All with TV, but excluding those never watching. *Pre-2014 'About the right amount'

In 2016, older adults and females are more likely to think there is too much sex on TV

Overall % stating there is too much sex on TV: 2014-2016 and 2016 sub-groups

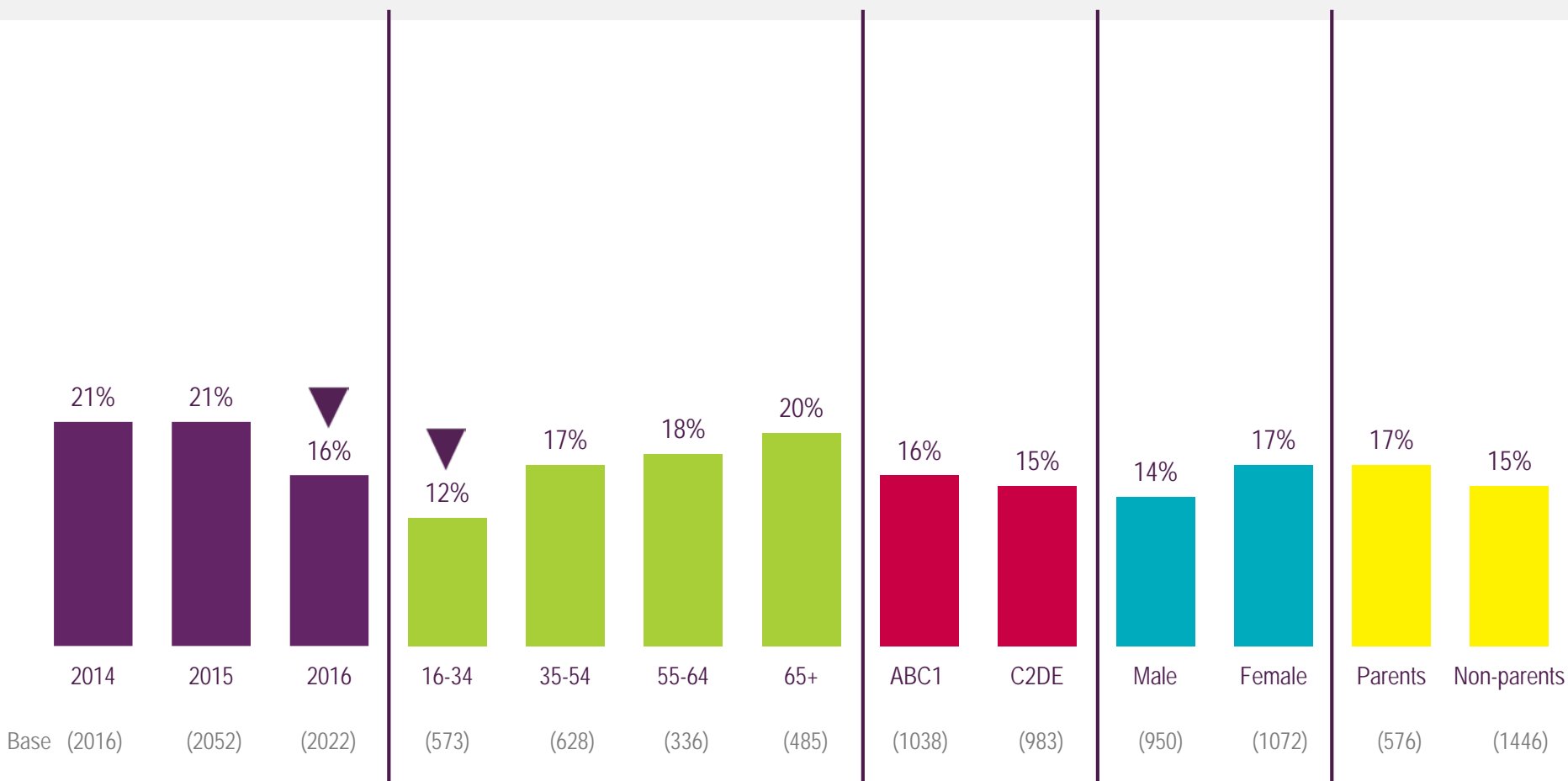


Q46A – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Sex?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2015 and 2016, between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

Decline since 2015 to one in six with any TV sets seeing something on TV considered to be harmful or damaging to the viewer, other adults or children

Overall % who have seen something on TV they consider harmful or damaging

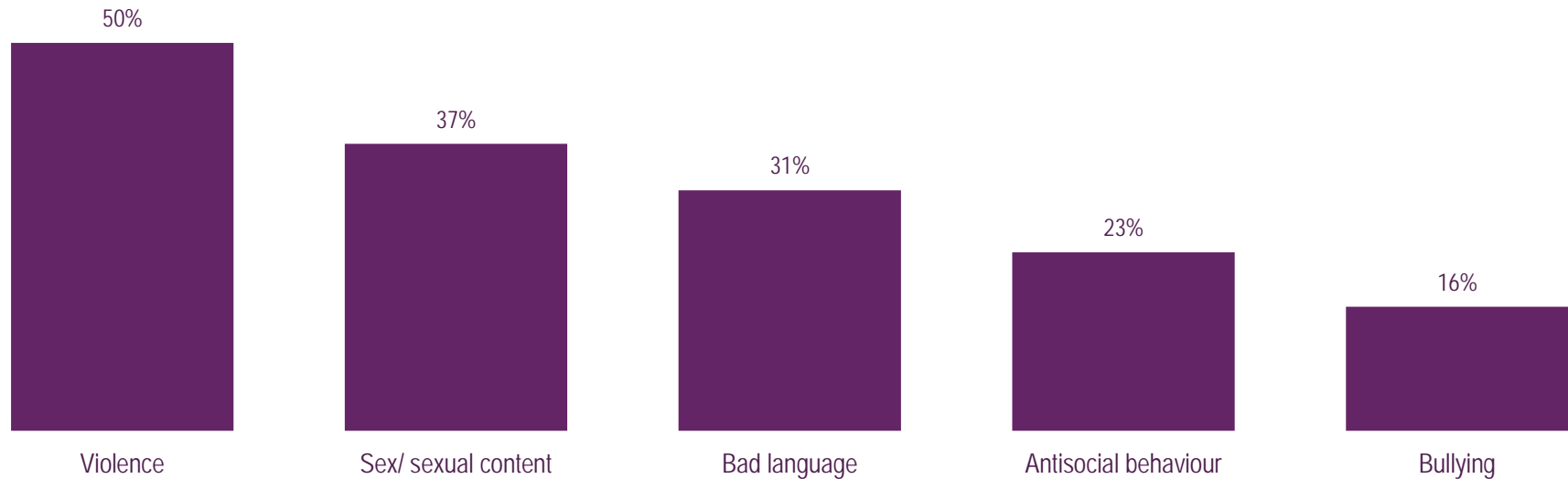


Q48 – Have you seen anything on TV in the last 12 months that you thought was harmful or damaging either to yourself, other adults or children?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2015 and 2016, between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

Violence, sex and bad language are the most likely types of content considered to be harmful or damaging in 2016

Type of content on TV considered to be harmful or damaging: 2016

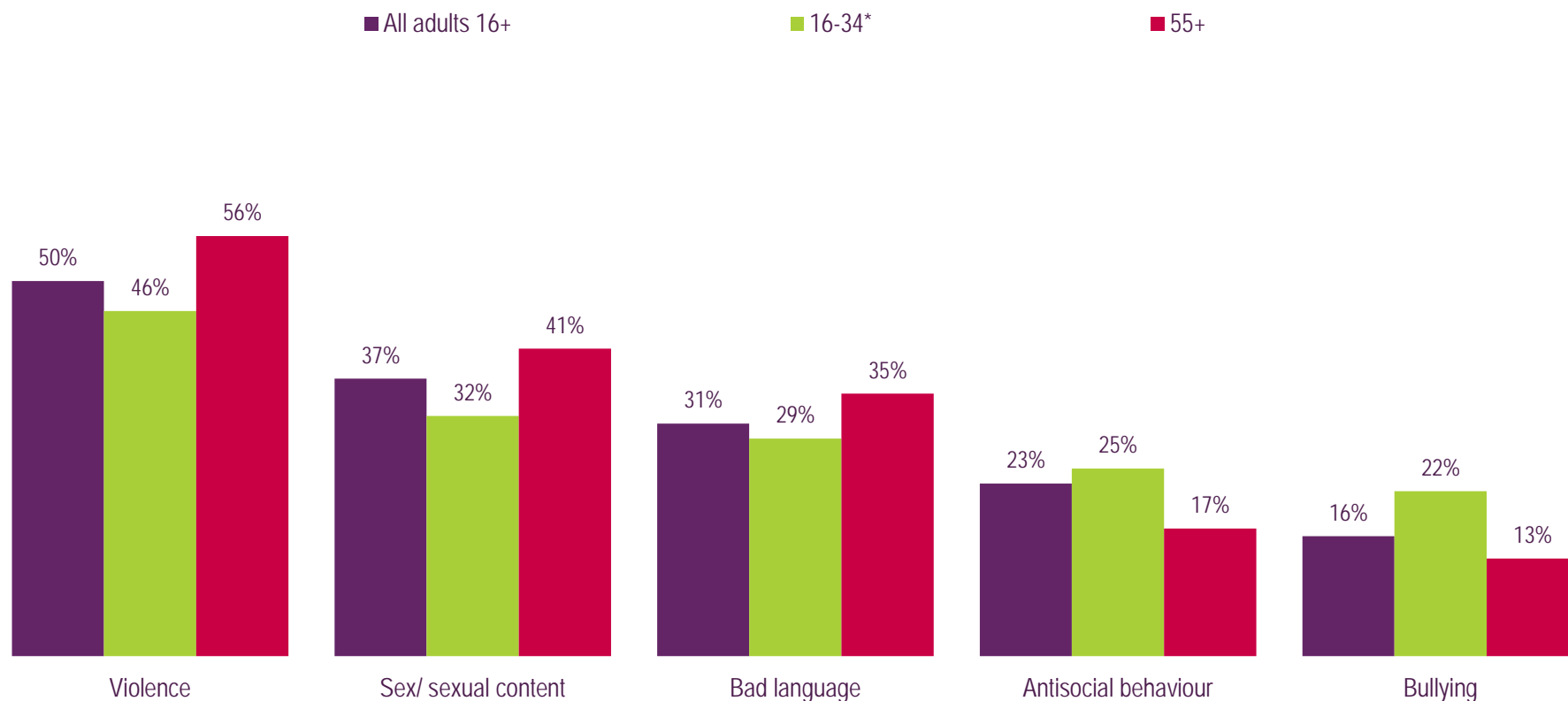


Q49 – Can you please tell me what you saw that you thought was harmful or damaging?

Base: All who said they'd seen something harmful or damaging in the last 12 months (16% of adults with any TV sets) (325). Unprompted, multicode. Top reasons charted.

Violence, sex and bad language are the most likely types of content considered to be harmful or damaging in 2016

Type of content on TV considered to be harmful or damaging: 2016 by age

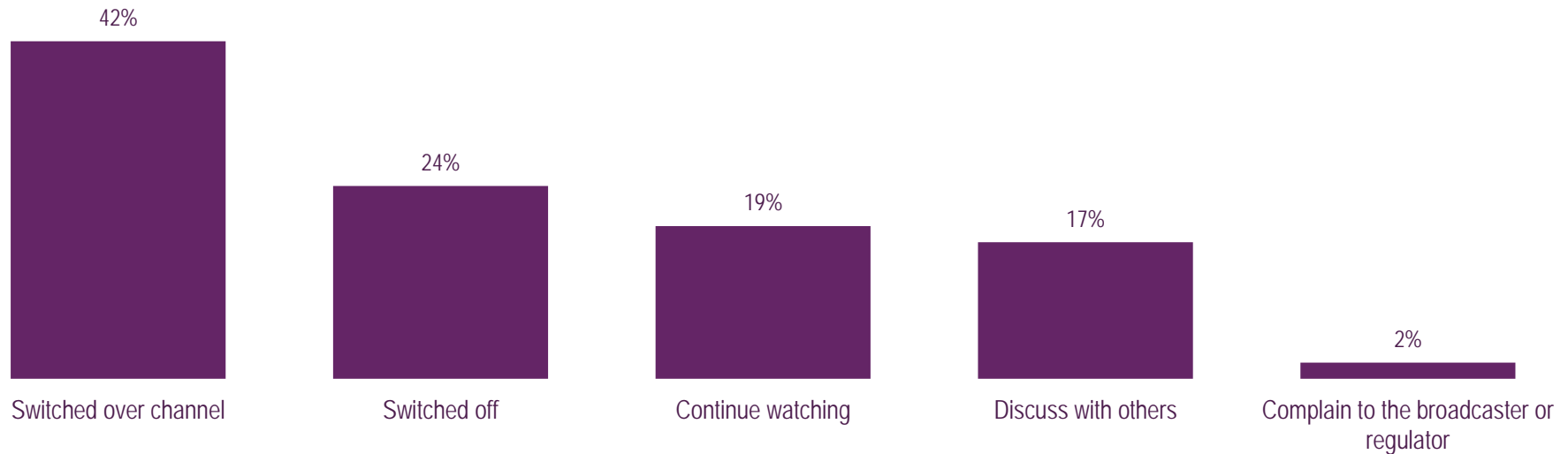


Q49 – Can you please tell me what you saw that you thought was harmful or damaging?

Base: All who said they'd seen something harmful or damaging in the last 12 months (16% of adults with any TV sets) (325); 16-34 (66); 55+ (158). Unprompted, multicode. Top reasons charted. Significance testing shows any difference between either age group and all adults. *Caution: Base under 100, treat as indicative only.

As in previous years, having seen something harmful or damaging, most people switched over or switched off. Very few made a complaint.

Reaction following seeing something harmful or damaging on TV: 2016



Q51 – How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do?

Base: All who said they'd seen something harmful or damaging in the last 12 months (16% of adults with any TV sets) (325)

More viewers feel sexually explicit content should be limited to subscription channels than particularly violent content, with clear divisions by age.

Agreement with statements relating to potentially offensive material on TV: 2016



Around six in ten adults (62%) have the same opinion about both types of programmes only being allowed on subscription channels:

- 34% Agree with both statements (higher for 65+, C2DE, Females)
- 16% Disagree with both statements (higher for 16-34s, Males)
- 12% Neutral about both statements

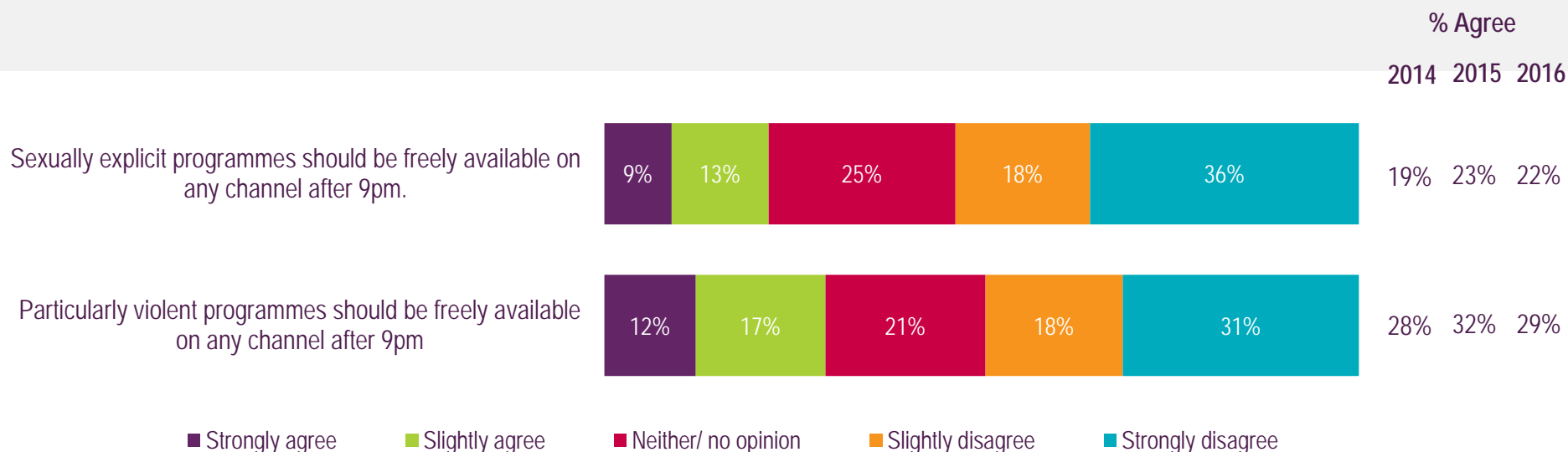
Of the four in ten (38%) where opinions don't correlate:

- 25% are more restrictive about sexually explicit (higher for ABC1)
- 13% are more restrictive about particularly violent programmes (higher for Females)

Q47 – I am going to read out some statements and I would like you to tell me how much you agree or disagree with them

Appears to be more tolerance for violence on TV post-watershed than sex. Less tolerance among older adults and females.

Agreement with statements relating to potentially offensive material on TV: 2016



Close to two-thirds of adults (64%) have the same opinion about both types of programmes being freely available on any channel after 9pm:

- 14% Agree with both statements (higher for 16-34s, C2DE, Males)
- 38% Disagree with both statements (higher for 65+, ABC1, Females)
- 12% Neutral about both statements

Of the one-third (36%) where opinions don't correlate:

- 21% are more open to particularly violent programmes (higher for Males)
- 15% are more open to sexually explicit programmes (No particular sub-group)

Q47 – I am going to read out some statements and I would like you to tell me how much you agree or disagree with them

Summary of key findings

Compared to 2015, viewers are more likely to feel TV programmes have stayed about the same and less likely to feel they have improved

No change in level of offence but a decline in seeing harmful or damaging content

Majority view that there is an acceptable amount of violence, swearing and sex on TV and fewer now say there is too much of each type of content

While viewers are more likely to feel there is too much violence than too much sex, there appears to be more tolerance for violence on TV post-watershed and less conviction that violent content should be restricted to subscription channels

Section contents

Awareness and understanding of regulation

Responsibility for children's viewing

Awareness of the watershed and opinions on what time the watershed should be

Concern for the welfare of children taking part in TV programmes

Awareness of TV and radio regulation

Knowledge of who regulates TV programmes/ radio

Knowledge of why TV programme regulation exists and opinion on current levels of regulation for types of TV and radio broadcast content

Over time, a shift towards responsibility for children's viewing shared between parents and broadcasters and away from this being mainly parents' responsibility

Opinion on whose responsibility it is to ensure children do not see unsuitable programming: historical view

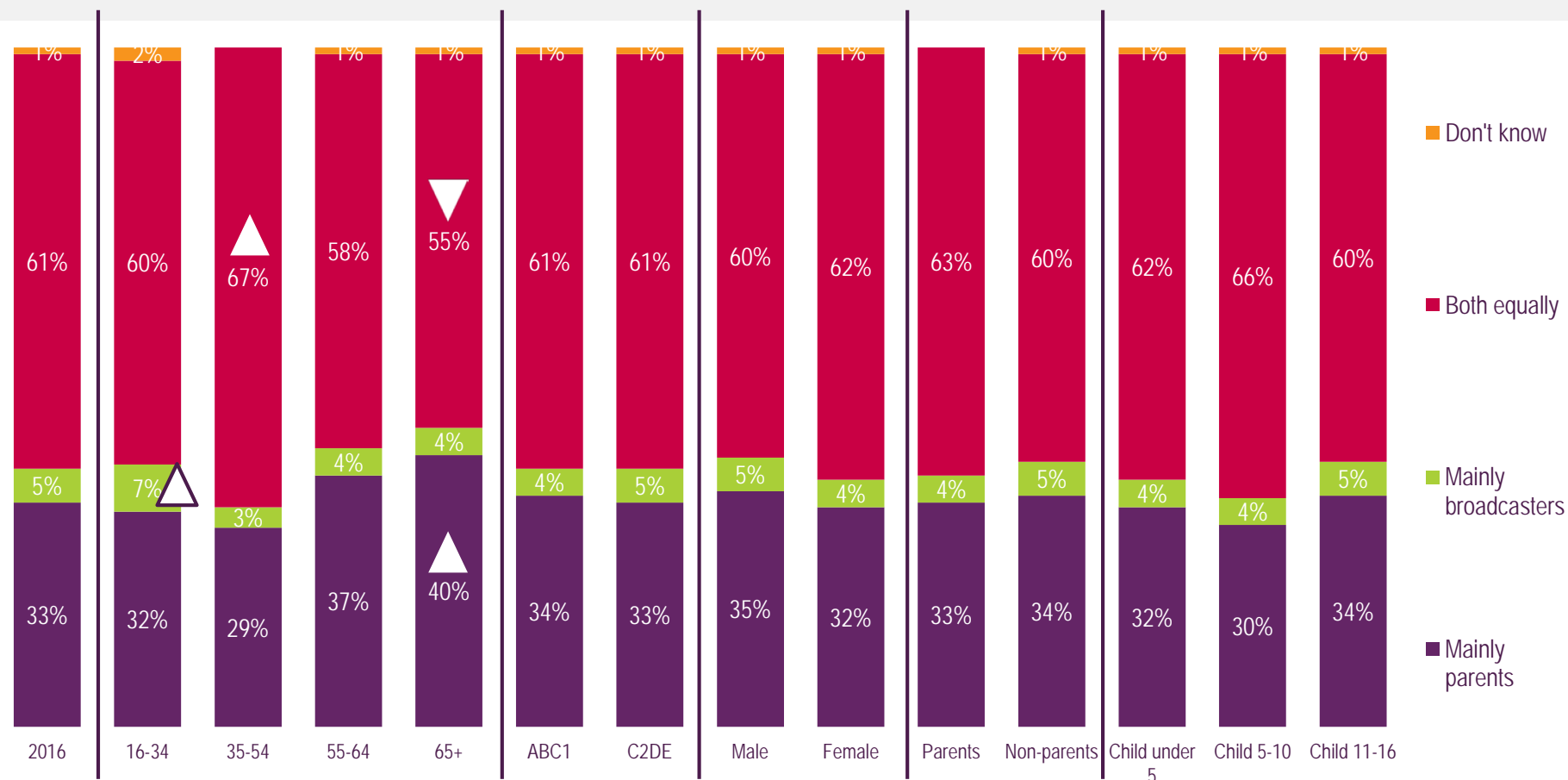


Q37 – Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?

Base: All with any TV sets (2,022). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Base pre-2014: All respondents. Dashed line to show where survey method changed.

Older adults are more likely to feel parents should mainly take responsibility for children's viewing

Opinion on whose responsibility it is to ensure children do not see unsuitable programming: 2016 sub-groups

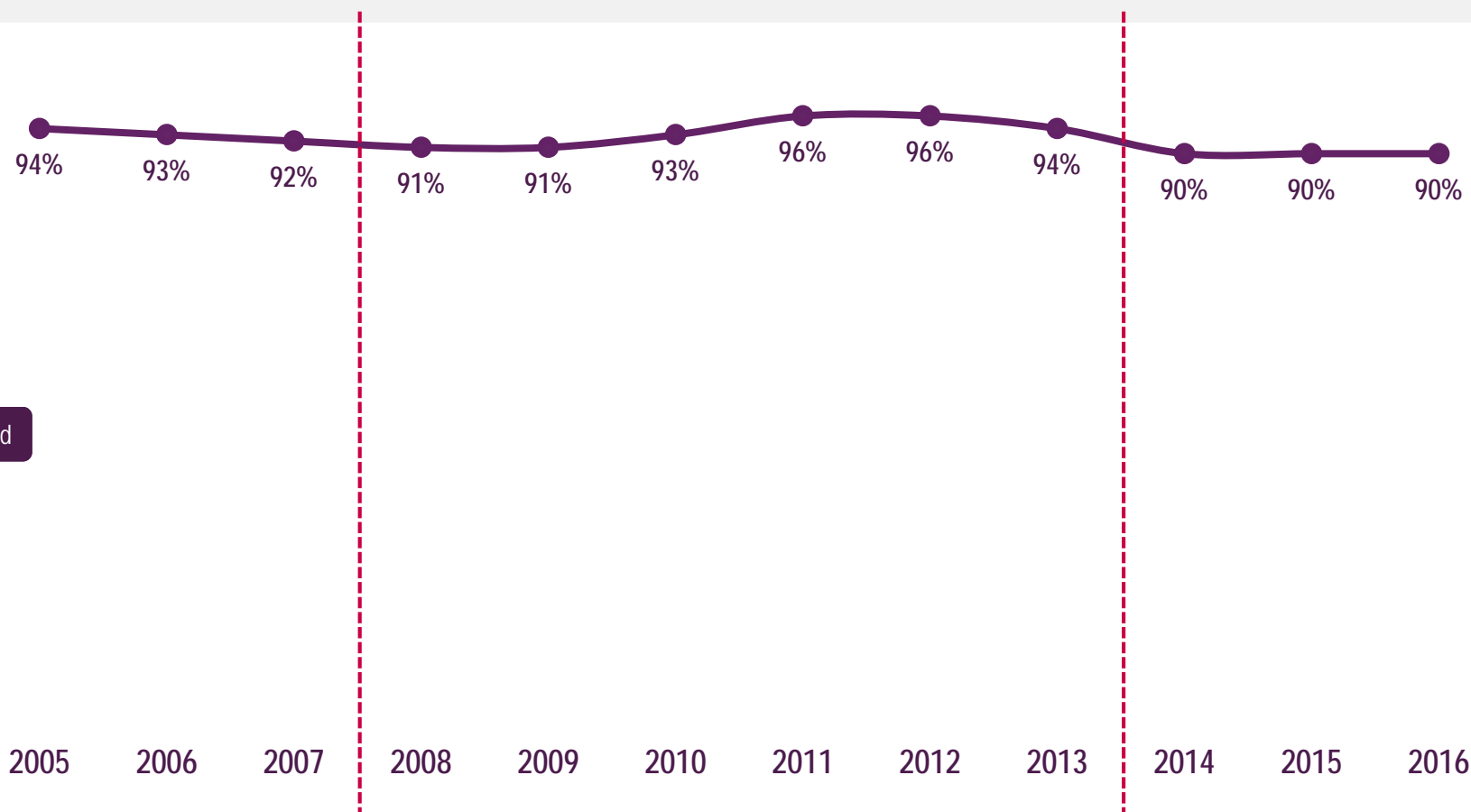


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Base: All with any TV sets in 2016 (2022); aged 16-34 (573); 35-54 (628); 55-64 (336); 65+ (485); ABC1 (1038); C2DE (983); Male (950); Female (1072); Parents (576); Non-parents (1446); Parents of child aged under 5 (272); aged 5-10 (321); aged 11-16 (276). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender, between parents and non-parents, between parents of any age group and all adults in 2016.

Most adults are aware of the watershed, with little variation over time

Watershed awareness

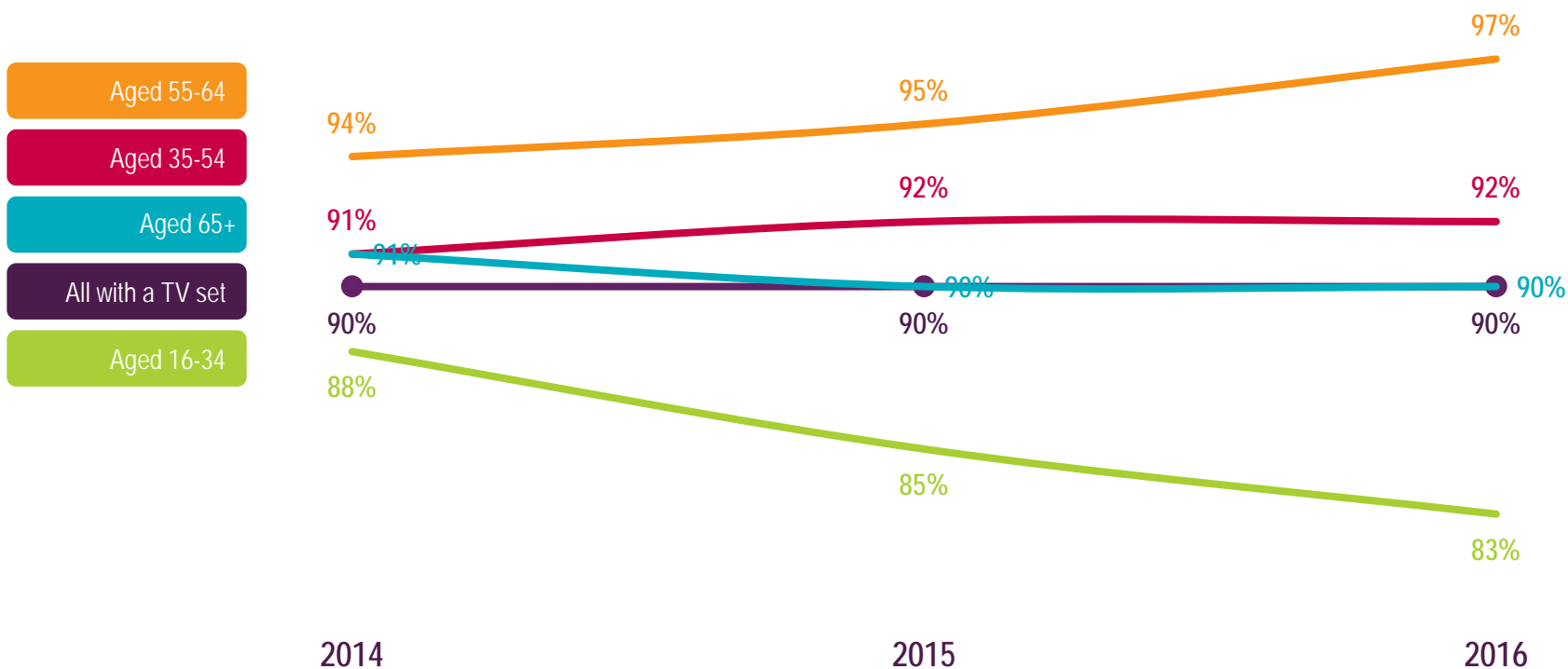


Intro to question: Broadcasters are required to only show television programmes which are not suitable for children only after a certain time in the evening.
Q38 - Before today, were you aware of this?

Base: All with any TV sets (2,022). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Base pre-2014: All with TV, but excluding those never watching. Dashed line to show where survey method changed.

No change since 2015, but decline in awareness of the watershed for 16-34s since 2014 – possible link to non-linear viewing

Watershed awareness: 2014-2016, by age

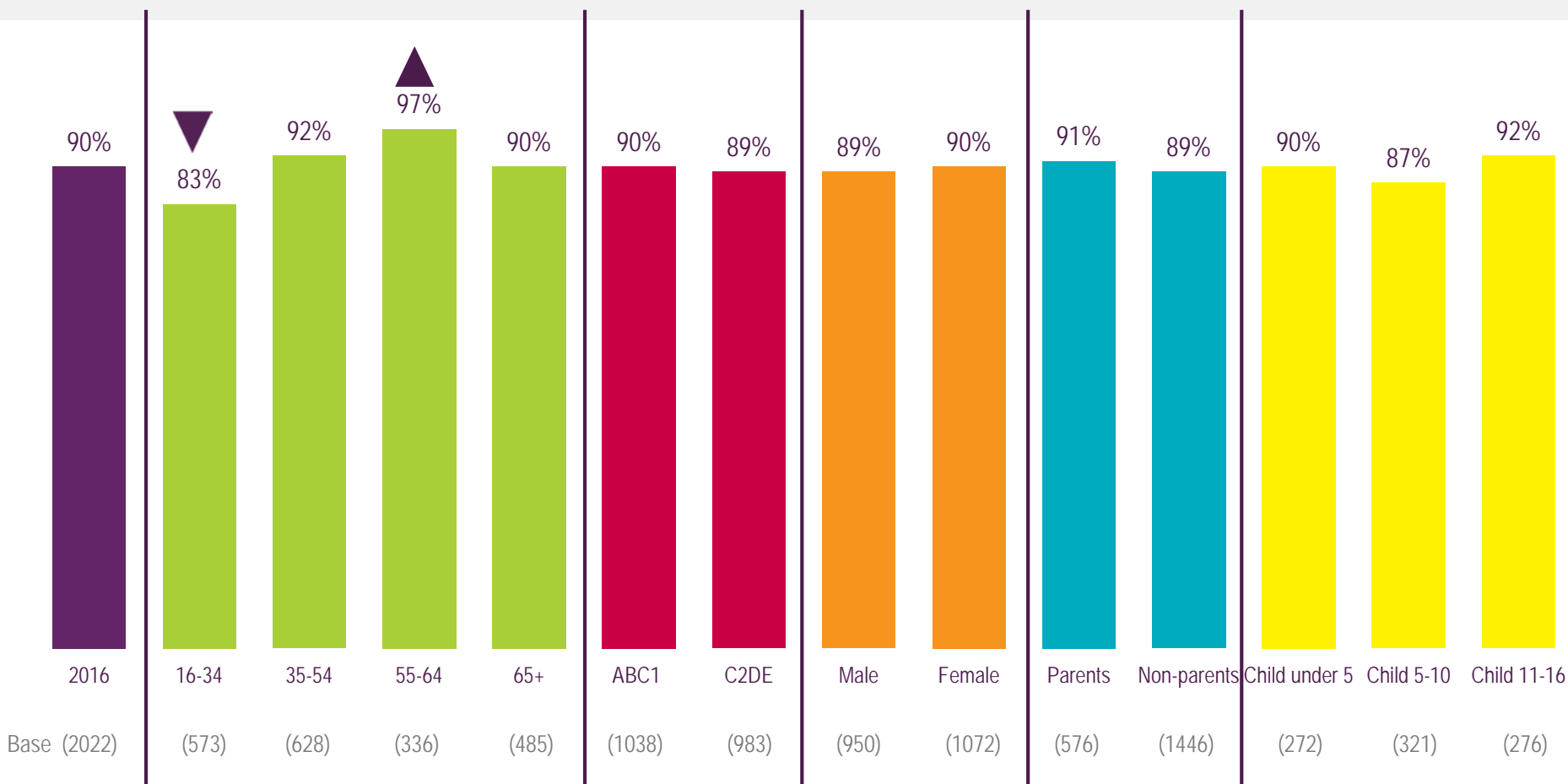


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Base: All with any TV sets (2,022). Prompted, single code. Significance testing shows any difference between 2015 and 2016.

Awareness of the watershed is lower for the youngest adults

Watershed awareness: 2016 sub-groups

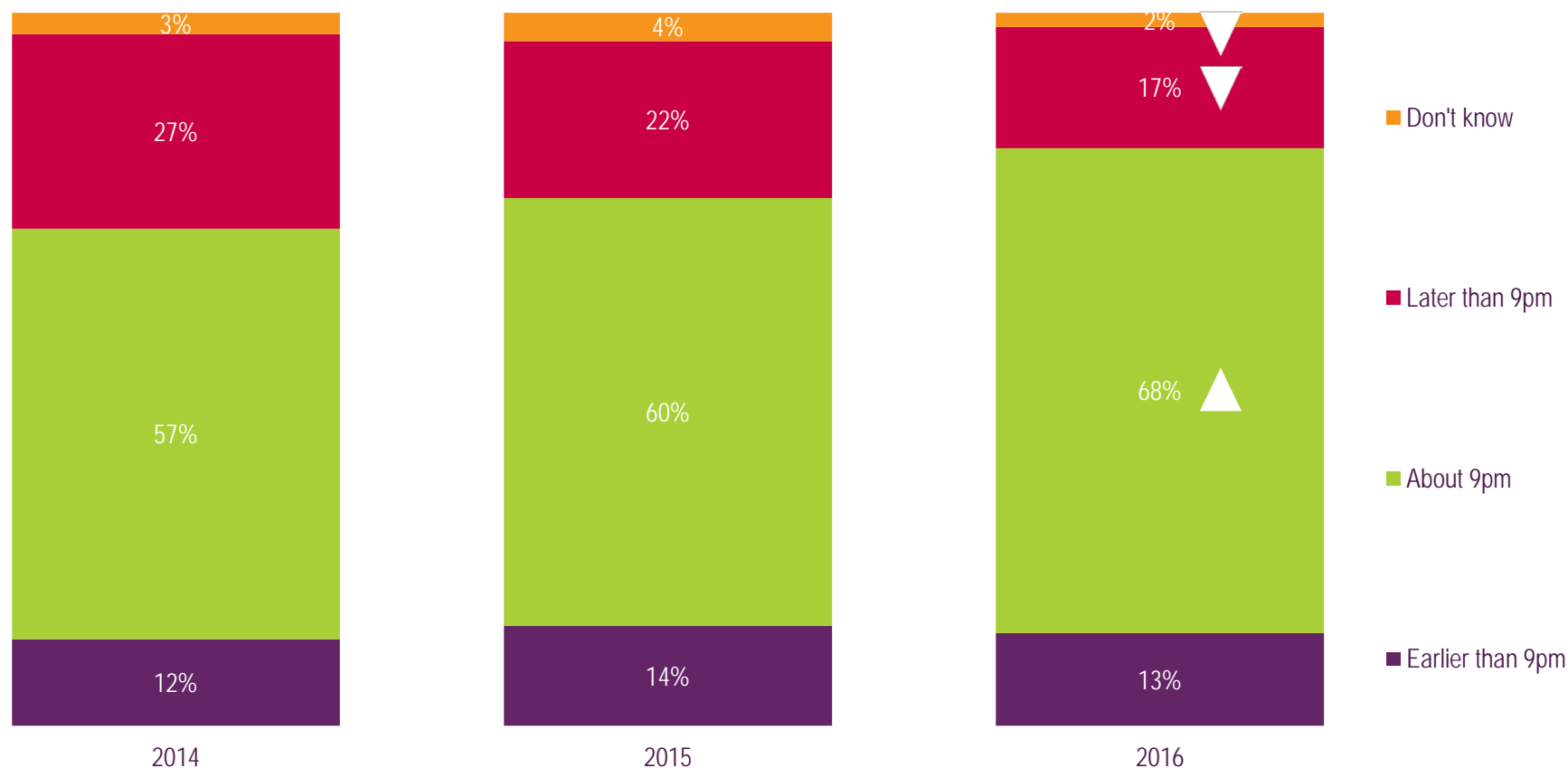


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Trend over time towards 9pm being considered the right time for the watershed and away from thinking the watershed should be pushed later

Opinion on when TV channels should be allowed to broadcast programmes not suitable for children: 2014-2016

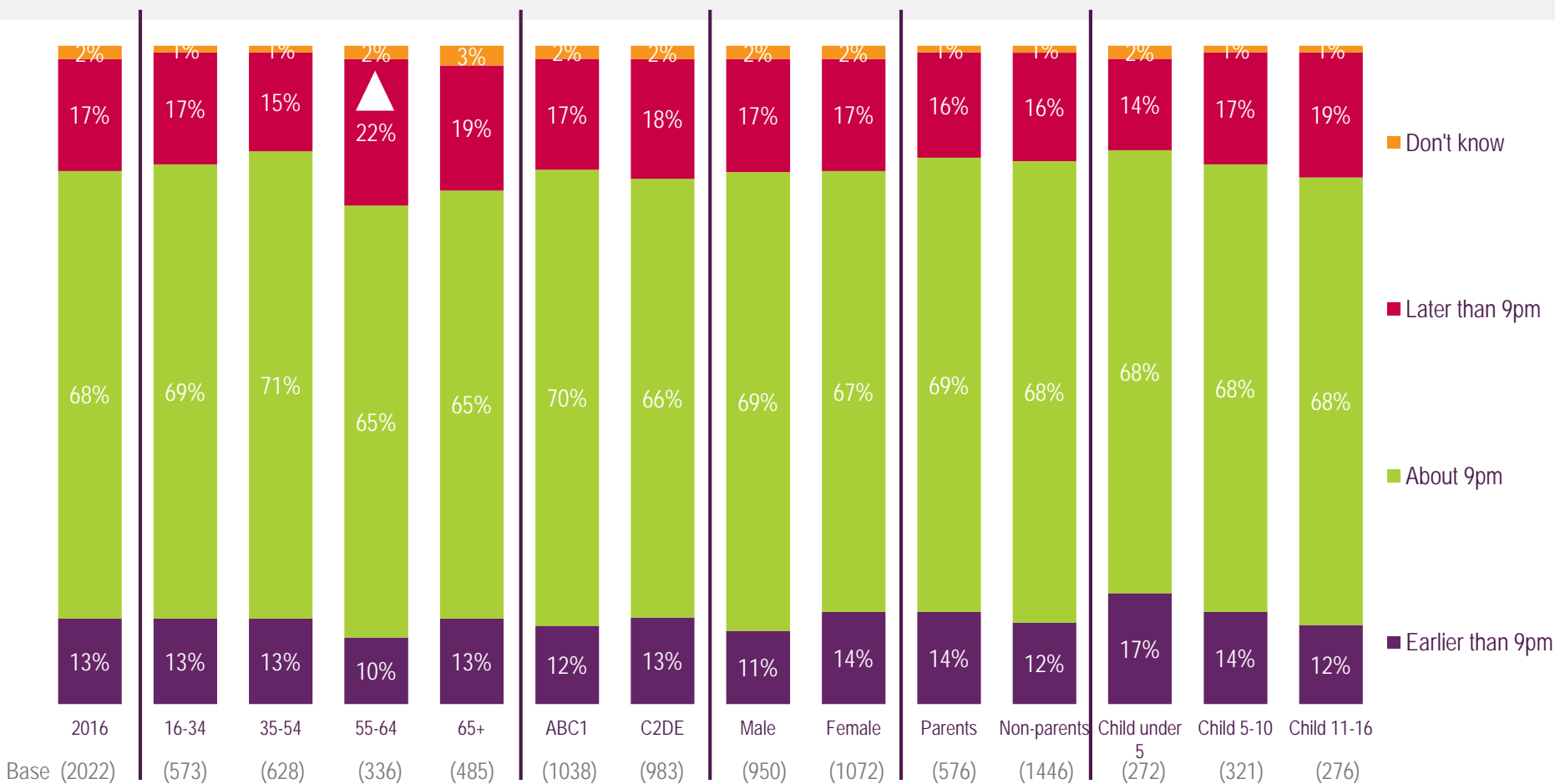


Q37 – Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022). Prompted, single code. Significance testing shows any difference between 2015 and 2016

Very little difference in attitudes towards the right time for the watershed in 2016

Opinion on when TV channels should be allowed to broadcast programmes not suitable for children: 2016 sub-groups



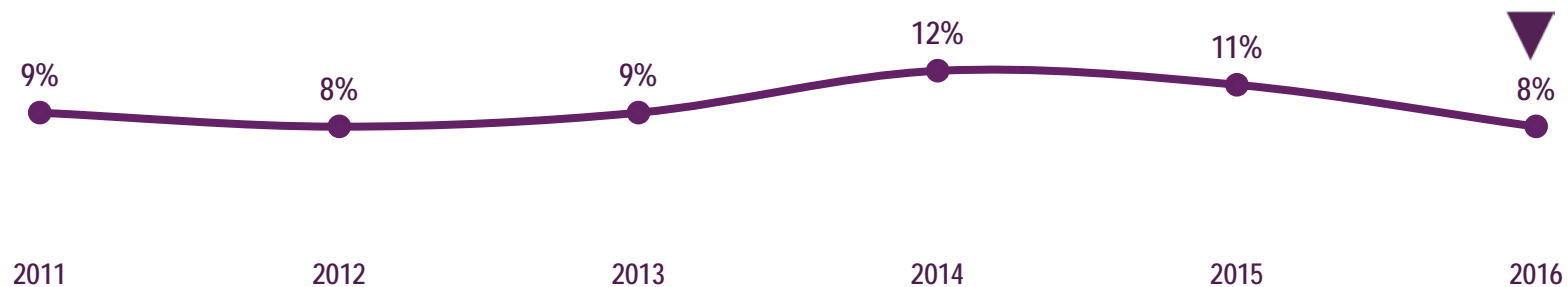
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Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender, between parents and non-parents, between parents of any age group and all adults in 2016

Fewer viewers have seen anything on TV where they were concerned about the welfare of children taking part

Overall % who have felt concerned for the welfare of children taking part in TV programmes in the last 12 months: 2011-2016

Felt concerned for welfare of children taking part in TV programmes

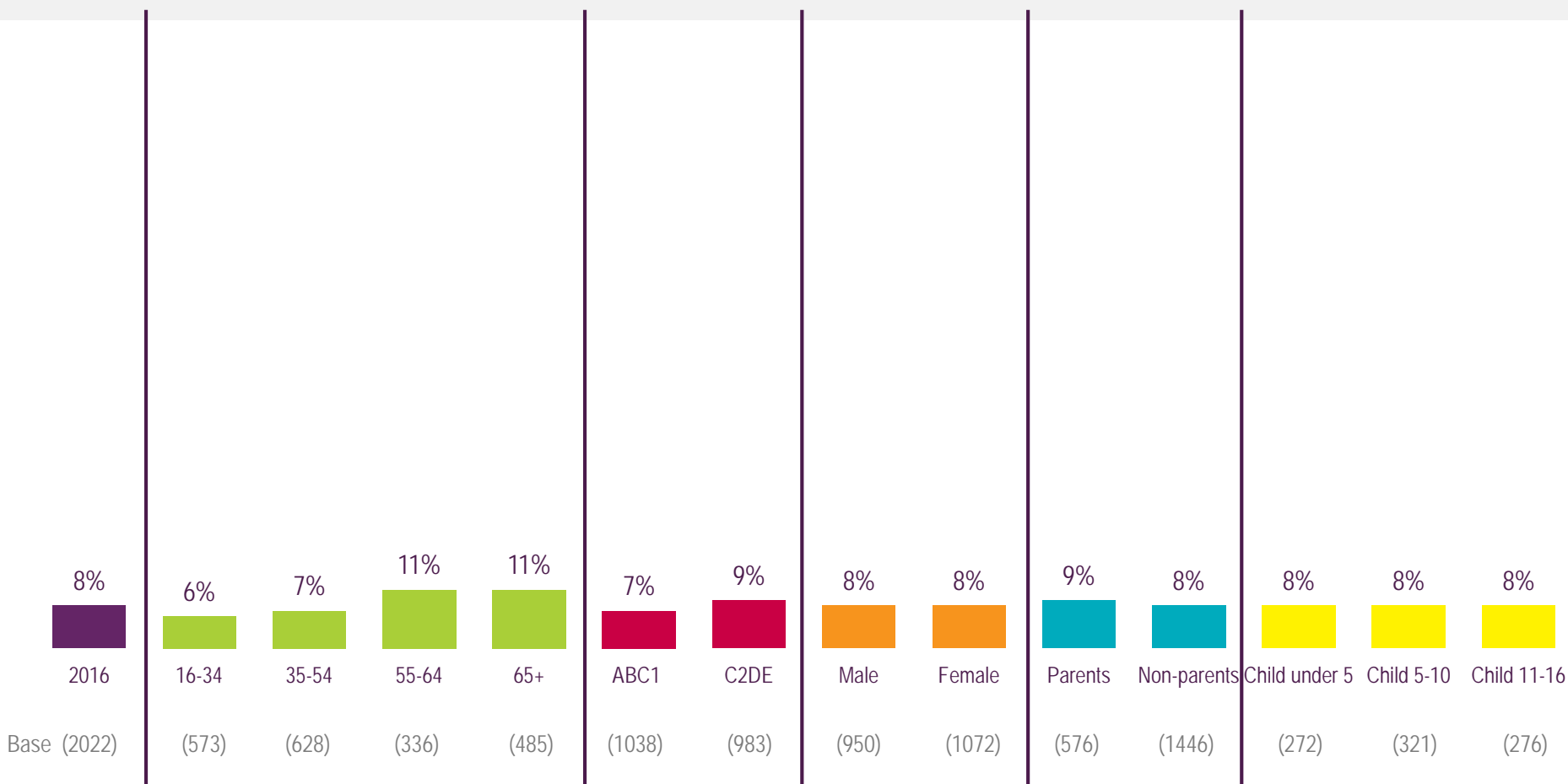


Q52 - In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?

Base: All with any TV sets in 2011 (1723) , 2012 (1830), 2013 (1838), 2014 (2016), 2015 (2052) and 2016 (2022). Prompted, single code. Significance testing shows any difference between 2015 and 2016.

No difference in the incidence of seeing anything on TV where they were concerned about the welfare of children taking part across sub-groups in 2016

Overall % who have felt concerned for the welfare of children taking part in TV programmes in the last 12 months: 2016 sub-groups

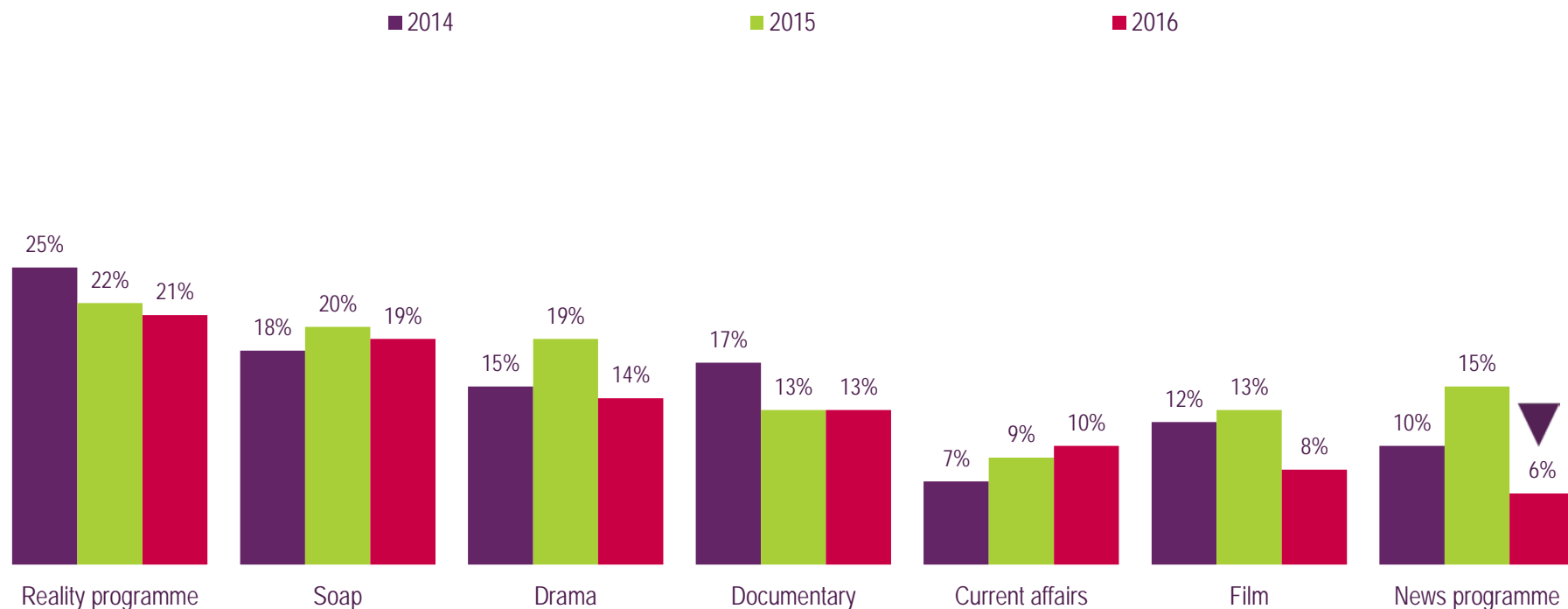


Intro to question: Broadcasters are required to only show television programmes which are not suitable for children only after a certain time in the evening.
Q38 - Before today, were you aware of this?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender, between parents and non-parents, between parents of any age group and all adults in 2016

The types of programmes where this content was seen remain diverse, led by reality programmes and soaps

Programme which caused concern for the welfare of children taking part in TV programmes in the last 12 months: 2014-2016

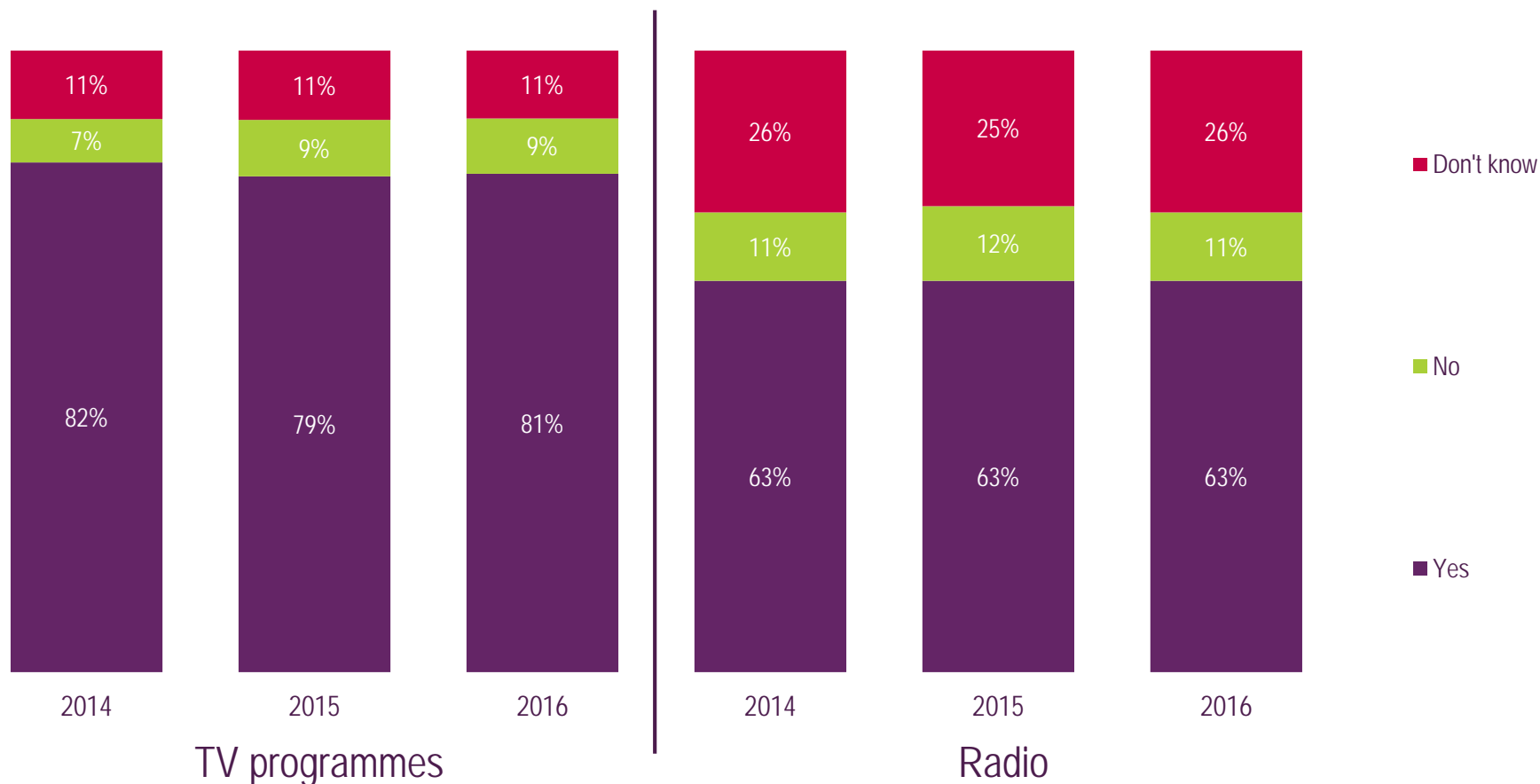


Q53 - Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?

Base: All who said they'd seen anything on TV and were concerned about the welfare of children or young people taking part – 2014 (234); 2015 (222); 2016 (162). Unprompted, multicode. Top reasons charted. Significance testing shows any difference between 2015 and 2016.

Most say TV programmes and the radio are regulated – unchanged since 2015

Awareness of whether regulation currently exists (2014 - 2016)

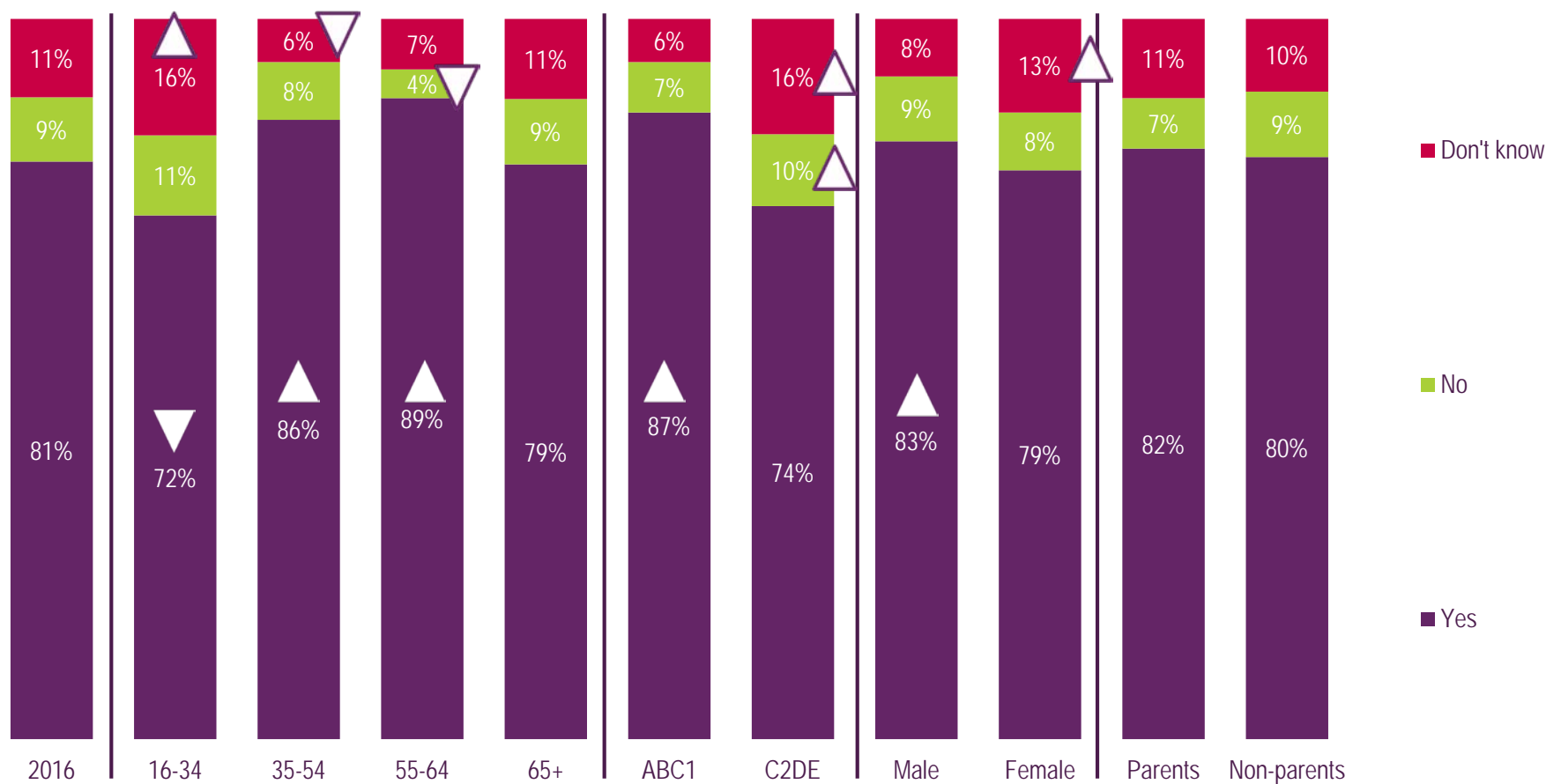


Q30/ Q34 – As far as you know, are TV programmes regulated? As far as you know, is the radio regulated in terms of what can be broadcast? (When needed note was used to define – “By regulation I mean rules or guidelines about what can and can’t be shown/ broadcast”)

Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069). Prompted, single code. Significance testing shows any difference between 2015 and 2016

Awareness of TV regulation is higher for the 'middle aged', ABC1 adults and males

Awareness of whether TV programme regulation currently exists: 2016 sub-groups

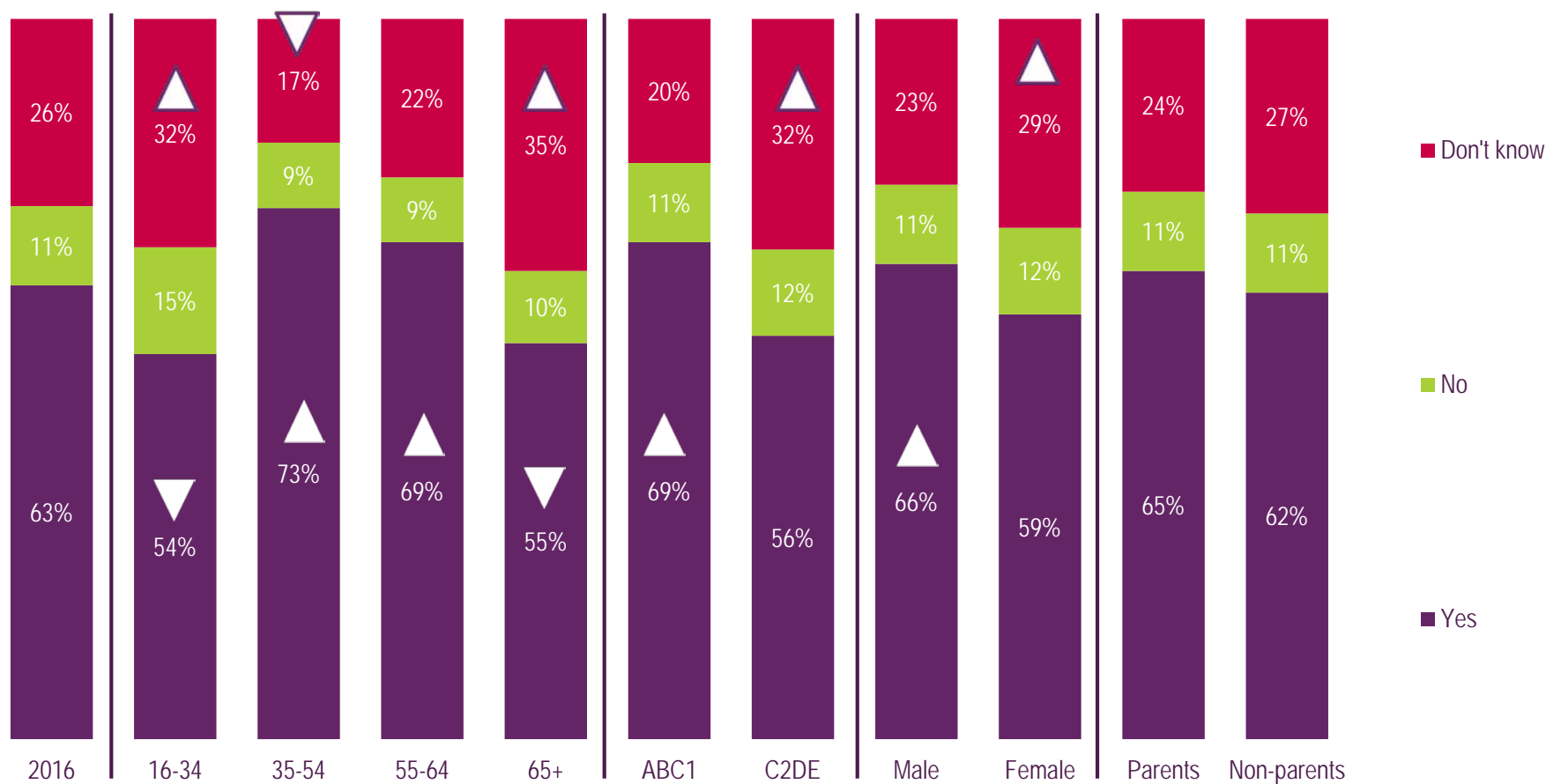


Q30 – As far as you know, are TV programmes regulated? (When needed note was used to define – “By regulation I mean rules or guidelines about what can and can't be shown/ broadcast”)

Base: All respondents in 2016 (2069); aged 16-34 (596); 35-54 (640); 55-64 (342); 65+ (491); ABC1 (1063); C2DE (1005); Male (980); Female (1089); Parents (587); Non-parents (1482). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

As with TV, awareness of radio regulation is higher for the 'middle aged', ABC1 adults and males

Awareness of whether radio regulation currently exists: 2016 sub-groups

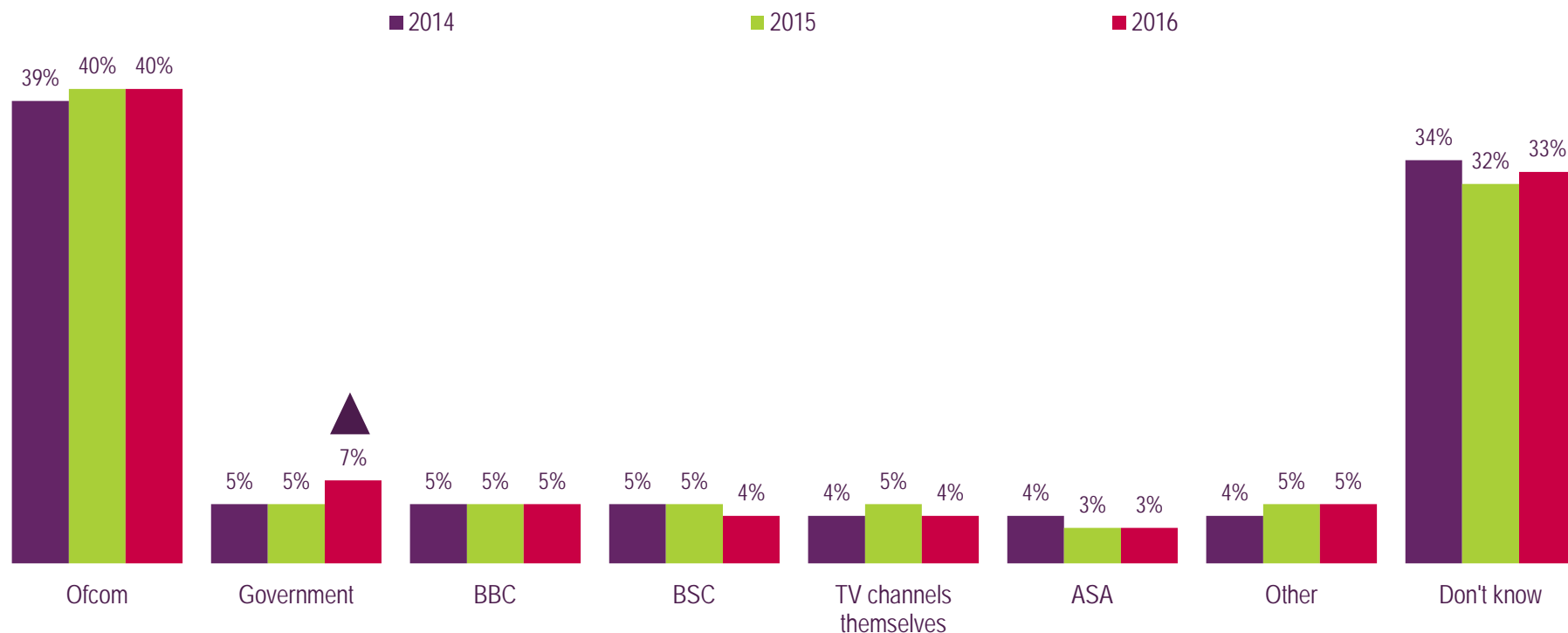


Q34 – As far as you know, is the radio regulated in terms of what can be broadcast? (When needed note was used to define – “By regulation I mean rules or guidelines about what can and can't be shown/ broadcast”)

Base: All respondents in 2016 (2069); aged 16-34 (596); 35-54 (640); 55-64 (342); 65+ (491); ABC1 (1063); C2DE (1005); Male (980); Female (1089); Parents (587); Non-parents (1482). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

One-third of those who say TV programmes are regulated can't say who is responsible, as in previous years

Opinion on who regulates TV programmes: 2014-2016

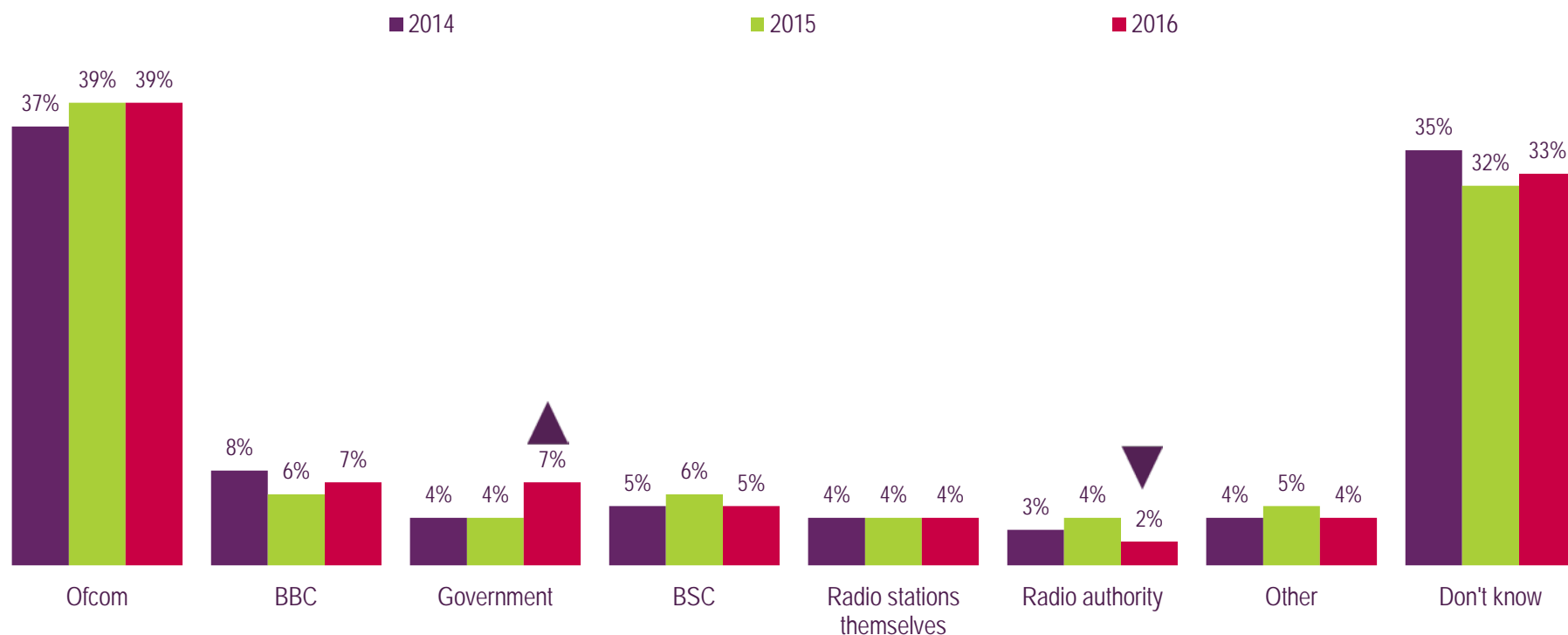


Q31 – Who do you think is responsible for regulating TV programmes?

Base: All respondents aware of TV programme regulation 2014 (1485); 2015 (1656); 2016 (1670). Unprompted, first mention, single code. Significance testing shows any difference between 2015 and 2016

One-third of those who say radio is regulated can't say who is responsible, as in previous years

Opinion on who regulates radio: 2014-2016

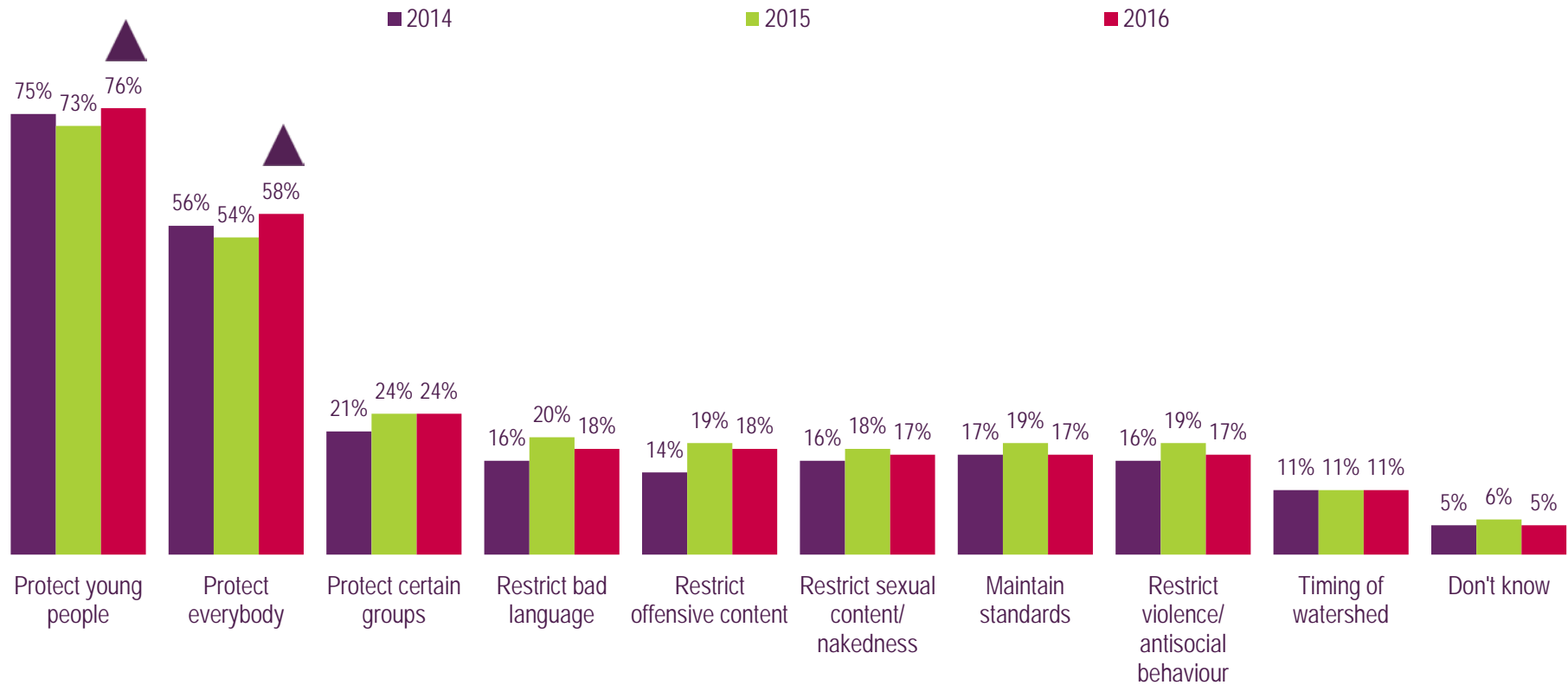


Q35 – Who do you think is responsible for regulating radio?

Base: All respondents aware of radio regulation 2014 (1280); 2015 (1281); 2016 (1267). Unprompted, first mention, single code. Significance testing shows any difference between 2015 and 2016

Key reasons for TV programme regulation are seen to be protecting young people and viewers generally

Opinion on why TV programme regulation exists: 2014-2016

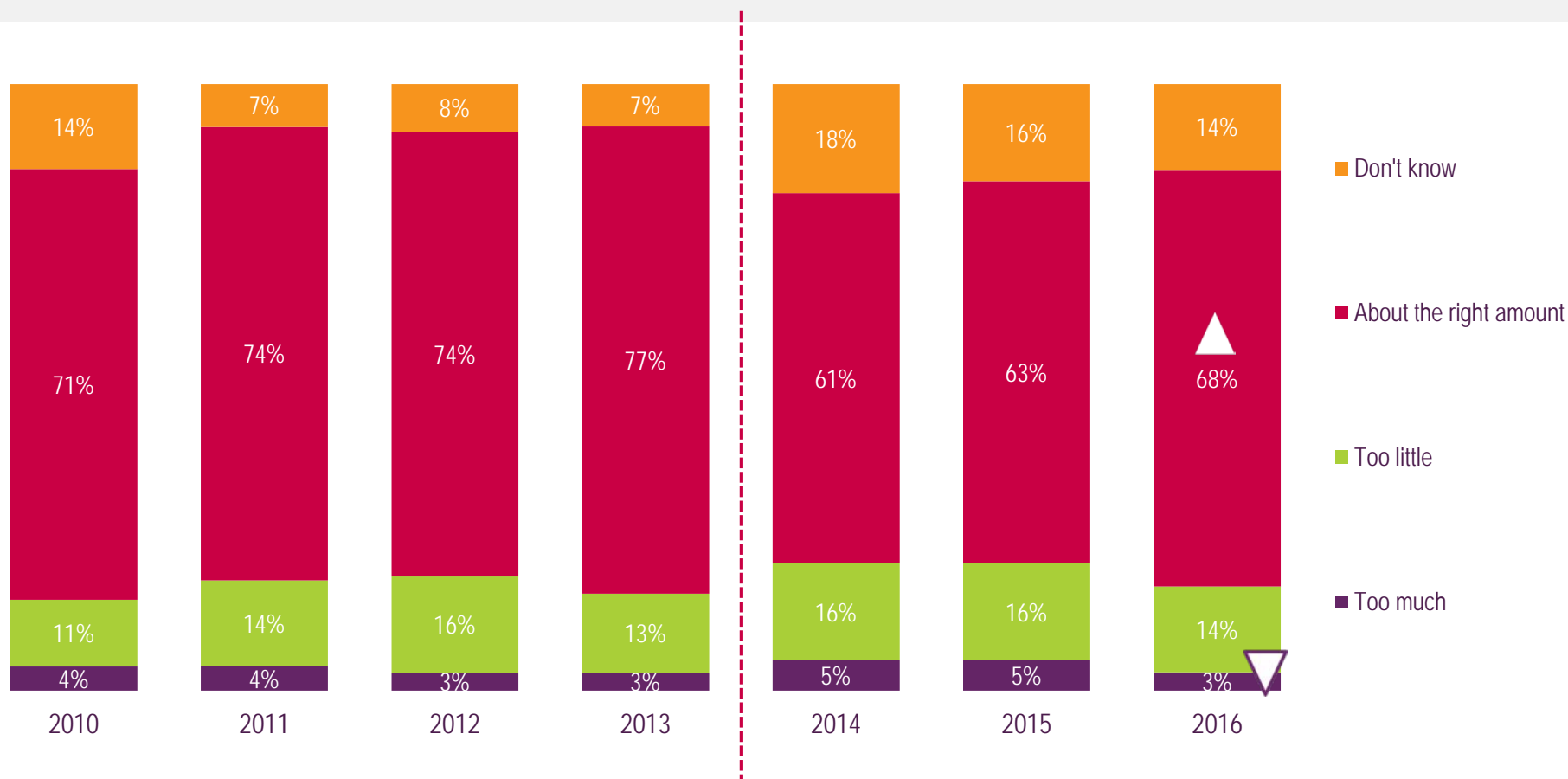


Q33 – TV programmes on all channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base: All respondents in 2014 (2074); 2015 (2107); 2016 (2069). Unprompted, total mentions, multicode. Significance testing shows any difference between 2015 and 2016

Most feel the level of TV regulation is about right, increased since 2015

Opinion on current levels of TV programme regulation: historical view

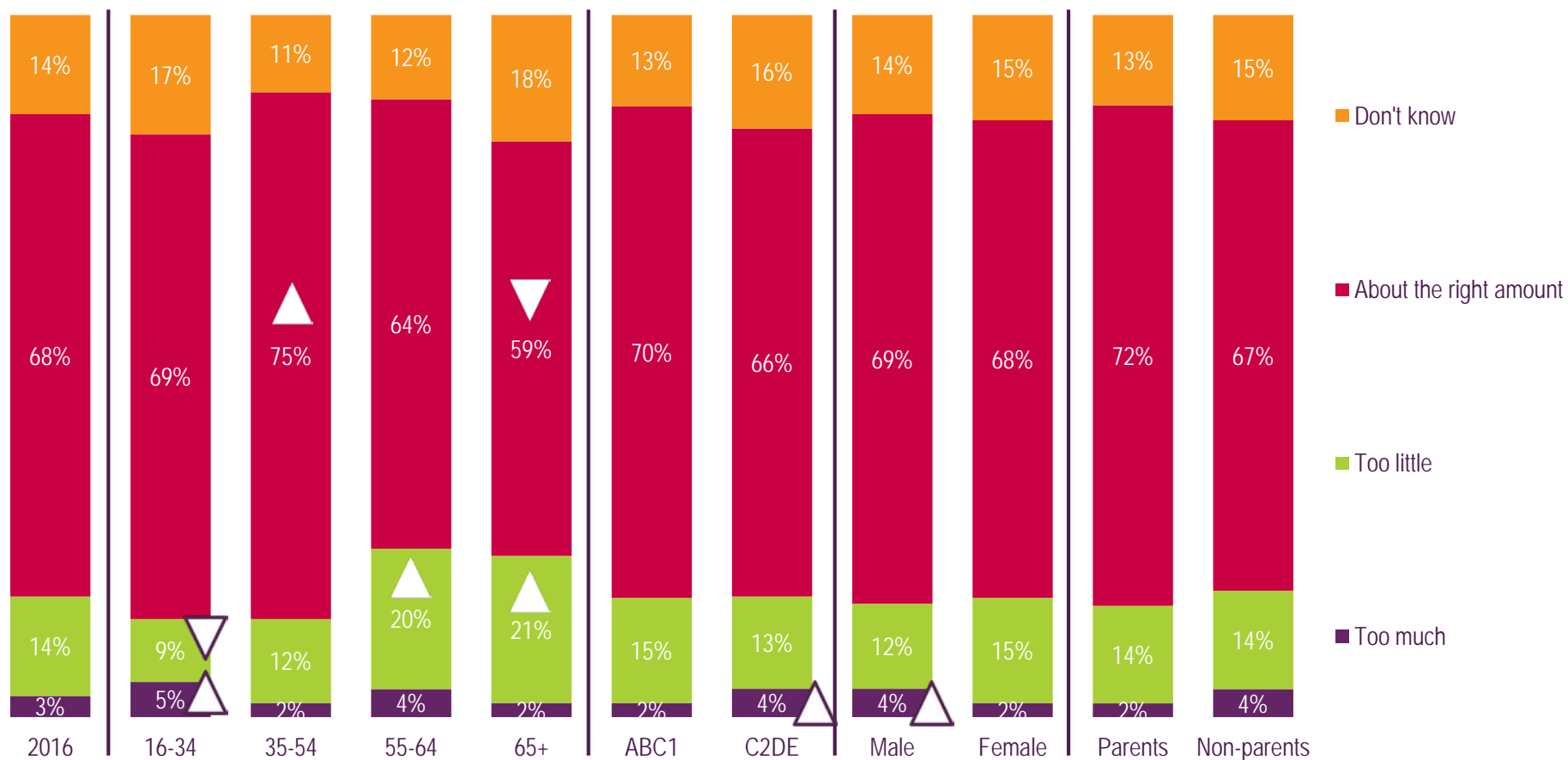


Q32A – Do you think the amount of regulation for TV programmes as a whole is too much, too little or about the right amount?

Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Dashed line shows where survey method changed

While a minority view, older adults are more likely to feel there is too little regulation of TV programmes

Opinion on current levels of TV programme regulation: 2016 subgroups

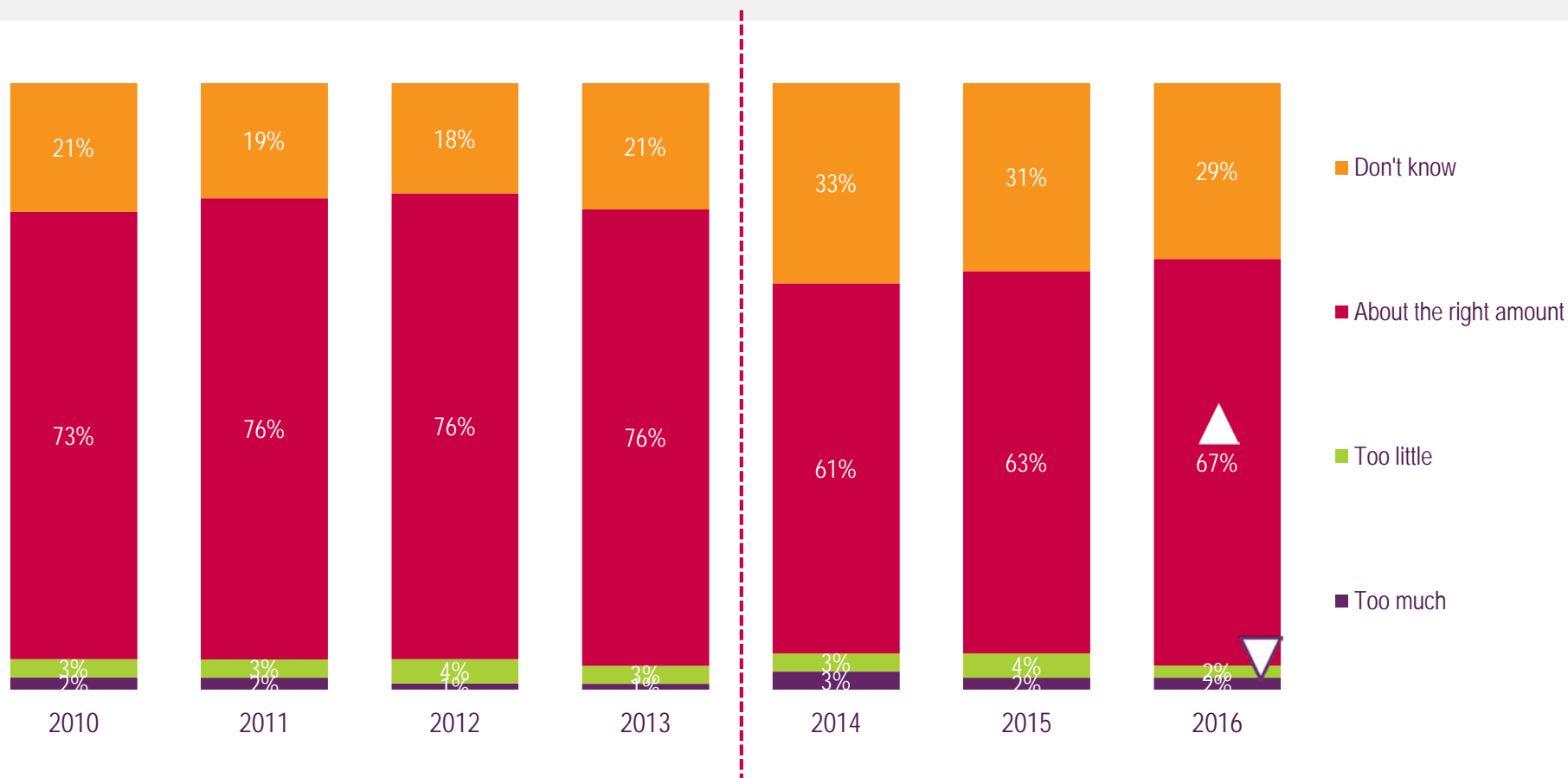


Q32A – Do you think the amount of regulation for TV programmes as a whole is too much, too little or about the right amount?

Base: All respondents in 2016 (2069); aged 16-34 (596); 35-54 (640); 55-64 (342); 65+ (491); ABC1 (1063); C2DE (1005); Male (980); Female (1089); Parents (587); Non-parents (1482). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

Most feel the level of radio regulation is about right, increased since 2015

Opinion on current levels of Radio regulation: historical view

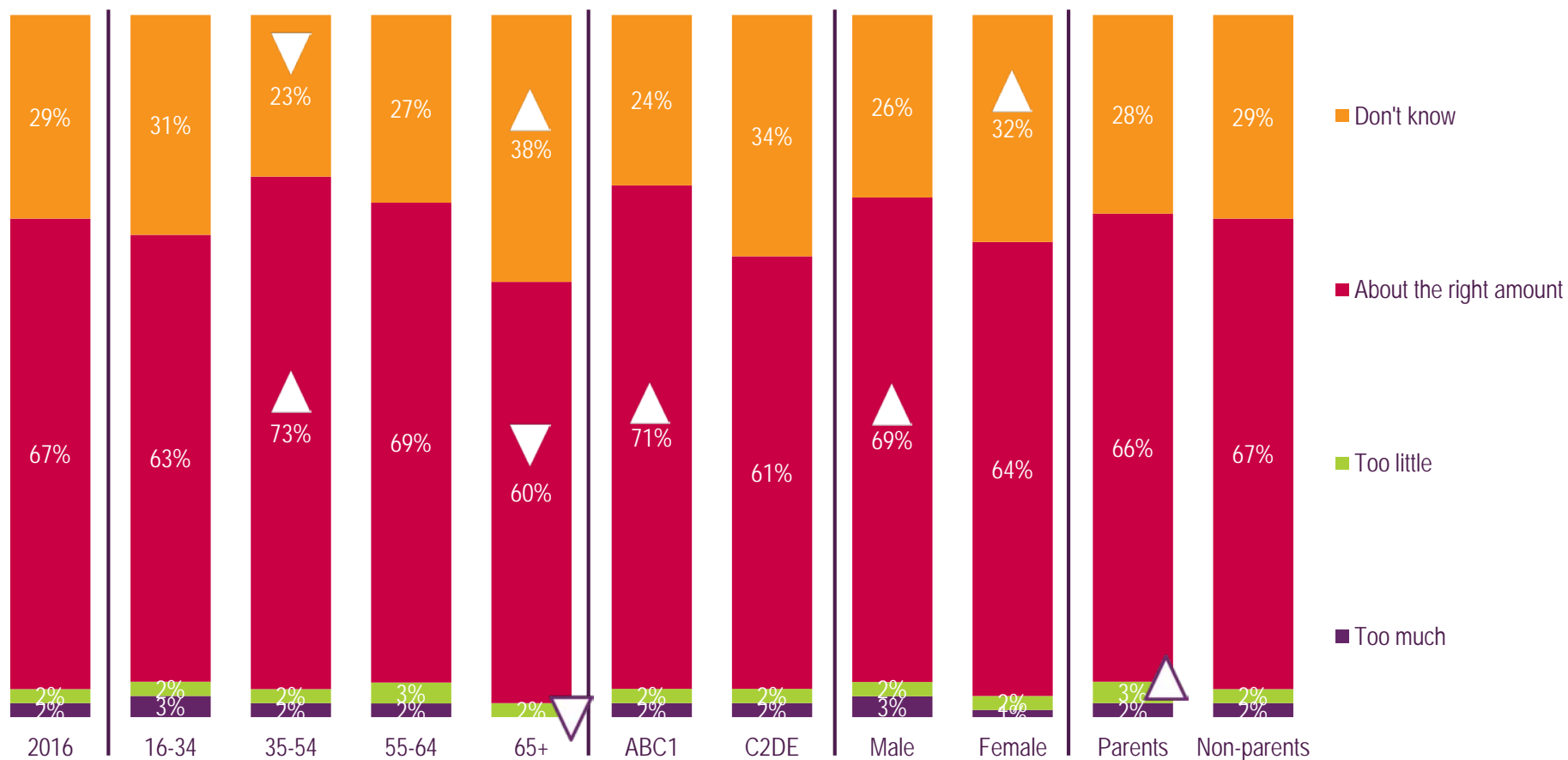


Q36 – Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?

Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Dashed line shows where survey method changed

Compared to TV, adults are more likely to be unsure about the level of radio regulation – this is more likely among older adults and females

Opinion on current levels of Radio regulation: 2016 subgroups

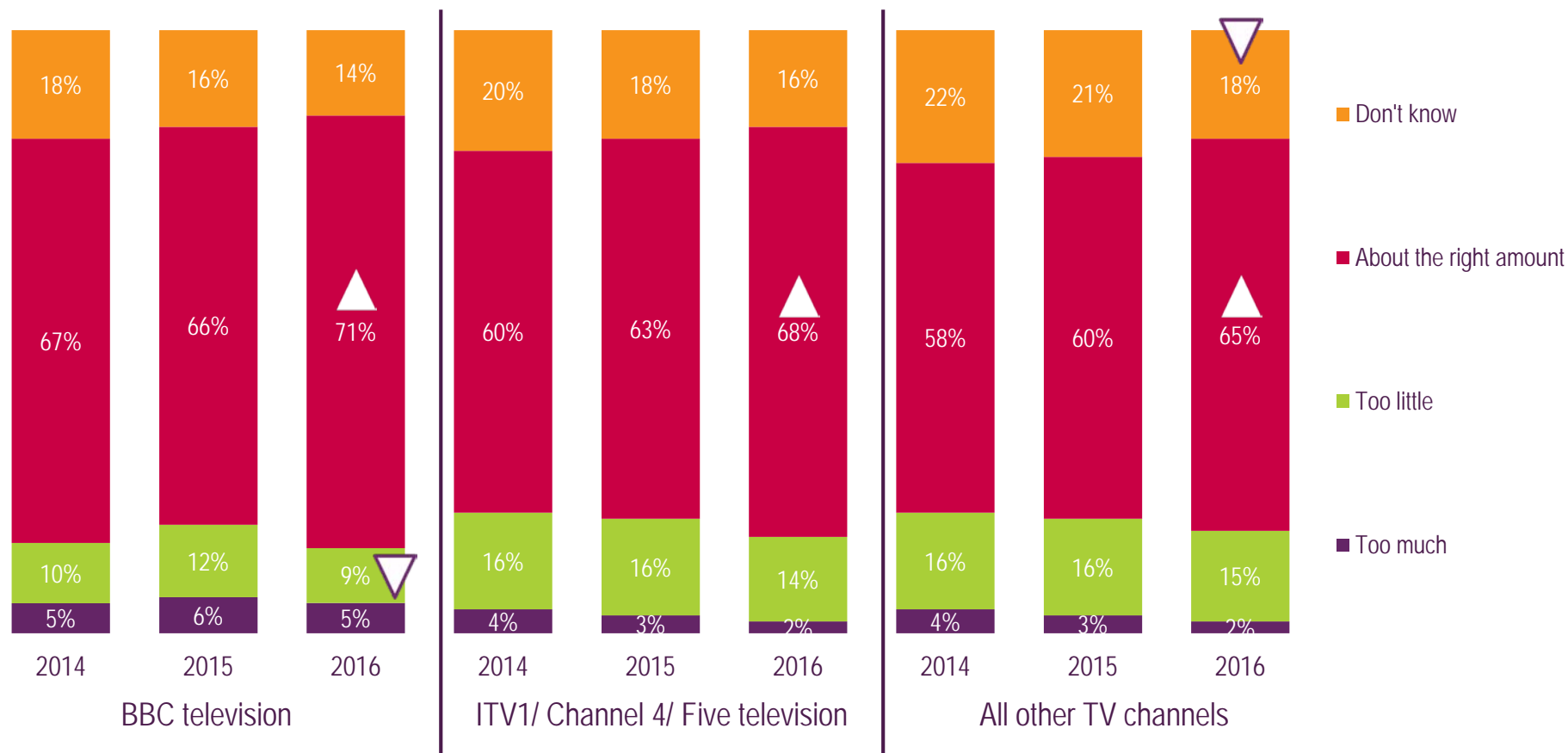


Q36 – Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?

Base: All respondents in 2016 (2069); aged 16-34 (596); 35-54 (640); 55-64 (342); 65+ (491); ABC1 (1063); C2DE (1005); Male (980); Female (1089); Parents (587); Non-parents (1482). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

More now believe there is the right amount of regulation since 2015. Compared to the BBC, adults are more likely to say other channels have too little regulation.

Opinion on current levels of regulation: 2014-2016

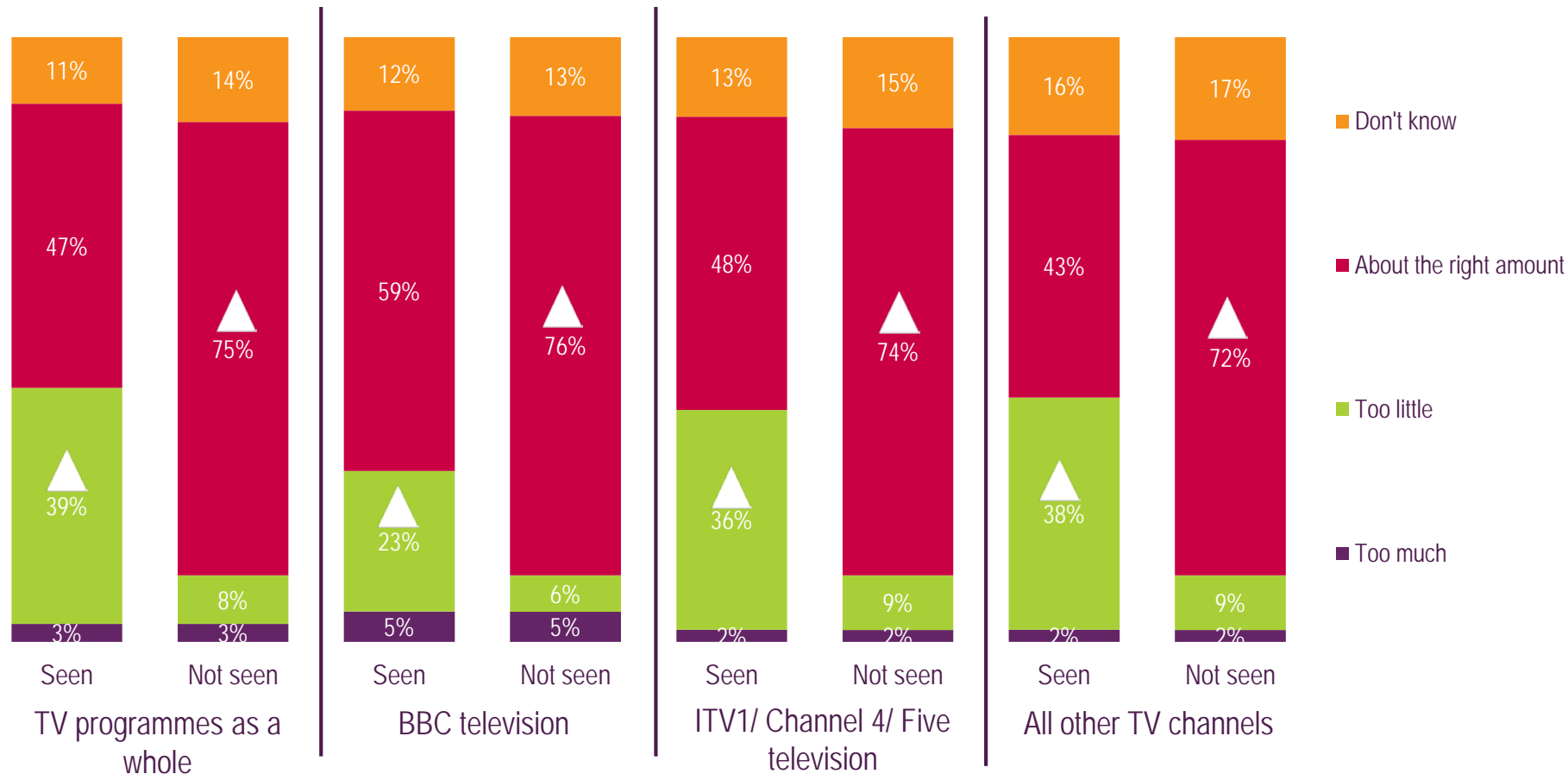


Q32B/ C/ D – Do you think the amount of regulation for [media type] is too much, too little, or about the right amount?

Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069). Prompted, single code. Significance testing shows any difference between 2015 and 2016.

Those who have seen something offensive on TV in the last 12 months are much more likely to say there is too little regulation compared to others

Opinion on current levels of regulation – by whether something offensive seen on TV in the last 12 months: 2016



Q32 – Do you think the amount of regulation for [media type] is too much, too little, or about the right amount?

Base: All with any TV sets who have seen something offensive (391); who have not seen something offensive (1593). Prompted, single code. Significance testing shows any difference between those who have and have not seen something offensive in the last 12 months..

Summary of key findings

A shift over time towards children's viewing seen as a shared responsibility – for parents and broadcasters

Awareness of the watershed has not changed substantially in the last 10 years, but indications of a decline among younger adults which may be linked to non-linear viewing

A move towards feeling the watershed should be at 9pm rather than later, but some indication that older viewers may prefer a later start to post-watershed programming

Lower levels of concern for children taking part in TV programmes with a diverse range of content cited

No change in awareness of regulation – continues to be higher for TV than radio and lower among younger adults, C2DEs and females

A minority know who the regulator is, but there is a good understanding of the purpose of regulation, with more believing that there is the right amount of regulation – though this remains less true for older adults

Section contents

Attitudes towards TV advertising, sponsorship, product placement and promotions

Awareness of product placement symbol and commercial messages

Opinion on frequency and length of TV advertising breaks

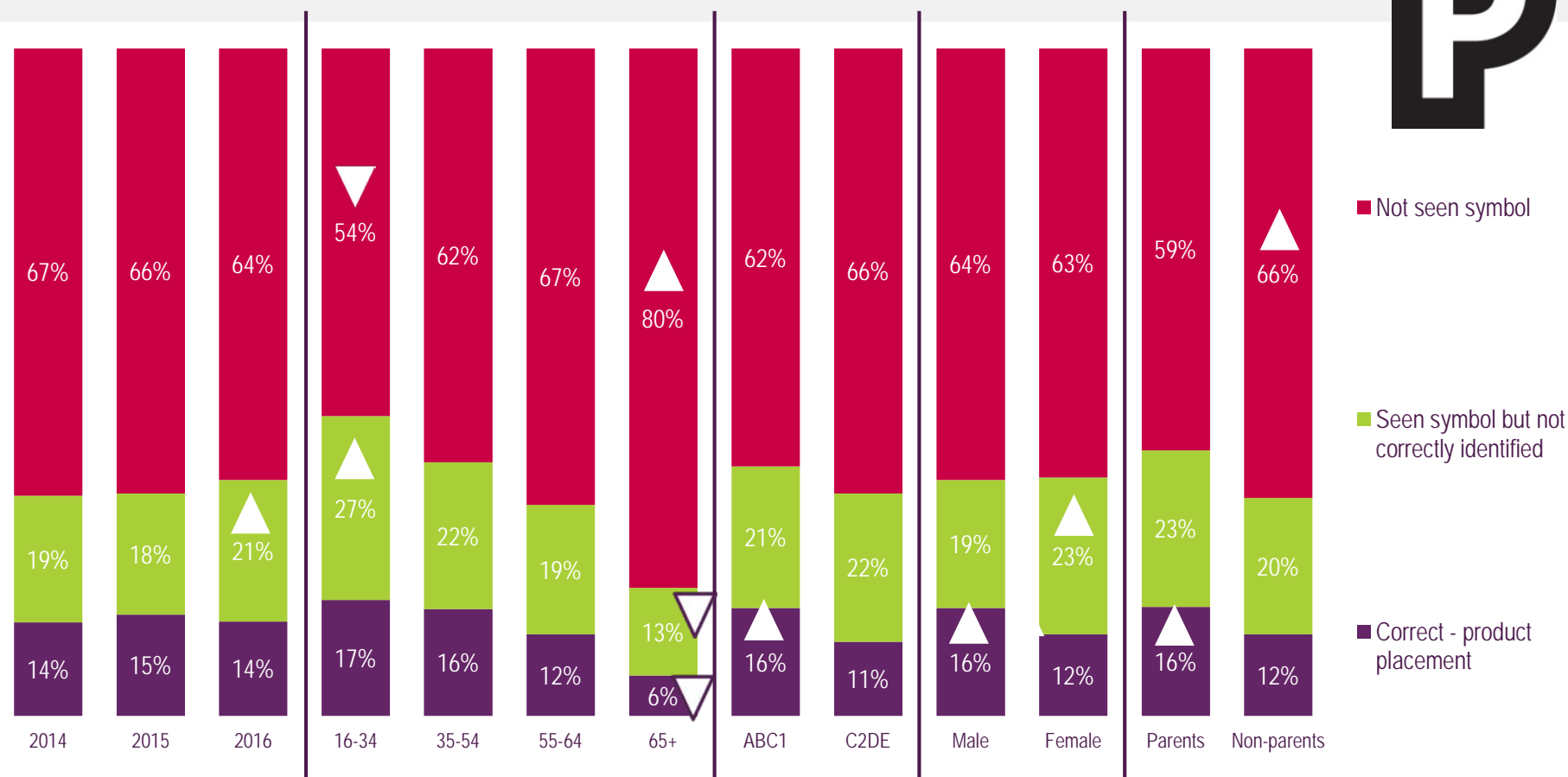
Concerns about advertising on TV

Level of agreement with statements about TV programmes about people's lives

Opinion on most intrusive media into lives of people in the public eye/ members of the general public

No change in correct identification of the P symbol since 2015, and this is less likely among older adults, C2DE adults, females and non-parents

Awareness of product placement symbol

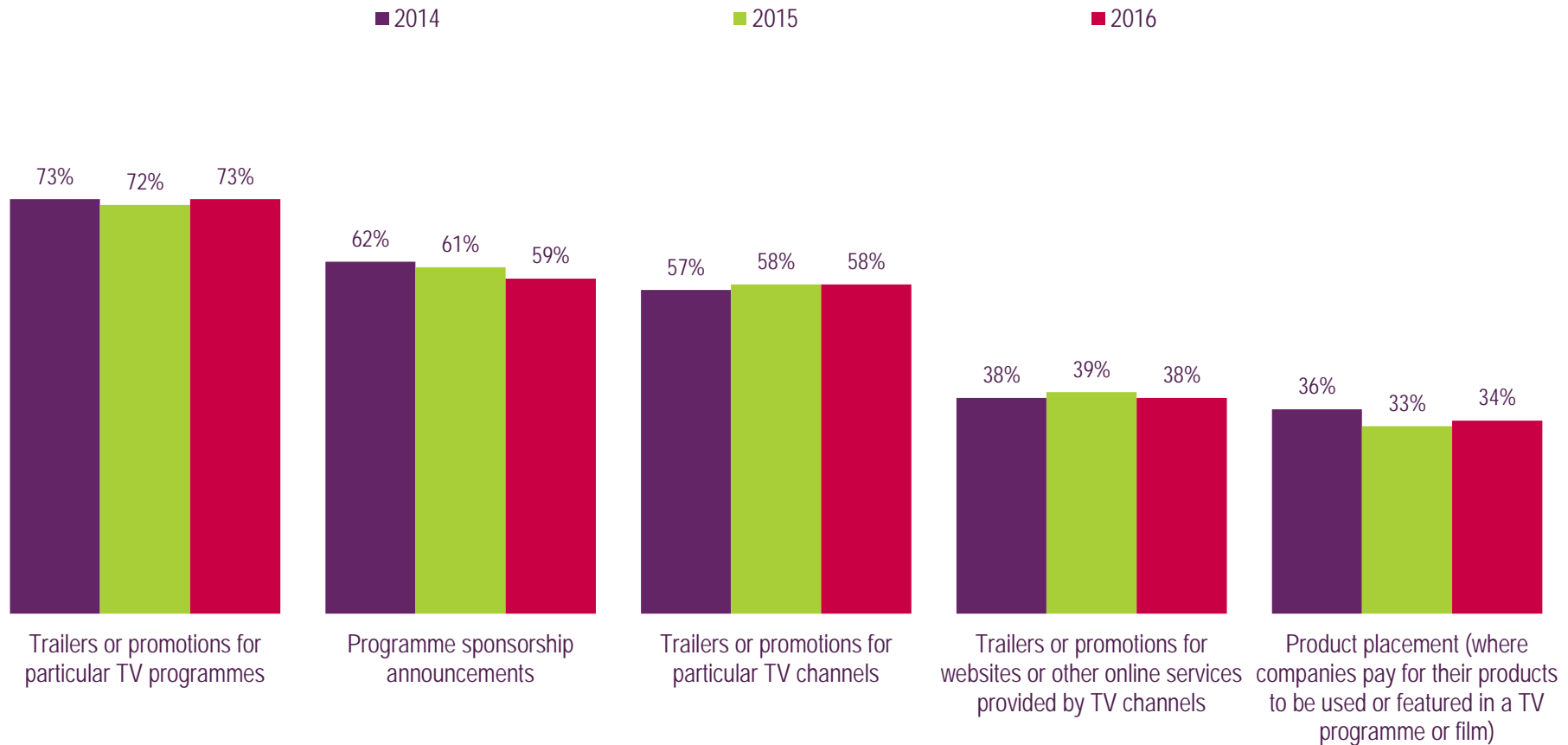


Q23 – Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? IF YES – Do you know what this symbol is used for?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022); aged 16-34 (573); 35-54 (628); 55-64 (336); 65+ (485); ABC1 (1038); C2DE (983); Male (950); Female (1072); Parents (576); Non-parents (1446). Prompted, single code. Significance testing shows any difference between 2015 and 2016 and between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

No change in awareness of commercial messages since 2015, with a minority claiming to be aware of trailers for online services or of product placement

Awareness of commercial messages: 2014-2016

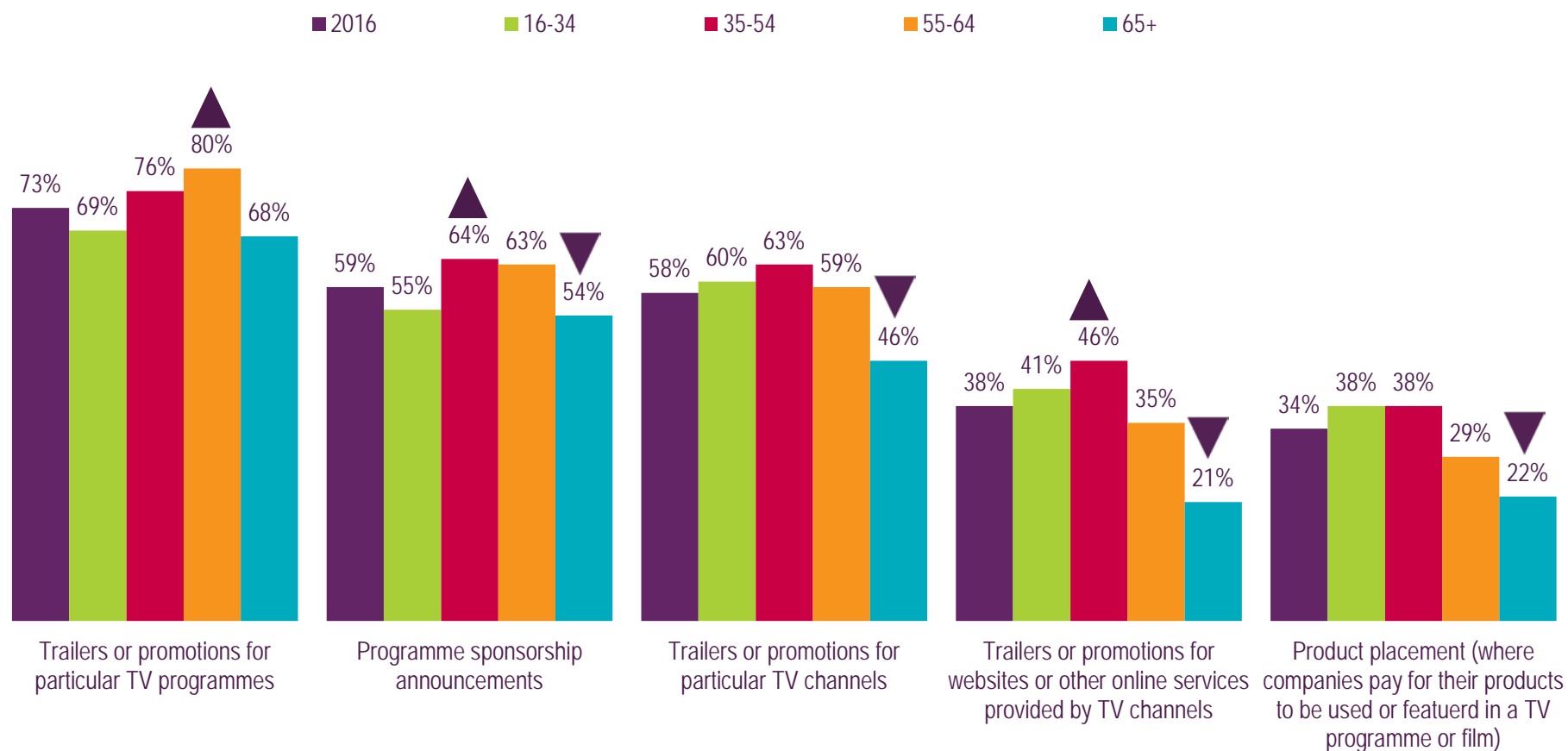


Q24 – Which of the following, if any, are you aware of on television?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022). Prompted, multicode. Significance testing shows any difference between 2015 and 2016

Generally lower awareness of commercial messages among older adults aged 65+

Awareness of commercial messages: 2016, by age

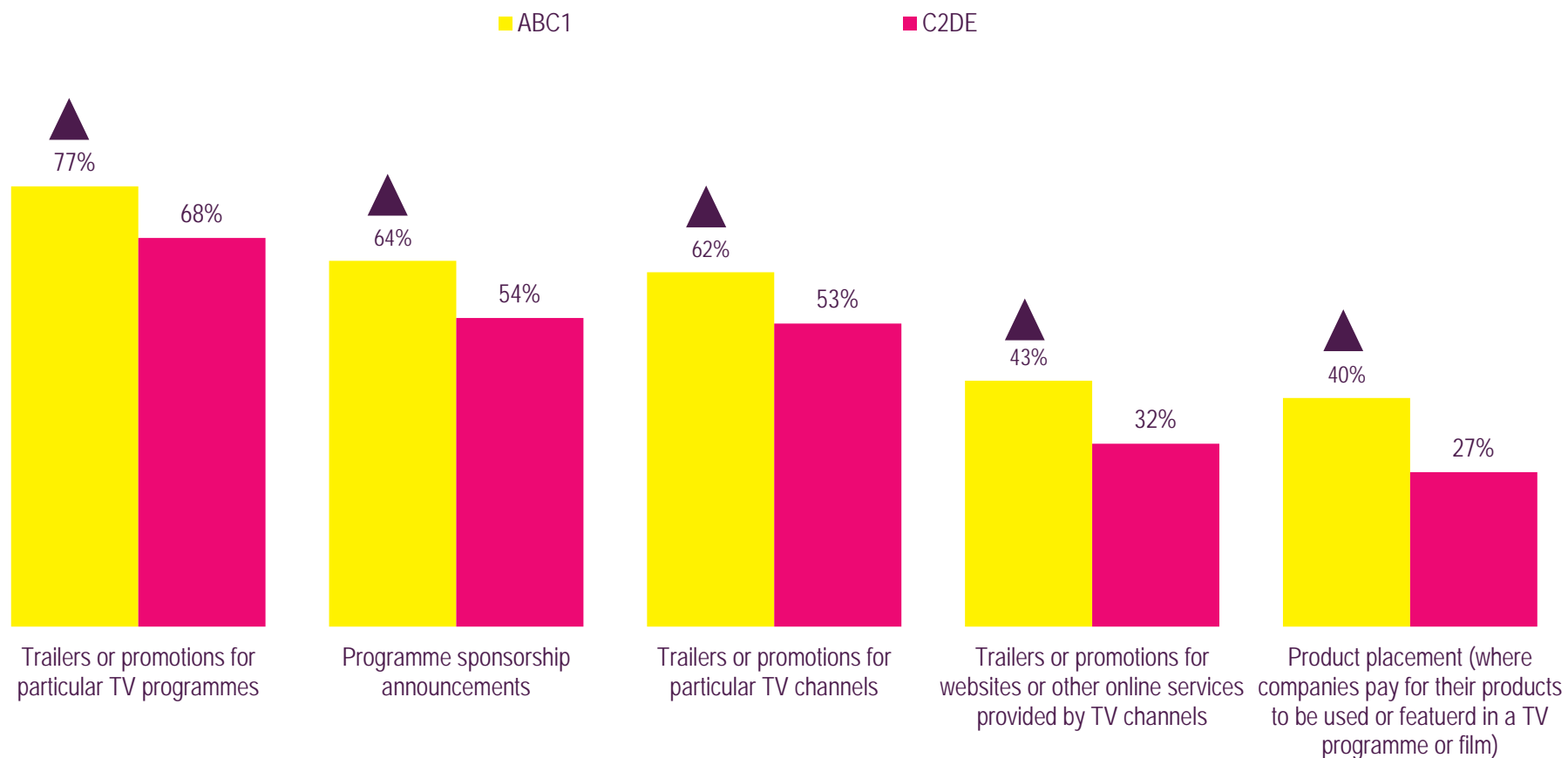


Q24 – Which of the following, if any, are you aware of on television?

Base: All with any TV sets in 2016 (2022) ; aged 16-34 (573); 35-54 (628); 55-64 (336); 65+ (485). Prompted, multicode. Significance testing shows any difference between any age group and all adults in 2016

Higher awareness of all types of commercial messages among ABC1 adults

Awareness of commercial messages: 2016, by SEG

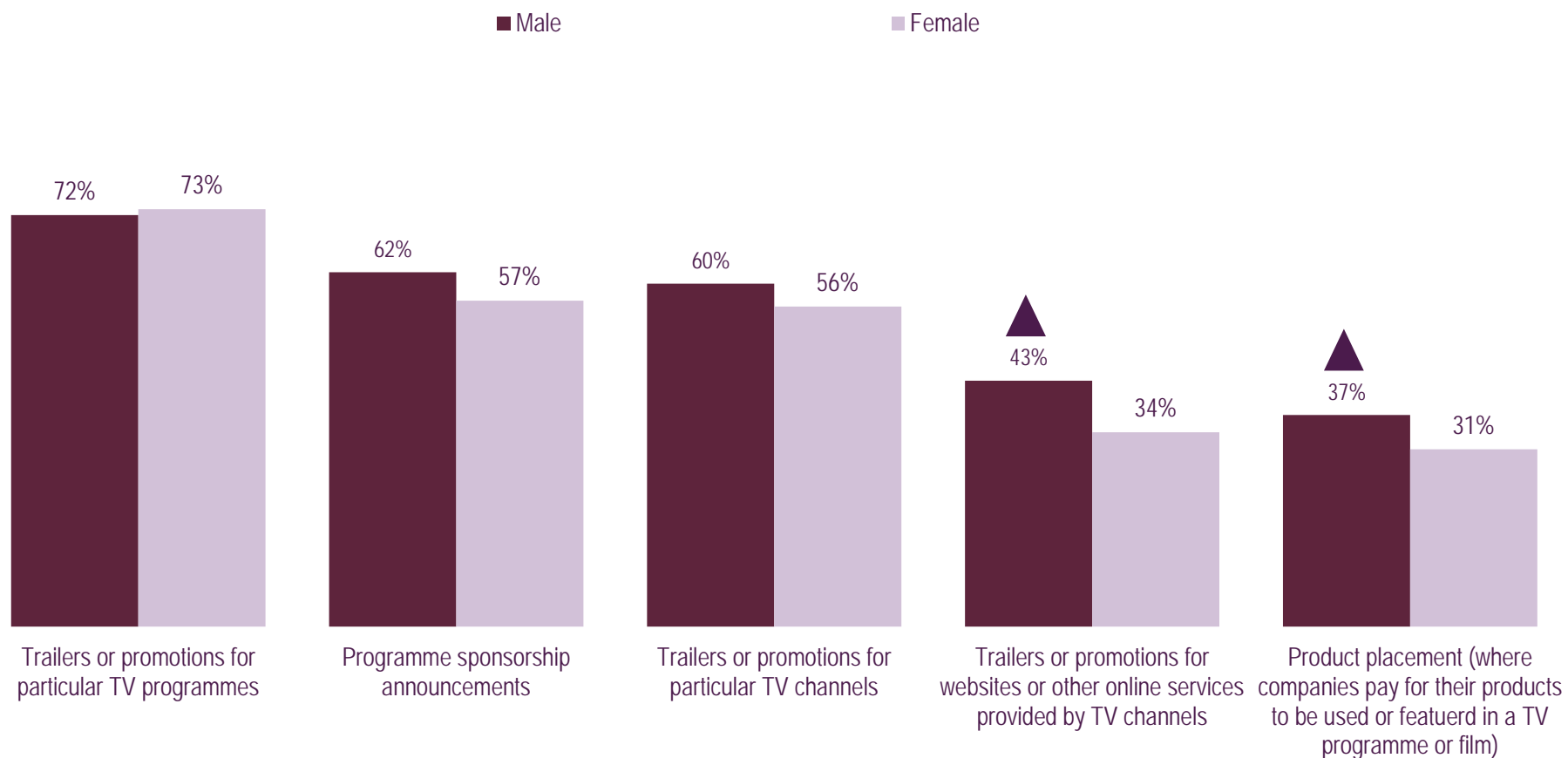


Q24 – Which of the following, if any, are you aware of on television?

Base: All with any TV sets in 2016 ABC1 (1038); C2DE (983). Prompted, multicode. Significance testing shows any difference between socio-economic groups in 2016

Higher awareness of lesser known types of commercial messages among males

Awareness of commercial messages: 2016, by gender

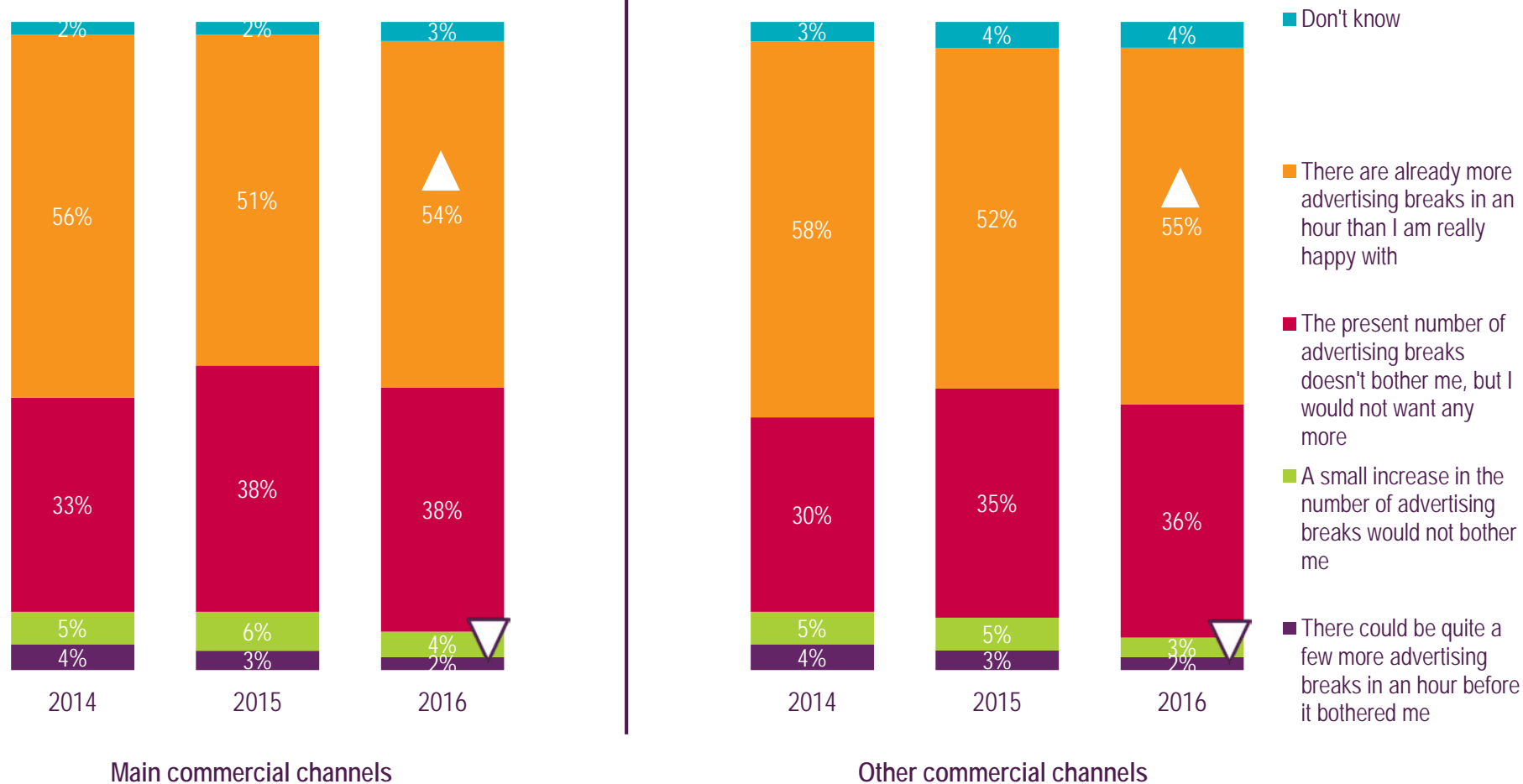


Q24 – Which of the following, if any, are you aware of on television?

Base: All with any TV sets in 2016 Male (950); Female (1072) . Prompted, multicode. Significance testing shows any difference by gender in 2016

Most viewers feel ad breaks are too frequent already, and more have this opinion compared to 2015

Opinion on frequency of advertising breaks on TV: 2014-2016

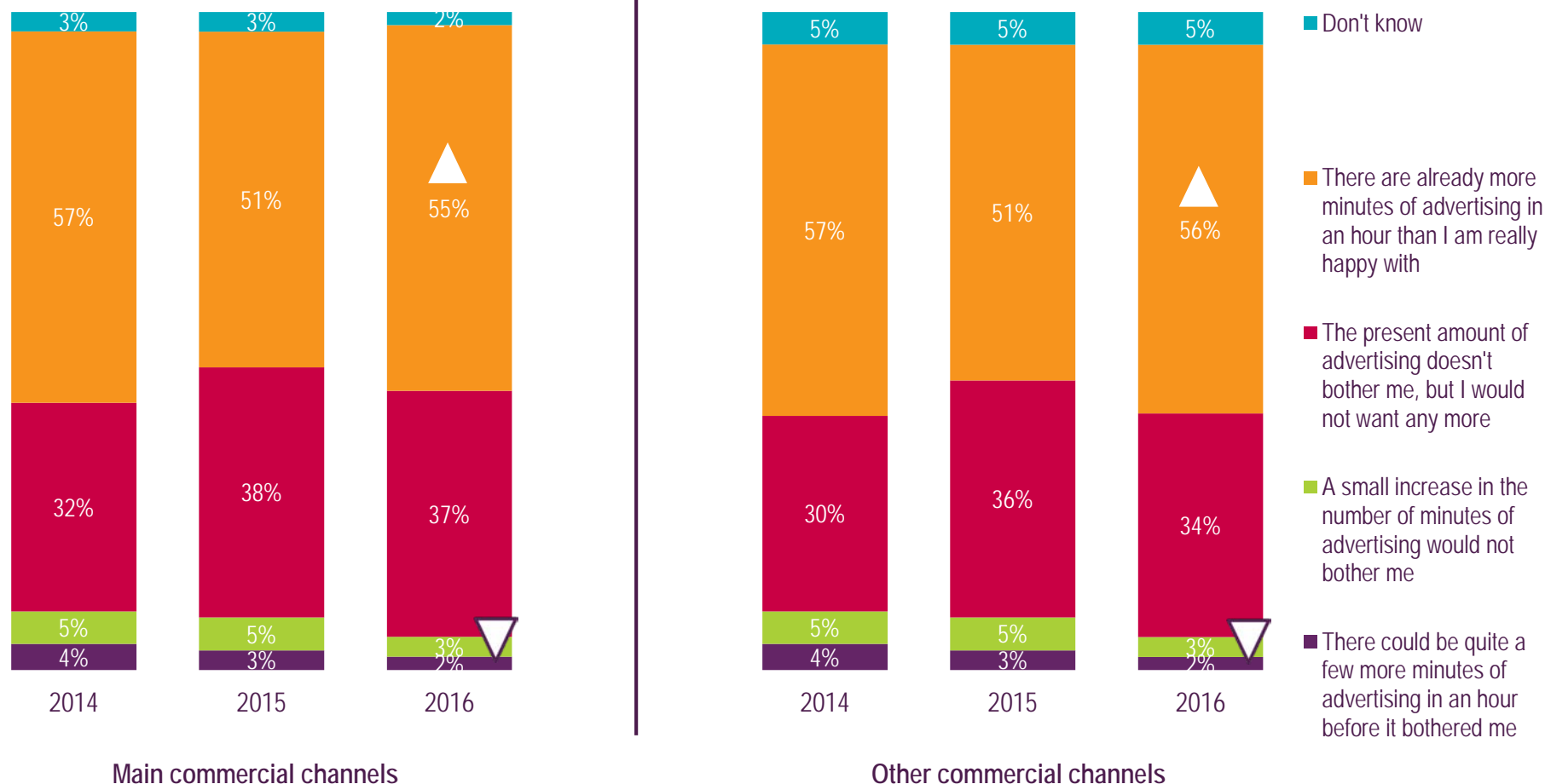


Q26 / Q27 – Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free-to-air channels – that is ITV1, Channel 4 and Channel 5/ on the other commercial channels – all the other channels with adverts except for ITV1, Channel 4 and Channel 5?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022). Prompted, single code. Significance testing shows any difference between 2015 and 2016

Most viewers feel ad breaks run for too long already, and more have this opinion compared to 2015

Opinion on amount of TV advertising minutage: 2014-2016

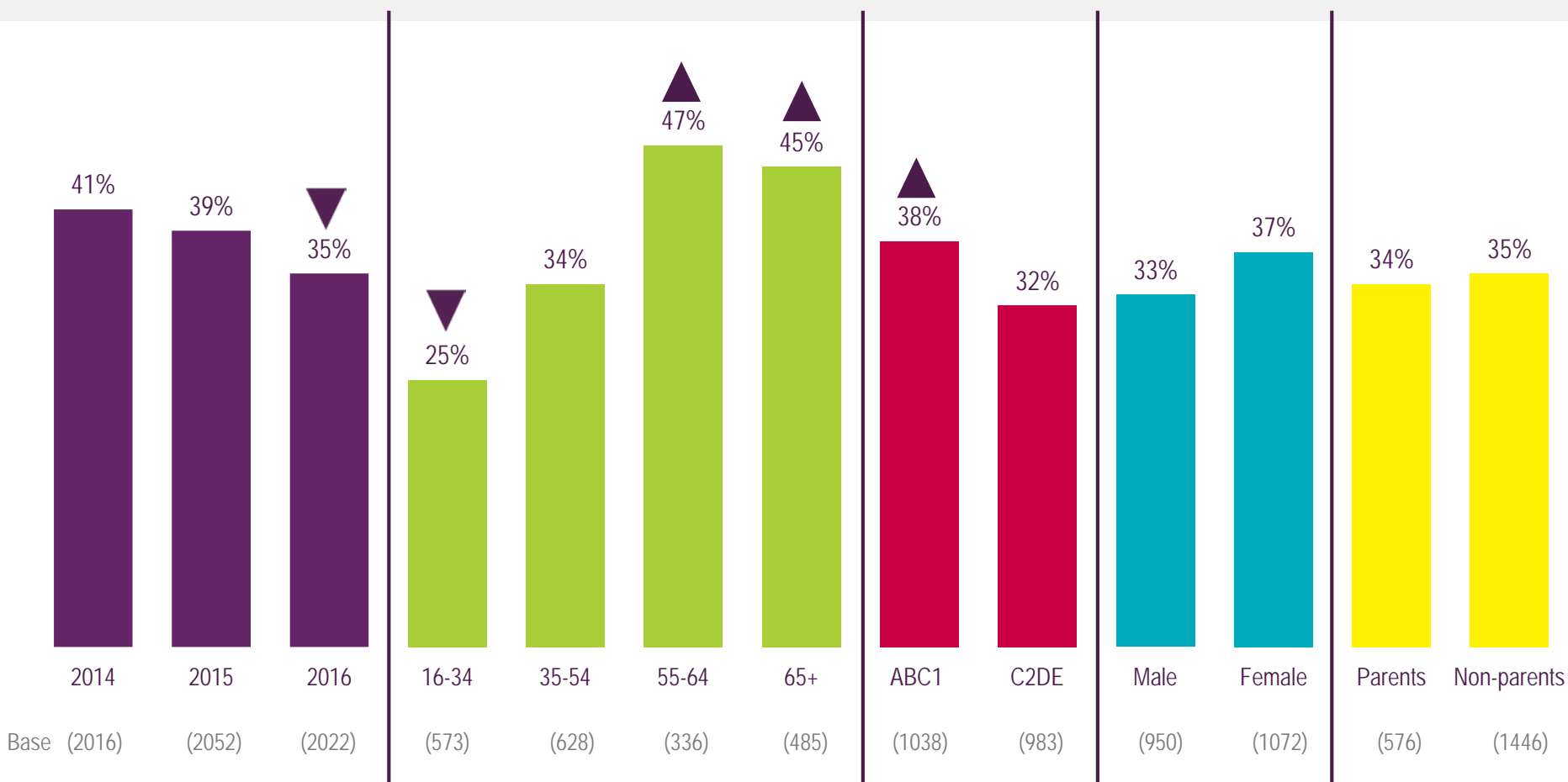


Q28 / Q29– Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free-to-air channels – that is ITV1, Channel 4 and Channel 5/ on the other commercial channels – all the other channels with adverts except for ITV1, Channel 4 and Channel 5?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022). Prompted, single code. Significance testing shows any difference between 2015 and 2016

Around one third (35%) of UK adults have concerns about advertising on TV. People from the older age group and ABC1's and generally more concerned than others

Any concerns about advertising on TV: 2014-2016 and 2016 sub-groups

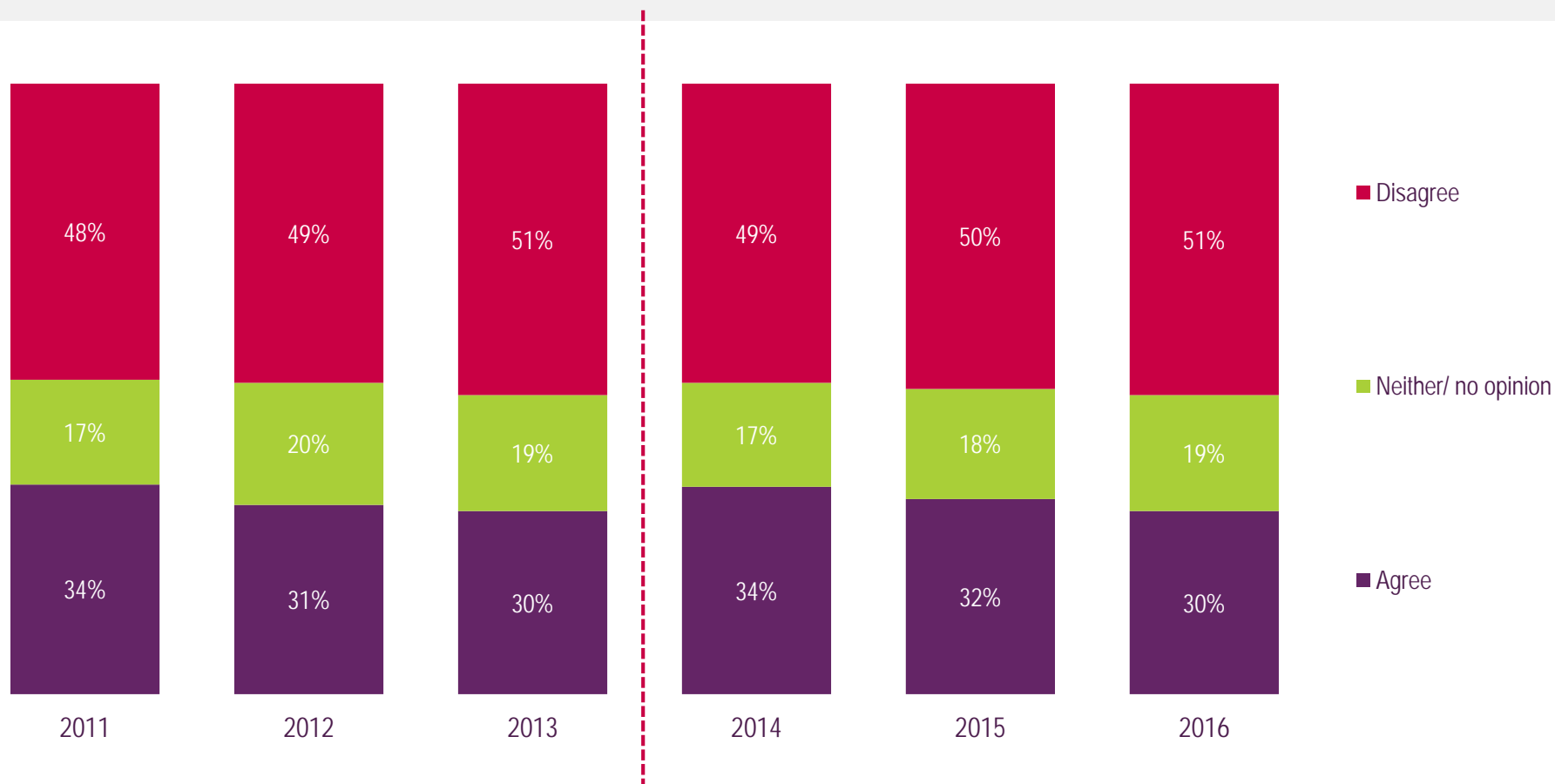


Q25 – Do you have any concerns about advertising on television? IF YES – What do you have concerns about?

Base: All with any TV sets (as indicated on chart). Unprompted, multicode. Significance testing shows any difference between 2015 and 2016, between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

As in previous years, in 2016 UK adults are most likely to disagree that broadcasters should be free to scrutinise the lives of public figures without their consent

“TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent”: historical view

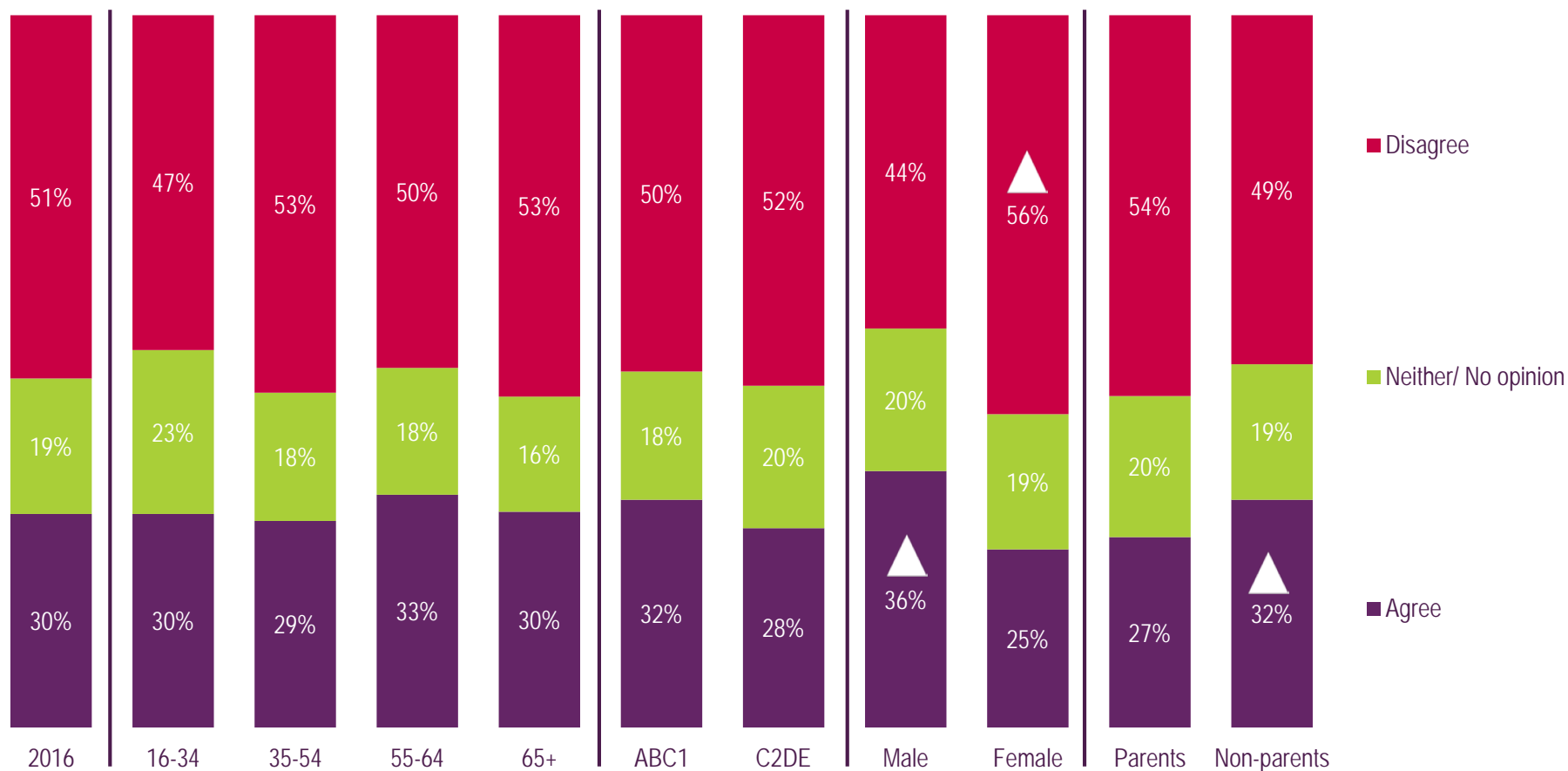


Q69A – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out - TV broadcasters should be free to show programmes that scrutinise the lives of politicians or other public figures without them giving consent.

Base: All respondents 2011 (1754); 2012 (1854); 2013 (1893); 2014 (2074); 2015 (2107); 2016 (2069). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Dashed line shows where survey method changed

Little variation in attitudes about broadcasters scrutinising the lives of public figures without consent – males and non-parents more likely to feel this should be allowed

“TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent”: 2016 sub-groups

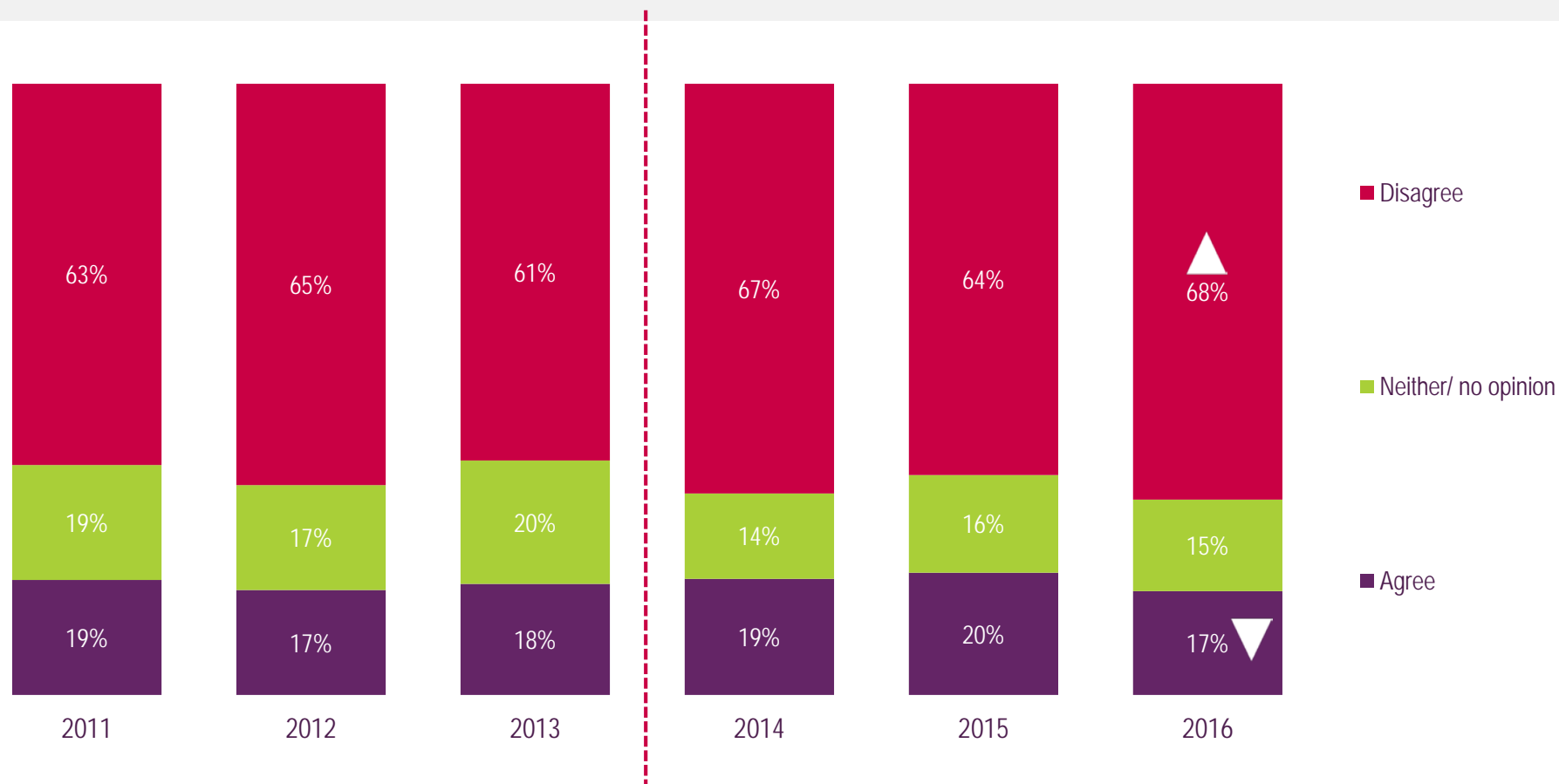


Q69A – Please can you tell me to what extent do you agree or disagree with each of the following statements I'm going to read out - TV broadcasters should be free to show programmes that scrutinise the lives of politicians or other public figures without them giving consent.

Base: All respondents in 2016 (2069); aged 16-34 (596); 35-54 (640); 55-64 (342); 65+ (491); ABC1 (1063); C2DE (1005); Male (980); Female (1089); Parents (587); Non-parents (1482). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

To a greater extent than before, in 2016 most UK adults disagree that broadcasters should be free to scrutinise the lives of the general public without their consent

TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent: historical view

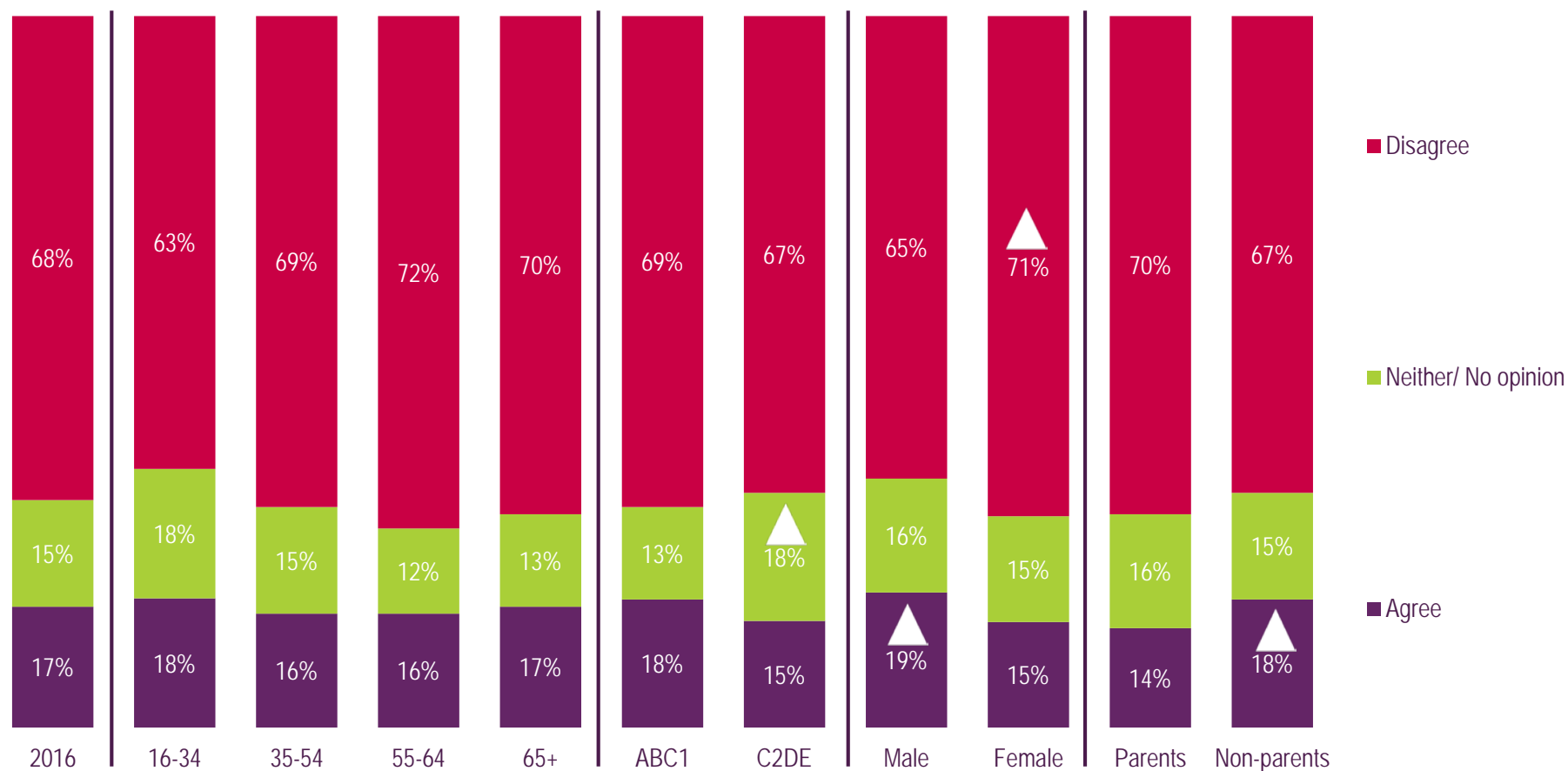


Q69B – Please can you tell me to what extent you agree or disagree with each of the following statements I'm going to read out - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent.

Base: All respondents 2011 (1754); 2012 (1854); 2013 (1893); 2014 (2074); 2015 (2107); 2016 (2069). Prompted, single code. Significance testing shows any difference between 2015 and 2016. Dashed line shows where survey method changed

As with public figures, males and non-parents are more likely to feel scrutinising the lives of the general public without consent should be allowed

TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent: 2016 sub-groups

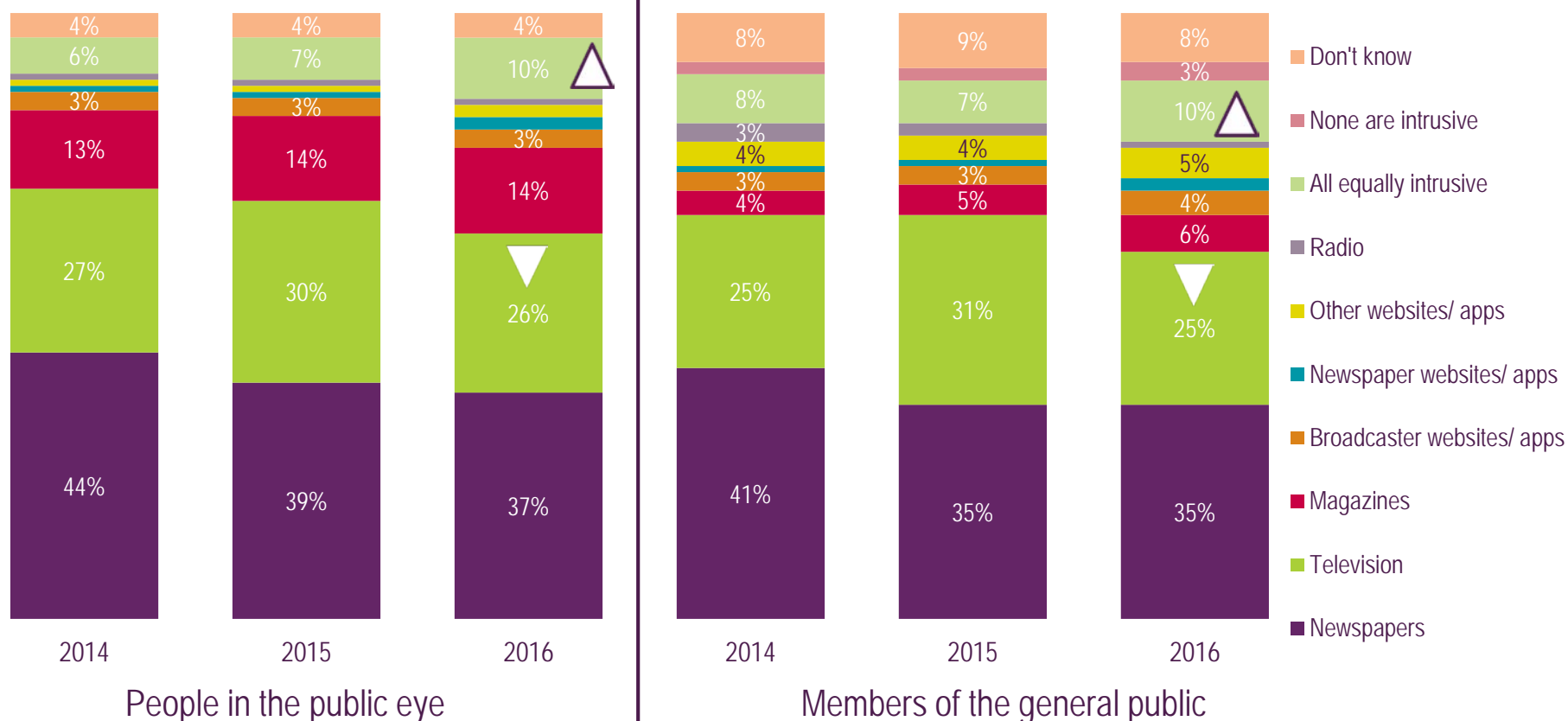


Q69B – Please can you tell me to what extent you agree or disagree with each of the following statements I'm going to read out - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent.

Base: All respondents in 2016 (2069); aged 16-34 (596); 35-54 (640); 55-64 (342); 65+ (491); ABC1 (1063); C2DE (1005); Male (980); Female (1089); Parents (587); Non-parents (1482). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

Still no consensus as to which of the media is the most intrusive, but fewer say this is television since 2015

Opinion on most intrusive media into the lives of people in the public eye/ members of the general public

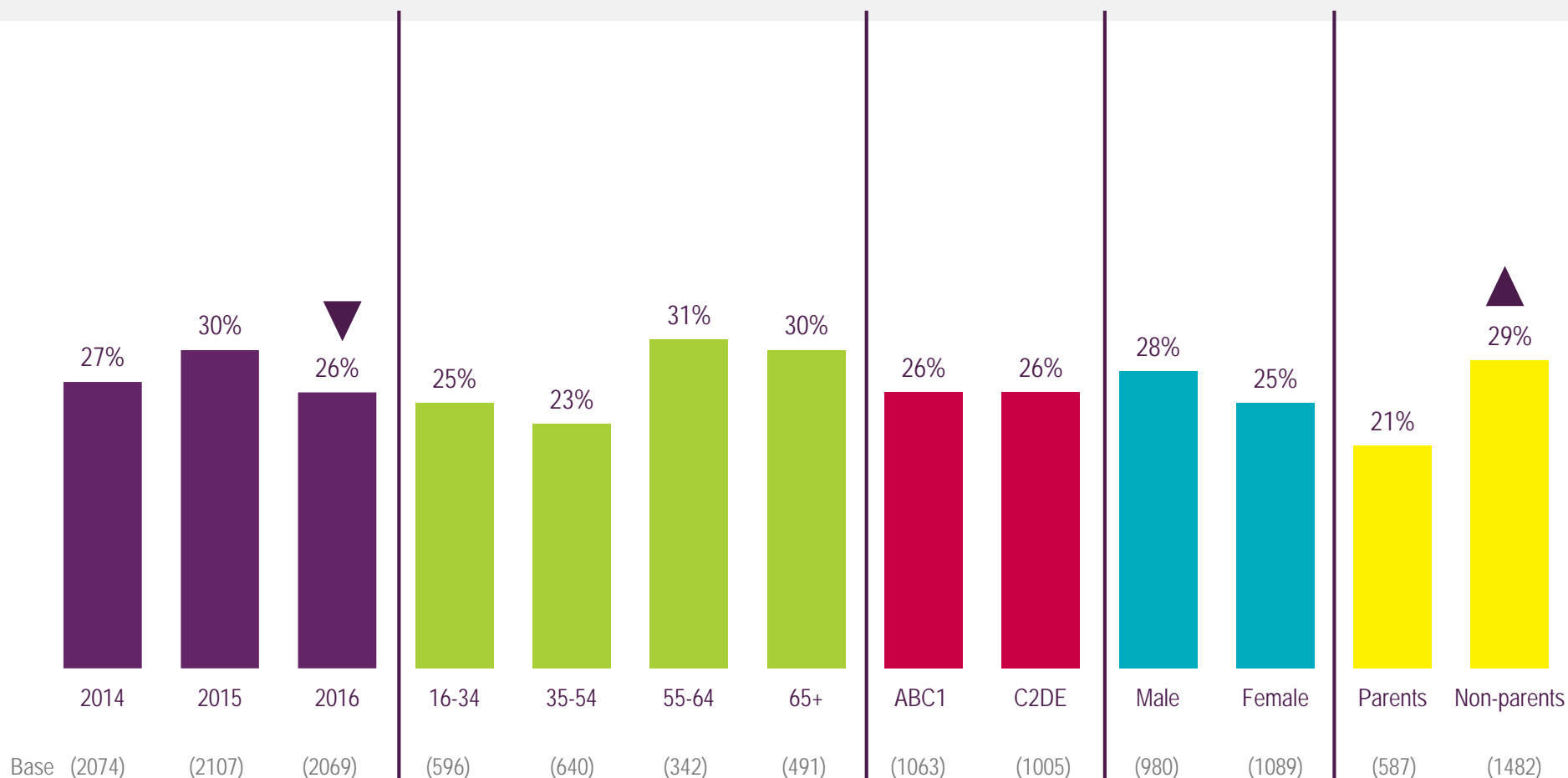


Q70/ Q73 – Thinking specifically about people in the public eye – that is celebrities, politicians and other public figures rather than the general public, which one, if any of these sources do you feel is the most intrusive into the lives of these people?/ Now thinking specifically about members of the general public, which one, if any of these sources do you feel is the most intrusive into the lives of members of the public?

Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069). Responses ≥ 3% labelled Prompted, single code. Significance testing shows any difference between 2015 and 2016.

Decline in UK adults saying that television is the most intrusive into the lives of people in the public eye in 2016

Those who say that television is the most intrusive media into the lives of people in the public eye: 2016 sub-groups



Q70 – Thinking specifically about people in the public eye – that is celebrities, politicians and other public figures rather than the general public, which one, if any of these sources do you feel is the most intrusive into the lives of these people?

Base: All respondents (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2015 and 2016, between any age group and all adults in 2016, between socio-economic groups, by gender and between parents and non-parents in 2016

Summary of key findings

Few can correctly identify the P symbol, with no change in awareness for this or other types of commercial messages

Since 2015 more viewers feel there are too many TV advertising breaks which are on for too long, with little tolerance for more or longer breaks

Fewer viewers now claim to have concerns about advertising on TV, though this remains more likely among older and ABC1 viewers

Concerns are more likely to be about the frequency and duration of advertising breaks than specific types of advertising content

Few agree that broadcasters should have free rein when making programmes about people's lives – with a decline since 2015 for programmes about the general public

Fewer nominations for TV as the most intrusive media compared to 2015 and newspapers remain the most likely to be named