

	Page	Table	Title	Base Description	Base
●	1	1	Q.1 Have you watched or used any of the following TV channels or services in the last month?	Base: All Adults 16+ in UK	2174
●	29	2	Q.2 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?	Base: All Adults 16+ in UK	2174
●	35	3	Q.3 Have you, or anyone you know, ever used audio description services while watching television?	Base: All Adults 16+ in UK	2174
●	41	4	Q.4 Do they have a visual impairment?	Base: All who have or know someone who has ever used audio description services while watching television	176
●	47	5	Q.5 Would you classify yourself as having a visual impairment?	Base: All Adults 16+ in UK	2174

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	1090	1144	257	332	296	311	290	343	345	569	607	978	
Weighted Base	2174	1056	1118	307	393	369	357	325	208	214	700	726	748	
BBC One	1619	788	830	181	256	265	275	269	177	197	436	540	642	
	74%	75%	74%	59%	65%	72% <sup>c</sup>	77% <sup>d</sup>	83% <sup>e</sup>	85% <sup>d</sup>	92% <sup>e</sup>	62%	74% <sup>j</sup>	86% <sup>k</sup>	
BBC Two	1174	589	585	105	176	184	199	211	145	153	282	383	510	
	54%	56%	52%	34%	45% <sup>c</sup>	50% <sup>c</sup>	56% <sup>d</sup>	65% <sup>d</sup>	70% <sup>d</sup>	71% <sup>d</sup>	40%	53% <sup>j</sup>	68% <sup>k</sup>	
BBC Four	704	361	342	59	105	113	126	132	86	83	164	240	300	
	32%	34%	31%	19%	27% <sup>c</sup>	31% <sup>c</sup>	35% <sup>d</sup>	41% <sup>d</sup>	41% <sup>d</sup>	39% <sup>d</sup>	23%	33% <sup>j</sup>	40% <sup>k</sup>	
ITV/STV/UTV	1292	630	662	159	195	191	205	234	144	164	354	396	541	
	59%	60%	59%	52%	50%	52%	57%	72% <sup>d</sup>	69% <sup>d</sup>	76% <sup>d</sup>	51%	55%	72% <sup>k</sup>	
Channel 4	1234	585	649	144	207	202	213	211	128	130	351	414	468	
	57%	55%	59%	47%	53%	55%	60% <sup>c</sup>	65% <sup>d</sup>	61% <sup>d</sup>	61% <sup>d</sup>	50%	57% <sup>j</sup>	63% <sup>k</sup>	
Channel 5	1011	478	533	106	160	155	173	181	117	118	267	329	416	
	47%	45%	48%	35%	41%	42%	48% <sup>c</sup>	55% <sup>d</sup>	56% <sup>d</sup>	55% <sup>d</sup>	38%	45% <sup>j</sup>	56% <sup>k</sup>	
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	232	115	117	29	48	33	44	44	22	11	77	78	77	
	11%	11%	10%	10%	12% <sup>i</sup>	9%	12% <sup>i</sup>	14% <sup>i</sup>	11% <sup>i</sup>	5%	11%	11%	10%	
Sky On Demand/Sky Go	403	202	201	68	90	68	79	57	26	15	158	147	97	
	19%	19%	18%	22% <sup>h</sup>	23% <sup>h</sup>	18% <sup>h</sup>	22% <sup>h</sup>	17% <sup>h</sup>	13% <sup>h</sup>	7%	23% <sup>h</sup>	20% <sup>h</sup>	13% <sup>h</sup>	
Virgin TV catch up/Virgin Media Anywhere	175	95	80	24	34	27	37	33	16	4	58	65	52	
	8%	9%	7%	9% <sup>i</sup>	9% <sup>i</sup>	7% <sup>i</sup>	10% <sup>i</sup>	10% <sup>i</sup>	8% <sup>i</sup>	2%	8%	9%	7% <sup>i</sup>	
Netflix	749	366	383	221	206	130	104	61	22	6	427	234	89	
	34%	35%	34%	72% <sup>d</sup>	67% <sup>d</sup>	35% <sup>g</sup>	29% <sup>g</sup>	19% <sup>h</sup>	11% <sup>h</sup>	3%	61% <sup>k</sup>	32% <sup>k</sup>	12% <sup>k</sup>	
Amazon Prime/Video	296	154	142	49	78	79	45	35	10	1	126	184	46	
	14%	15%	13%	18% <sup>h</sup>	20% <sup>h</sup>	21% <sup>h</sup>	13% <sup>h</sup>	11% <sup>h</sup>	5% <sup>h</sup>	1%	18% <sup>h</sup>	17% <sup>h</sup>	6% <sup>h</sup>	

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	1030	1144	257	332	296	311	290	343	345	569	607	978
Weighted Base	2174	1056	1118	307	393	369	357	325	208	214	700	726	748
Now TV	164	92	72	32	55	27	25	19	4	1	87	52	25
	6%	9%	6%	10%h	14%efghi	7%hi	7%hi	6%hi	2%	1%	12%kl	7%j	3%
BBC Alba	3	-	3	-	-	-	-	2	-	1	-	-	3
	*	-	*	-	-	-	-	1%	-	-	-	-	*
BBC (no detail)	31	14	16	2	9	6	6	4	2	2	10	12	8
	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%
BBC 3	4	1	3	1	-	-	1	-	-	2	1	1	2
	*	*	*	*	-	-	*	-	-	1%	*	*	*
BT	7	5	2	-	-	1	3	1	1	1	-	4	3
	*	*	*	-	-	*	1%	*	1%	-	-	1%	*
CBS (all references)	5	2	3	-	2	-	1	-	1	1	2	1	2
	*	*	*	-	1%	-	*	-	*	*	*	*	*
Dave	11	8	4	-	-	1	6	4	-	-	-	7	4
	1%	1%	*	-	-	*	2%cdhi	1%d	-	-	-	1%j	1%
Discovery	15	14	1	-	1	5	3	4	1	-	1	8	5
	1%	1%b	*	-	*	1%	1%	1%	1%	-	*	1%	1%
Drama	6	1	5	-	-	-	-	2	-	4	-	-	6
	*	*	*	-	-	-	-	1%	-	2%def	-	-	1%k
E4	8	3	6	2	-	5	1	-	-	1	2	6	1
	*	*	1%	1%	-	1%	*	-	-	*	*	1%	*
Film 4	5	3	3	-	1	-	1	1	1	1	1	1	3
	*	*	*	-	*	-	*	*	1%	*	*	*	*
Film/movie channels (no detail)	5	1	4	-	-	2	-	1	1	1	-	2	3
	*	*	*	-	-	1%	-	*	*	*	-	*	*
Fox	9	6	3	-	1	4	3	1	-	-	1	7	2
	*	1%	*	-	*	1%	1%	*	-	-	*	1%	*
Free View	17	8	9	2	4	1	3	4	2	2	5	4	8
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
Gold	2	2	-	-	-	-	-	1	1	-	-	-	2
	*	*	-	-	-	-	-	*	1%	-	-	-	*

Fieldwork: 20/06/2018 - 24/05/2019 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	1090	1144	257	332	296	311	291	343	345	589	607	978
Weighted Base	2174	1056	1118	307	393	369	357	325	208	214	700	726	748
History	5	3	2	-	-	-	-	4	2	-	-	-	5
	*	*	*	-	-	-	-	1%	1%	-	-	-	1%
ITV2	17	5	12	4	4	2	2	4	-	1	8	4	5
	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%	*	1%
ITV3	14	4	10	1	1	1	2	5	2	2	2	3	9
	1%	*	1%	*	*	*	1%	1%	1%	1%	*	*	1%
ITV4	4	3	1	2	1	-	-	1	-	-	3	-	1
	*	*	*	1%	*	-	-	*	-	-	*	-	*
More 4	4	2	2	-	-	1	-	-	-	2	-	1	3
	*	*	*	-	-	*	-	-	-	1%dfg	-	*	*
Pick	4	2	2	-	1	2	1	-	-	-	1	3	-
	*	*	*	-	*	*	*	-	-	-	*	*	-
Quest	9	9	1	-	-	2	-	5	2	1	-	2	8
	*	1%b	*	-	-	*	-	1%df	1%df	*	-	*	1%
RTE 1 / 2	6	2	3	-	2	1	1	2	*	-	2	2	2
	*	*	*	-	1%	*	*	1%	*	-	*	*	*
5 Spike	4	2	1	-	-	-	2	2	-	-	-	2	2
	*	*	*	-	-	-	*	1%	-	-	-	*	*
Sky News	4	-	4	-	-	1	-	1	-	1	-	2	2
	*	-	*	-	-	*	-	*	-	*	-	*	*
Sky 1/Sky 2	20	14	6	3	3	4	1	6	1	1	7	5	8
	1%	1%	1%	1%	1%	1%	*	2%	*	*	1%	1%	1%
Sky Atlantic	12	10	3	-	3	4	4	2	-	-	3	7	2
	1%	1%b	*	-	1%	1%	1%	1%	-	-	*	1%	*
Sky Living	5	3	1	1	-	-	2	1	-	-	1	2	1
	*	*	*	*	-	-	1%	*	-	-	*	*	*
Sky Movies	15	12	4	4	-	4	6	1	-	-	4	11	1
	1%	1%b	*	1%	-	1%	2%dhi	*	-	-	1%	1%l	*
Sky Sports	33	26	7	4	3	2	13	6	3	2	7	15	11
	2%	2%b	1%	1%	1%	1%	4%del	2%	2%	1%	1%	2%	2%

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	1030	1144	257	332	296	311	290	343	345	589	607	978
Weighted Base	2174	1056	1118	307	393	369	357	325	208	214	700	726	748
Sky (all other references)	2	-	2	-	-	-	-	1	1	1	-	-	2
Sky (no detail)	54	28	26	-	7	9	8	14	9	7	7	17	30
Sports	3	3	-	-	-	-	-	2	1	1	-	-	3
5 USA	6	1	5	-	-	2	-	2	1	1	-	2	4
Yesterday	2	-	2	-	-	-	-	-	1%	-	-	-	1%
You Tube	9	6	4	2	1	4	2	-	-	-	3	6	-
All	4	4	-	1%	-	1%	1%	-	-	-	-	1%	-
Any other catch up, on demand or subscription service video-on-demand service	67	40	27	12	9	12	12	12	5	5	21	25	22
None of the above	145	75	70	12	48	34	28	12	7	3	61	62	22
Don't know	27	14	13	2	6	4	5	6	2	2	8	9	10
<b>SUMMARY CODES</b>													
ANY LINEAR TV CHANNELS	1781	840	941	213	286	286	301	295	194	205	500	587	694
ANY CATCH UP/ON DEMAND SERVICES	82%	80%	84%	69%	73%	78%	84%	91%	93%	96%	71%	81%	93%
	1230	630	600	252	268	224	208	167	75	35	530	432	277
	57%	60%	54%	82%	88%	81%	58%	51%	36%	17%	74%	62%	37%

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	417	522	452	783	939	1235	978	1196	1722	452	1775	224	113	62
Weighted Base	2174	465	617	451	641	1082	1092	1179	995	1739	435	1831	185	109*	50*
BBC One	1619	367	446	339	467	813	896	859	760	1275	344	1376	125	75	43
	74%	70% <i>bdf</i>	72%	75%	73%	79%	76%	73%	76%	73%	79%	75% <i>k</i>	66%	69%	87% <i>km</i>
BBC Two	1174	304	313	245	312	618	556	634	540	922	252	1000	97	53	24
	54%	65% <i>bcd</i>	51%	54%	49%	57% <i>bdf</i>	51%	54%	54%	53%	58%	55%	52%	49%	48%
BBC Four	704	212	183	135	174	395	309	393	311	569	135	628	49	18	9
	32%	46% <i>bcd</i>	30%	30%	27%	36% <i>bcd</i>	28%	33%	31%	33%	31%	34% <i>km</i>	26%	17%	18%
ITV/STV/UTV	1292	272	354	275	391	625	666	657	635	1019	273	1078	112	57	44
	59%	58%	57%	61%	61%	58%	61%	58%	56%	59%	63%	59%	61%	53%	89% <i>km</i>
Channel 4	1234	282	334	284	344	626	608	677	557	979	254	1045	100	49	40
	57%	63% <i>bdf</i>	54%	59%	54%	58%	56%	57%	56%	56%	58%	57% <i>km</i>	54%	45%	81% <i>km</i>
Channel 5	1011	206	265	230	310	472	540	533	479	796	215	854	81	45	31
	47%	44%	43%	51% <i>bde</i>	48%	44%	49% <i>bde</i>	45%	48%	46%	49%	47%	44%	41%	63% <i>km</i>
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	232	89	68	33	42	157	75	147	85	186	47	199	16	14	3
	11%	19% <i>bcd</i>	11% <i>df</i>	7%	7%	15% <i>cdf</i>	7%	13% <i>h</i>	9%	11%	11%	11%	9%	13%	7%
Sky On Demand/Sky Go	403	109	128	88	77	237	166	253	150	320	83	342	27	29	5
	19%	23% <i>cdf</i>	21% <i>cdf</i>	20% <i>df</i>	12%	22% <i>cdf</i>	15%	21% <i>h</i>	15%	18%	19%	19%	15%	28% <i>km</i>	10%
Virgin TV catch up/Virgin Media Anywhere	175	47	55	40	33	102	73	120	55	149	26	161	11	-	4
	8%	10% <i>cdf</i>	9% <i>d</i>	9% <i>d</i>	5%	9% <i>cdf</i>	7%	10% <i>h</i>	6%	9%	6%	9% <i>km</i>	8% <i>m</i>	-	7% <i>m</i>
Netflix	749	186	259	149	155	445	304	487	282	617	132	627	73	42	8
	34%	40% <i>cdf</i>	42% <i>cdf</i>	33% <i>d</i>	24%	41% <i>cdf</i>	28%	41% <i>h</i>	26%	35%	30%	34% <i>km</i>	39% <i>m</i>	38% <i>km</i>	15%
Amazon Prime/Video	296	103	96	51	46	199	97	204	92	242	53	241	34	19	3
	14%	22% <i>bcd</i>	15% <i>df</i>	11% <i>d</i>	7%	18% <i>cdf</i>	9%	17% <i>h</i>	9%	14%	12%	13%	18% <i>km</i>	17% <i>km</i>	5%

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions Means: Columns Tested (5% risk level) - a/b/c/d/e/f - gh - ij - k/l/m/n  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	417	522	452	783	939	1235	978	1196	1722	452	1775	224	113	62
Weighted Base	2174	465	617	451	641	1082	1092	1179	995	1739	435	1831	185	109*	50*
Now TV	164	41	57	30	36	98	66	113	51	136	28	131	20	11	2
BBC Alba	3	1	-	1	1	1	2	2	1	-	3	-	3	-	-
BBC (no detail)	31	12	10	5	3	23	8	24	7	24	7	28	3	-	-
BBC 3	4	1	3	-	-	4	-	1	3	3	1	4	-	-	-
BT	7	2	3	1	2	5	2	4	3	-	4	7	-	-	-
CBS (all references)	5	1	-	-	3	1	4	2	3	4	1	3	-	1	1
Dave	11	4	4	2	2	8	4	10	1	10	1	10	1	-	2%
Discovery	15	5	1	5	3	7	8	11	3	13	1	15	-	-	-
Drama	6	1	3	3	-	3	3	2	4	3	3	5	1	-	-
E4	8	-	2	3	3	2	6	5	4	-	5	7	2	-	-
Film 4	5	-	1	2	1	4	1	3	2	3	2	5	-	-	-
Film/movie channels (no detail)	5	1	1	1	2	2	3	3	2	5	-	5	-	-	-
Fox	9	2	4	-	4	6	4	6	3	9	-	8	-	-	1
Free View	17	3	6	3	6	9	8	9	9	9	8	14	-	-	4
Gold	2	-	-	-	2	-	2	1	1	2	-	2	-	-	-

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - gh - ij - k/l/m/n  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	417	522	452	783	939	1235	978	1196	1722	452	1775	224	113	62
Weighted Base	2174	465	617	451	641	1082	1092	1179	995	1739	435	1831	185	109*	50*
History	5	-	-	3	1	-	5	3	3	5	-	5	-	-	-
ITV2	17	1	3	3	9	5	12	9	8	15	2	13	-	-	4
ITV3	14	1	5	4	4	6	9	7	7	9	5	10	2	-	3
ITV4	4	-	-	-	4	-	4	4	-	1	3	4	-	-	-
More 4	4	2	-	-	1	3	1	2	2	2	2	4	-	-	-
Pick	4	-	1	2	-	1	2	4	-	2	2	3	1	-	-
Quest	9	2	3	3	1	5	4	4	5	7	2	8	-	-	1
RTE 1 / 2	6	-	1	-	5	1	5	1	5	-	6	-	-	-	6
5 Spike	4	-	1	2	1	1	2	2	2	2	2	1	-	2	1
Sky News	4	-	-	-	-	-	-	-	-	-	-	-	-	-	2
Sky 1/Sky 2	20	4	7	5	4	11	9	14	6	17	3	16	2	-	2
Sky Atlantic	12	6	3	1	2	9	3	9	3	12	-	11	-	1	-
Sky Living	5	1	1	-	2	3	2	2	2	1	3	2	-	-	2
Sky Movies	15	6	8	-	2	14	2	10	5	12	3	12	-	-	3

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - gh - ij - k/l/m/n  
 \* small base



Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	417	522	452	783	939	1235	978	1196	1722	452	1775	224	113	62
Weighted Base	2174	465	617	451	641	1082	1092	1179	995	1739	435	1831	185	109*	50*
Sky Sports	33	8	8	7	10	17	17	22	11	25	8	26	3	-	4
2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	-	9%km
Sky (all other references)	2	1	1	1	-	1	-	-	-	2	-	2	-	-	-
Sky (no detail)	54	14	15	9	16	29	25	26	28	39	14	40	9	1	5
2%	3%	2%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	5%k	1%	9%km
Sports	3	-	-	3	1	-	3	2	2	3	-	2	-	1	-
5 USA	6	2	3	1	1	4	2	4	2	3	2	5	-	1	-
Yesterday	2	1	1	-	1	2	1	1	2	1	1	2	-	-	-
You Tube	9	5	-	1	4	5	5	6	3	8	2	9	-	-	-
All	4	3	-	-	1	3	1	3	1	4	-	4	-	-	-
Any other catch up, on demand or subscription service video-on-demand service	67	12	14	17	23	27	40	40	27	58	9	58	2	5	2
3%	3%	2%	4%	4%	2%	4%	3%	3%	3%	3%	2%	3%	1%	5%l	4%
None of the above	145	20	46	25	53	66	79	94	51	128	17	132	8	-	5
7%	4%	7%	6%	8%a	6%	7%	8%h	5%	7%j	4%	7%k	5%l	-	9%km	
Don't know	27	4	8	3	12	11	16	17	10	22	5	22	2	3	-
1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	-
<b>SUMMARY CODES</b>															
ANY LINEAR TV CHANNELS	1781	392	491	383	515	882	898	934	847	1413	368	1505	145	66	45
82%	84%	73%	85%b	69%	82%	82%	85%g	79%	81%	84%	84%	62%	76%	79%	91%
ANY CATCH UP/ON DEMAND SERVICES	1230	318	389	266	257	707	523	774	456	982	237	1039	104	71	16
57%	68%cdf	63%cdf	59%cdf	40%	65%cdf	48%cd	66%gh	46%	57%	65%	57%kn	56%kn	65%kn	32%	

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - gh - ij - k/l/m/n  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	81	233	187	158	188	193	254	305	176	113	224	62	1927	233
Weighted Base	2174	81*	227	190	159	198	202	269	321	184	109*	185	50*	1896	264
BBC One	1619	59	173	138	128	163	154	146	287	148	75	125	43	1455	161
	74%	73%g	76%g	72%g	81%gk	82%cgk	76%g	54%	83%cgj	80%gjk	69%g	68%g	87%cgk	77%n	61%
BBC Two	1174	31	126	117	94	126	109	84	215	99	53	97	24	1060	112
	54%	38%	56%ag	62%agj	59%ag	63%agk	54%ag	31%	67%abf	54%ag	49%g	52%ag	48%g	56%n	42%
BBC Four	704	13	87	75	46	101	75	55	129	47	18	49	9	631	73
	32%	16%	38%agjk	39%agjk	29%al	51%abcd	37%agj	21%	40%adg	29%	17%	26%	16%	33%	28%
ITV/STV/UTV	1292	55	150	115	98	127	119	80	219	115	57	112	44	1196	94
	59%	68%g	66%g	60%g	62%g	64%g	59%g	30%	68%fjg	62%g	53%g	61%g	89%abodeghjk	63%n	36%
Channel 4	1234	41	136	115	97	133	116	93	211	103	49	100	40	1122	110
	57%	51%g	60%g	61%g	61%g	67%agj	57%g	35%	66%agj	56%g	46%	54%g	81%abodeghjk	59%n	42%
Channel 5	1011	36	108	102	86	114	98	60	173	78	45	81	31	933	77
	47%	44%g	48%g	54%g	54%g	57%gjk	48%g	22%	54%gjl	43%g	41%g	44%g	63%abgjk	49%n	29%
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	232	15	28	9	16	45	15	16	44	10	14	16	3	220	13
	11%	19%ctg	12%cgj	5%	10%	23%bcdfg	7%	6%	14%ctfg	5%	13%cgj	9%	7%	12%n	5%
Sky On Demand/Sky Go	403	18	50	38	26	35	36	28	80	32	29	27	5	353	50
	19%	22%g	22%gl	20%g	16%	17%	18%g	11%	25%gkl	17%	26%gkl	15%	10%	18%	19%
Virgin TV catch up/Virgin Media Anywhere	175	1	13	9	22	23	23	23	30	17	-	11	4	154	17
	8%	1%	6%j	5%j	14%abcjk	12%abcj	12%abcj	9%aj	9%aj	9%aj	-	6%j	7%aj	8%	7%
Netflix	749	30	80	55	60	62	75	86	109	70	42	73	8	647	100
	34%	38%j	35%j	29%j	37%j	31%j	37%j	32%j	34%j	38%j	38%j	39%j	15%	34%	33%

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m - n  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	Total	GOVERNMENT REGIONS												ETHNIC ORIGIN	
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (g)	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	2174	81	233	187	158	188	193	254	305	176	113	224	82	1927	233
Weighted Base	2174	81*	227	190	159	198	202	269	321	184	109*	185	50*	1896	264
Amazon Prime/Video	296	11	28	22	27	30	23	27	48	26	19	34	3	254	41
	14%	13%	12%	12%	17%u	15%	12%	10%	15%	14%	17%u	18%gl	5%	13%	15%
Now TV	164	3	21	15	13	7	23	10	28	11	11	20	2	149	15
	8%	4%	9%ag	8%	8%	4%	12%ag	4%	8%g	6%	11%ag	11%ag	4%	8%	6%
BBC Alba	3	-	-	-	-	-	-	-	-	-	-	3	-	3	-
		-	-	-	-	-	-	-	-	-	-	2%gh	-	-	-
BBC (no detail)	31	-	6	2	6	2	3	2	4	3	-	3	-	31	-
	1%	-	2%	1%	4%g	1%	1%	1%	1%	2%	-	1%	-	2%	-
BBC 3	4	-	1	-	1	1	-	-	-	1	-	-	-	4	-
		-	1%	-	1%	-	-	-	-	1%	-	-	-	-	-
BT	7	-	-	*	2	3	-	-	-	1	-	-	-	7	-
		-	-	*	1%h	1%	-	-	-	1%	-	-	-	-	-
CBS (all references)	5	1	-	-	-	-	-	1	-	1	-	-	1	4	1
	*	1%	-	-	-	-	-	*	-	*	-	-	2%osh	*	*
Dave	11	1	4	3	-	3	-	-	-	-	-	1	-	11	-
	1%	1%	2%h	1%h	-	2%h	-	-	-	-	-	1%	-	1%	-
Discovery	15	2	-	1	1	2	1	1	4	2	-	-	-	15	-
	1%	3%bkg	-	1%	1%	1%	1%	*	1%	1%	-	-	-	1%	-
Drama	6	-	2	-	-	1	1	-	1	1	-	1	-	6	-
	*	-	1%	-	-	1%	1%	-	*	*	-	*	-	*	-
E4	8	-	-	1	-	3	-	-	-	3	-	2	-	8	-
	*	-	-	1%	-	1%	-	-	-	2%h	-	1%	-	*	-
Film 4	5	-	*	2	1	-	-	-	-	-	-	-	-	5	-
	*	-	*	1%	1%	*	-	-	-	-	-	-	-	*	-
Film/movie channels (no detail)	5	1	-	-	-	-	-	-	1	3	-	-	-	5	-
	*	1%	-	-	-	-	-	-	*	2%	-	-	-	*	-
Fox	9	1	-	-	-	-	-	-	5	2	-	*	1	9	-
	*	1%	-	-	-	-	-	-	2%	1%	-	*	2%bg	*	-

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	Total	GOVERNMENT REGIONS												ETHNIC ORIGIN	
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (g)	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	2174	81	233	187	158	188	193	254	305	176	113	224	82	1927	233
Weighted Base	2174	81*	227	190	159	198	202	269	321	184	109*	185	50*	1898	264
Free View	17	-	1	-	3	4	3	*	1	1	-	-	4	17	-
%	1%	-	1%	-	2%h	2%	2%	*	*	*	-	-	7%abcdghijk	1%	-
Gold	2	-	1	-	-	-	-	-	-	-	-	-	-	2	-
%	*	-	2%gh	-	-	-	-	-	-	-	-	-	-	*	-
History	5	2	1	-	-	2	-	1	-	-	-	-	-	5	-
%	*	3%odm	*	-	-	1%	-	*	-	-	-	-	-	*	-
ITV2	17	1	2	1	-	-	-	-	9	1	-	-	4	17	-
%	1%	1%	1%	*	-	-	-	-	3%efgk	*	-	-	7%bcdefgijk	1%	-
ITV3	14	-	1	3	-	2	-	-	2	2	-	2	3	14	-
%	1%	-	1%	1%	-	1%	-	-	1%	1%	-	1%	5%abcdelghijk	1%	-
ITV4	4	-	1	-	-	1	2	-	-	-	-	-	-	4	-
%	*	-	*	-	-	1%	1%	-	-	-	-	-	-	*	-
More 4	4	-	-	*	-	1	-	-	1	1	-	*	-	4	-
%	*	-	-	*	-	1%	-	-	*	*	-	*	-	*	-
Pick	4	-	-	1	-	-	2	-	-	-	-	1	-	4	-
%	*	-	-	1%	-	-	1%	-	-	-	-	1%	-	*	-
Quest	9	-	2	1	-	2	1	1	*	1	-	-	1	9	-
%	*	-	1%	1%	-	1%	1%	*	*	*	-	-	3%cdghk	*	-
RTE 1 / 2	6	-	-	-	-	-	-	-	-	-	-	-	6	6	-
%	*	-	-	-	-	-	-	-	-	-	-	-	12%abcdelghijk	*	-
5 Spike	4	-	-	-	-	1	-	-	-	-	2	-	1	4	-
%	*	-	-	-	-	1%	-	-	-	-	1%h	-	2%efgh	*	-
Sky News	4	1	2	-	-	-	-	-	1	-	-	-	-	4	-
%	*	1%	1%	-	-	-	-	-	*	-	-	-	-	*	-
Sky 1/Sky 2	20	2	1	-	2	1	-	-	9	-	-	2	2	20	-
%	1%	3%cdgi	1%	-	2%	*	-	-	3%cdgi	-	-	1%	5%bcdefgij	1%	-
Sky Atlantic	12	1	1	-	-	-	-	-	7	2	1	-	7	12	-
%	1%	2%	*	-	-	-	-	-	2%g	1%	1%	-	1%	1%	-

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m-n  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	81	233	187	158	188	193	254	305	176	113	224	82	1927	233
Weighted Base	2174	81*	227	190	159	198	202	289	321	184	109*	185	50*	1886	264
Sky Living	5	1	-	-	1	-	-	-	-	-	-	-	2	5	-
	*	2%h	-	-	1%	-	-	-	-	-	-	-	5%bcdefghjk	*	-
Sky Movies	15	4	-	-	-	-	-	-	7	2	-	-	3	14	1
	1%	5%bode	-	-	-	-	-	-	2%bg	1%	-	-	6%bcdefgijk	1%	*
Sky Sports	33	8	-	2	1	1	2	-	11	2	-	3	4	30	3
	2%	10%bode	-	1%	1%	1%	1%	-	3%bg	1%	-	1%	9%bcdefgijk	2%	1%
Sky (all other references)	2	-	-	1	1	-	-	-	1	-	-	-	-	2	-
	*	-	-	1%	1%	-	-	-	1%	-	-	-	-	*	-
Sky (no detail)	54	2	3	7	6	4	4	1	9	4	1	9	5	54	-
	2%	2%	1%	4%g	4%g	2%	2%	*	3%g	2%	1%	5%g	9%bcelghj	3%h	-
Sports	3	-	-	-	-	2	1	-	-	-	1	-	-	3	-
	*	-	-	-	-	1%	1%	-	-	-	1%	-	-	*	-
5 USA	6	-	-	-	1	1	2	-	1	1	-	-	-	6	-
	*	-	-	-	1%	1%	1%	-	1%	1%	-	-	-	*	-
Yesterday	2	-	-	-	-	1	1	-	-	1	-	-	-	2	-
	*	-	-	-	-	1%	1%	-	-	1%	-	-	-	*	-
You Tube	9	-	3	2	-	-	2	-	3	-	-	-	-	7	2
	*	-	1%	1%	-	-	1%	-	1%	-	-	-	-	*	1%
All	4	-	-	-	1	1	-	-	1	-	-	-	-	4	-
	*	-	-	-	1%	1%	-	-	1%	-	-	-	-	*	-
Any other catch up, on demand or subscription service video-on-demand service	67	12	11	-	6	12	2	3	10	3	5	2	2	61	6
	3%	15%bode	5%cgk	-	4%c	6%cfghk	1%	1%	3%c	1%	5%cgk	1%	4%c	3%	2%
None of the above	145	2	12	9	8	8	8	64	13	9	-	8	5	103	34
	7%	2%	5%	5%	5%	4%	4%	24%abcd	4%	5%	-	5%	9%	5%	13%lm

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b/c/d/e/f/g/h/i/j/k/l - m-n  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in 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	2174	81	233	187	158	188	193	254	305	176	113	224	62	1927	233
Weighted Base	2174	81*	227	190	159	198	202	289	321	184	109*	185	50*	1896	264
Don't know	27	1	3	3	-	2	1	5	4	3	3	2	-	23	4
	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	3% <sup>ud</sup>	1%	-	1%	2%
<b>SUMMARY CODES</b>															
ANY LINEAR TV CHANNELS	1781	71	191	160	136	180	165	162	279	160	86	145	45	1596	182
	82%	88% <sub>g</sub>	85% <sub>g</sub>	84% <sub>g</sub>	85% <sub>g</sub>	90% <sub>gjk</sub>	82% <sub>g</sub>	69%	87% <sub>gk</sub>	87% <sub>gk</sub>	73% <sub>g</sub>	78% <sub>g</sub>	91% <sub>gk</sub>	84% <sub>u</sub>	69%
ANY CATCH UPON DEMAND SERVICES	1230	49	129	101	101	120	120	121	197	100	71	104	16	1085	140
	57%	61% <sub>gjl</sub>	57% <sub>gl</sub>	53% <sub>u</sub>	64% <sub>gjl</sub>	60% <sub>gl</sub>	59% <sub>gl</sub>	45%	61% <sub>gjl</sub>	54% <sub>u</sub>	65% <sub>gjl</sub>	56% <sub>gl</sub>	32%	57%	53%

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	DISABILITY		AD AWARENESS					AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT			
	Total	Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	2174	259	1564	1191	983	176	71	118	1998	62	114	65	2104
Weighted Base	2174	204	1630	1241	933	174	65*	120	2000	59*	116	53*	2116
BBC One	1619	167	1200	954	664	134	49	92	1485	50	84	41	1576
	74%	82% <sup>b</sup>	74%	77% <sup>d</sup>	71%	77%	76%	77%	74%	85%	72%	77%	74%
BBC Two	1174	121	878	696	478	103	36	74	1071	39	64	29	1144
	54%	59%	54%	56% <sup>d</sup>	51%	59%	55%	62% <sup>d</sup>	54%	66%	56%	54%	54%
BBC Four	704	70	519	442	282	62	22	46	641	25	38	19	683
	32%	35%	32%	36% <sup>d</sup>	28%	36%	34%	38% <sup>d</sup>	32% <sup>d</sup>	42%	33%	36%	32%
ITV/STV/UTV	1292	140	957	779	512	112	47	73	1180	38	74	32	1258
	59%	69% <sup>b</sup>	59%	63% <sup>d</sup>	55%	64% <sup>d</sup>	72% <sup>d</sup>	61%	59% <sup>d</sup>	64%	64%	60%	59%
Channel 4	1234	119	905	742	492	111	46	72	1123	39	72	27	1206
	57%	58%	56%	60% <sup>d</sup>	53%	64% <sup>d</sup>	70% <sup>d</sup>	60%	56%	66%	62%	51%	57%
Channel 5	1011	106	734	595	417	86	35	57	926	30	55	26	984
	47%	52% <sup>b</sup>	45%	48%	45%	49%	55%	47%	46%	52%	48%	49%	47%
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	232	18	179	174	58	31	13	21	201	14	17	6	227
	11%	9%	11%	14% <sup>d</sup>	6%	18% <sup>d</sup>	19% <sup>d</sup>	18% <sup>d</sup>	10% <sup>d</sup>	23%	15%	10%	11%
Sky On Demand/Sky Go	403	24	324	277	125	45	9	39	358	12	32	4	399
	19%	12%	20% <sup>a</sup>	22% <sup>d</sup>	13%	26% <sup>d</sup>	13%	33% <sup>c</sup> <sup>d</sup>	18% <sup>d</sup>	21%	28%	8%	19% <sup>x</sup>
Virgin TV catch up/Virgin Media Anywhere	175	14	138	114	61	10	4	7	165	5	5	1	173
	8%	7%	8%	9% <sup>d</sup>	6%	6%	7%	6%	8%	9%	4%	2%	8%
Netflix	749	38	593	524	225	79	28	53	670	26	52	11	735
	34%	19%	36% <sup>a</sup>	42% <sup>d</sup>	24%	45% <sup>d</sup>	43% <sup>d</sup>	45% <sup>d</sup>	34% <sup>d</sup>	45%	45%	20%	35% <sup>k</sup>

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions: Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j - k/l  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	Total	DISABILITY		AD AWARENESS					AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
		Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	2174	259	1564	1191	983	176	71	118	1998	62	114	65	2104
Weighted Base	2174	204	1630	1241	933	174	65*	120	2000	59*	116	53*	2116
Amazon Prime/Video	296	18	237	214	81	34	8	27	262	13	20	3	292
	14%	9%	15% <sub>a</sub>	17% <sub>cdh</sub>	9%	19% <sub>cdh</sub>	13%	23% <sub>cdh</sub>	13% <sub>d</sub>	23%	16%	6%	14%
Now TV	164	12	126	120	44	20	8	13	144	9	11	3	161
	8%	6%	8%	10% <sub>cdh</sub>	5%	12% <sub>cdh</sub>	12% <sub>d</sub>	11% <sub>d</sub>	7% <sub>d</sub>	16%	10%	7%	8%
BBC Alba	3	1	1	1	2	-	-	-	3	-	-	1	3
	*	*	*	*	*	-	-	-	*	-	-	1%	*
BBC (no detail)	31	1	25	25	5	1	-	1	29	-	1	-	31
	1%	*	2%	2% <sub>d</sub>	1%	1%	-	1%	1% <sub>d</sub>	-	1%	-	1%
BBC 3	4	1	3	1	3	1	-	1	3	1	-	-	4
	*	*	*	*	*	1%	-	1% <sub>ch</sub>	*	2%	-	-	*
BT	7	1	3	4	3	-	-	-	7	-	-	-	7
	*	1%	*	*	*	-	-	-	*	-	-	-	*
CBS (all references)	5	2	2	3	1	*	*	*	4	*	-	1	4
	*	1% <sub>b</sub>	*	*	*	1%	*	*	*	1%	-	1%	*
Dave	11	-	10	7	4	4	2	3	8	1	2	-	11
	1%	-	1%	7%	*	2% <sub>cdh</sub>	4% <sub>cdh</sub>	2% <sub>cdh</sub>	*	2%	2%	-	1%
Discovery	15	-	15	10	5	2	1	2	12	1	2	-	13
	0%	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%
Drama	6	2	2	1	4	1	-	1	5	-	1	-	6
	*	1% <sub>b</sub>	*	*	*	*	-	*	*	-	1%	-	*
E4	8	2	2	5	3	1	-	1	8	-	1	-	8
	*	1% <sub>b</sub>	*	*	*	*	-	1%	*	-	1%	-	*
Film 4	5	1	2	5	-	2	*	1	4	-	2	-	5
	*	*	*	*	-	1% <sub>d</sub>	1% <sub>d</sub>	1% <sub>d</sub>	*	-	2%	-	*
Film/movie channels (no detail)	5	1	4	2	3	-	-	-	5	-	-	-	5
	*	*	*	*	*	-	-	-	*	-	-	-	*

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j - k/l  
 \* small base



Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	Total	DISABILITY		AD AWARENESS					AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
		Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	2174	259	1564	1191	983	176	71	118	1998	62	114	65	2104
Weighted Base	2174	204	1630	1241	933	174	65*	120	2000	59*	116	53*	2116
Fox	9	1	6	5	4	1	1	1	8	1	-	-	9
Free View	17	6	6	7	10	-	-	-	17	-	-	-	17
Gold	2	-	2	-	2	-	-	-	2	-	-	-	2
History	5	-	4	4	2	-	-	-	5	-	-	-	5
ITV2	17	1	12	9	8	2	2	1	15	-	2	-	17
ITV3	14	-	12	7	7	1	-	1	13	-	2%	-	14
ITV4	4	-	4	4	-	-	-	-	4	-	-	-	4
More 4	4	-	3	3	1	-	-	-	4	-	-	-	4
Pick	4	2	2	4	-	-	-	-	4	-	-	-	4
Quest	9	-	7	5	4	2	2	2	8	-	1	-	9
RTE 1 / 2	6	2	4	1	5	-	-	-	6	-	-	-	6
5 Spike	4	2	2	2	2	-	-	-	4	-	-	-	4
Sky News	4	-	4	2	2	-	-	-	4	-	-	-	4

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j - k/l  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	DISABILITY		AD AWARENESS					AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT			
	Total	Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	2174	259	1564	1191	983	176	71	118	1998	62	114	65	2104
Weighted Base	2174	204	1630	1241	933	174	65*	120	2000	59*	116	53*	2116
Sky 1/Sky 2	20	2	14	17	3	1	-	1	19	1	-	-	20
	1%	1%	1%	1% <sup>d</sup>	*	1%	-	1%	1%	2%	-	-	1%
Sky Atlantic	12	-	10	9	3	-	-	-	12	-	-	-	12
	1%	-	1%	1%	*	-	-	-	1%	-	-	-	1%
Sky Living	5	-	5	5	-	2	-	2	3	2	-	-	5
	*	-	*	*	-	1% <sup>dh</sup>	-	2% <sup>dh</sup>	*	3%	-	-	*
Sky Movies	15	-	12	11	4	1	-	1	14	1	-	-	15
	1%	-	1%	1%	*	1%	-	1%	1%	2%	-	-	1%
Sky Sports	33	2	27	23	10	3	1	2	30	2	1	*	33
	2%	1%	2%	2%	1%	2%	1%	2%	2%	4%	1%	1%	2%
Sky (all other references)	2	1	1	2	1	-	-	-	2	-	-	-	2
	*	1% <sup>b</sup>	*	*	*	-	-	-	*	-	-	-	*
Sky (no detail)	54	11	38	34	20	6	2	3	48	1	5	1	53
	2%	5% <sup>b</sup>	2%	3%	2%	3%	4%	2%	2%	1%	4%	2%	2%
Sports	3	1	2	1	3	-	-	-	3	-	-	-	3
	*	*	*	*	*	-	-	-	*	-	-	-	*
5 USA	6	1	4	2	3	-	-	-	6	-	-	-	6
	*	1%	*	*	*	-	-	-	*	-	-	-	*
Yesterday	2	1	1	1	2	-	-	-	2	-	-	-	2
	*	*	*	*	*	-	-	-	*	-	-	-	*
You Tube	9	-	8	6	4	3	2	1	7	-	3	2	7
	*	-	*	*	*	1% <sup>h</sup>	3% <sup>dh</sup>	1%	*	-	2%	3% <sup>l</sup>	*
All	4	-	4	2	1	-	-	-	4	-	-	-	4

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j - k/l  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	DISABILITY		AD AWARENESS						AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	2174	259	1564	1191	983	176	71	116	1998	62	114	65	2104
Weighted Base	2174	204	1630	1241	933	174	65*	120	2000	59*	116	53*	2116
Any other catch up, on demand or subscription service video-on-demand service	67	9	50	42	25	11	7	5	57	2	8	2	65
	3%	5%	3%	3%	3%	6% <sup>d,h</sup>	11% <sup>d,h</sup>	4%	3%	4%	7%	3%	3%
None of the above	145	8	121	40	106	6	3	3	139	2	4	2	143
	7%	4%	7%	3%	11% <sup>c,e,g,h</sup>	3%	4%	3%	7% <sup>c</sup>	3%	3%	4%	7%
Don't know	27	2	19	16	11	1	1	1	25	-	1	1	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%
<b>SUMMARY CODES</b>													
ANY LINEAR TV CHANNELS	1781	184	1319	1042	738	145	56	98	1636	52	94	45	1733
	82%	90% <sup>b</sup>	81%	84% <sup>d</sup>	79%	83%	86%	82%	82%	68%	81%	85%	82%
ANY CATCH UP/ON DEMAND SERVICES	1230	80	961	821	409	128	44	93	1101	42	86	21	1206
	57%	39%	59% <sup>a</sup>	66% <sup>d,h</sup>	44%	74% <sup>d,h</sup>	68% <sup>d,h</sup>	77% <sup>d,h</sup>	55% <sup>d</sup>	72%	72%	39%	57% <sup>a</sup>

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j - k/l  
 \* small base

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	MONTHLY USER																									
	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)
Unweighted Base	2174	1657	1215	715	1329	1236	1044	-	213	355	158	250	139	4	27	4	7	6	9	12	8	8	7	5	8	18
Weighted Base	2174	1619	1174	704	1292	1234	1011	**	232	403	175	749	296	164	31**	4**	7**	5**	11**	15**	6**	8**	5**	9**	17**	
BBC One	1619	1619	1146	679	1190	1150	957	-	194	332	151	532	227	122	3	24	3	6	3	11	13	5	7	4	5	9
	74%	100%abde	98%cdeth	97%dehij	92%hijk	93%hijk	99%cdhijkm	-	84%k	83%k	86%klm	71%	77%	75%	63%	77%	71%	79%	57%	100%	87%	82%	79%	79%	100%	85%
BBC Two	1174	1146	1174	682	913	969	841	-	155	254	118	356	158	90	2	21	1	5	2	10	7	4	4	4	2	7
	54%	71%kl	100%abde	94%adef	71%klm	79%adhi	83%adehijkl	-	67%klm	63%kl	67%klm	48%	54%	55%	62%	68%	32%	65%	42%	86%	49%	71%	47%	79%	40%	78%
BBC Four	704	679	662	704	563	613	548	-	106	158	87	235	100	67	1	16	1	1	1	10	4	2	3	2	1	2
	32%	42%kl	56%ade	100%abde	44%kl	50%adik	54%adehiklm	-	46%kl	39%kl	50%klj	31%	34%	41%kl	46%	53%	32%	19%	20%	86%	26%	28%	37%	44%	21%	20%
ITV/STV/UTV	1292	1190	913	563	1292	967	830	-	163	274	128	426	164	106	3	19	3	2	3	11	12	4	5	3	3	
	59%	74%klm	78%ahik	80%ahi	100%abce	78%ahik	82%abehijkl	-	70%kl	68%kl	73%kl	57%	65%	65%	100%	61%	84%	25%	65%	100%	82%	71%	60%	54%	59%	
Channel 4	1234	1150	969	613	967	1234	929	-	163	274	133	426	179	106	1	20	3	5	2	10	7	5	6	3	2	
	57%	71%kl	83%adhi	87%abdh	79%aak	100%abcd	92%abothijk	-	70%kl	68%kl	76%klm	57%	61%	65%	46%	69%	84%	65%	53%	86%	47%	80%	66%	52%	40%	
Channel 5	1011	957	841	548	830	929	1011	-	124	227	111	321	121	84	1	15	2	5	1	9	5	2	3	2	2	
	47%	59%kl	72%adhi	78%abdh	64%ahik	75%adh	100%abodehij	-	54%kl	56%kl	63%klm	43%	41%	51%	33%	48%	55%	65%	20%	77%	31%	30%	36%	42%	62%	
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	232	194	155	106	163	163	124	-	232	53	27	118	61	30	-	2	-	2	1	4	1	-	1	-	-	
	11%	12%	13%	15%	13%	13%	12%	-	100%abc	13%	15%	16%a	20%abde	18%a	-	5%	-	35%	20%	33%	9%	-	12%	-	-	
Sky On Demand/Sky Go	403	332	254	158	274	274	227	-	53	403	22	197	90	40	-	6	-	-	1	-	5	-	-	1	4	
	19%	21%kl	22%kl	22%kl	21%kl	22%kl	22%kl	-	23%kl	100%abodef	13%	26%abcd	31%abodef	24%kl	-	20%	-	-	20%	-	35%	-	-	21%	21%	46%

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 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/v/w/x/y/z  
 \*\* very small base (under 30) ineligible for sig testing

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	MONTHLY USER																										
	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)	Free View (z)
Unweighted Base	2174	1657	1215	715	1329	1236	1044	-	213	355	158	635	250	139	4	27	4	7	6	9	12	8	8	7	5	8	18
Weighted Base	2174	1619	1174	704	1292	1234	1011	**	232	403	175	749	296	164	3**	31**	4**	7**	5**	11**	15**	6**	8**	5**	9**	17**	
Virgin TV catch up/Virgin Media Anywhere	175	151	118	87	128	133	111	-	27	22	175	83	36	34	-	6	-	-	-	3	1	-	-	1	-	-	-
Netflix	749	532	356	235	426	426	321	-	118	197	83	749	219	101	-	14	1	-	1	1	4	-	2	1	-	2	3
Amazon Prime/Video	296	227	158	100	164	179	121	-	61	90	36	219	286	50	-	10	-	-	-	3	8	-	1	-	-	2	1
Now TV	164	122	90	67	106	106	84	-	30	40	34	101	50	164	-	4	-	-	-	3	-	-	-	-	-	-	1
BBC Alba	3	3	2	1	3	1	1	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
BBC (no detail)	31	24	21	16	19	20	15	-	2	6	21	6	14	10	4	-	31	-	-	-	-	-	1	-	-	-	1
BBC 3	4	3	1	1	3	3	2	-	-	-	1	-	-	-	-	-	-	-	-	4	-	-	1	-	-	-	-
BT	7	6	5	1	2	5	5	-	2	-	-	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-	-
CBS (all references)	5	3	2	1	3	2	1	-	1	1	-	1	2	-	-	-	-	-	5	-	-	-	-	-	-	-	-
Dave	11	11	10	10	11	10	9	-	4	-	3	1	3	3	-	1	-	-	100%	-	11	2	-	1	-	-	
	1%	1%	1%	1%	1%	1%	1%	-	2%	-	2%	1%	3%	2%	-	3%	-	-	100%	-	100%	11%	-	12%	-	-	

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	MONTHLY USER																											
	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)	Free View (z)	
Unweighted Base	2174	1657	1215	715	1329	1236	1044	-	213	355	158	635	250	139	4	27	4	7	6	9	12	8	8	7	5	8	18	
Weighted Base	2174	1619	1174	704	1292	1234	1011	**	232	403	175	749	296	164	3**	31**	4**	7**	5**	11**	15**	6**	8**	5**	5**	9**	17**	
Discovery	15	13	7	4	12	7	5	-	1	5	1	4	8	-	-	-	-	-	-	2	15	-	-	-	-	3	-	
	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	*	3%abodek	-	-	-	-	-	-	14%	100%	-	-	-	-	28%	-	
Drama	6	5	4	2	4	5	2	-	-	-	-	-	-	-	1	-	1	-	-	-	-	6	-	-	-	-	1	-
	*	*	*	*	*	*	*	-	-	-	-	-	-	-	29%	-	16%	-	-	-	-	100%	-	-	-	-	8%	
E4	8	7	4	3	5	6	3	-	1	-	2	1	-	-	1	-	-	-	-	1	-	-	8	-	-	1	-	
	*	*	*	*	*	*	*	-	*	-	*	*	*	-	2%	-	-	-	-	9%	-	-	100%	-	-	-	4%	
Film 4	5	4	4	2	3	3	2	-	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	
	*	*	*	*	*	*	*	-	-	*	*	*	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	
Film/movie channels (no detail)	5	5	2	1	3	2	2	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	
	*	*	*	*	*	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	
Fox	9	9	7	2	7	5	6	-	1	4	-	2	2	*	-	-	-	-	-	-	3	-	-	-	-	9	-	
	*	1%	1%	1%	1%	1%	1%	-	*	1%	-	1%	1%	-	-	-	-	-	-	-	18%	-	-	-	-	100%	-	
Free View	17	16	12	9	10	10	10	-	3	-	-	3	1	1	-	1	-	-	-	-	-	1	1	-	-	-	17	
	1%	1%	1%	1%	1%	1%	1%	-	1%	-	-	*	*	1%	-	2%	-	-	-	-	-	18%	9%	-	-	-	100%	
Gold	2	2	2	2	2	1	1	-	1	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	
	*	*	*	*	*	*	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	
History	5	5	2	1	5	3	-	-	1	*	2	1	-	-	-	-	-	-	-	2	3	-	-	-	-	-	-	
	*	*	*	*	*	*	*	-	*	*	1%bl	*	*	-	-	-	-	-	-	14%	18%	-	-	-	-	-	-	
ITV2	17	15	12	3	17	15	13	-	-	1	-	2	2	-	-	-	-	-	-	1	-	-	-	-	-	2	-	
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	1%	1%	-	-	-	-	-	-	11%	-	-	-	-	-	2	11%	
ITV3	14	12	12	5	14	10	5	-	2	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	2	-	
	1%	1%	1%	1%	1%	1%	1%	-	1%	*	-	-	-	-	29%	-	-	-	-	8%	-	-	16%	-	-	-	11%	
ITV4	4	4	2	1	3	4	3	-	1	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	*	*	*	*	*	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 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/v/w/x/y/z  
 \*\* very small base (under 30) ineligible for sig testing

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	MONTHLY USER																										
	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)	Free View (z)
Unweighted Base	2174	1657	1215	715	1329	1234	1044	-	213	355	158	635	250	139	4	27	4	7	6	9	12	8	8	7	5	8	18
Weighted Base	2174	1619	1174	704	1292	1234	1011	**	232	403	175	749	296	164	3**	31**	4**	7**	5**	11**	15**	6**	8**	5**	9**	17**	
More 4	4	4	4	3	4	3	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pick	4	4	3	2	3	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	-
Quest	9	9	6	5	7	9	6	-	1	-	-	1	3	-	-	-	-	-	9%	22%	10%	12%	19%	-	-	-	-
RTE 1 / 2	6	6	3	-	6	5	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4
5 Spike	4	2	2	2	2	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%
Sky News	4	4	2	1	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
Sky 1/Sky 2	20	20	17	11	20	16	16	-	6	6	2	4	2	-	-	-	-	-	-	-	1	-	-	-	-	4	-
Sky Atlantic	12	12	11	6	11	11	10	-	1	8	-	5	3	-	-	-	-	-	-	-	3	-	-	-	-	6	-
Sky Living	5	5	2	1	3	3	1	-	1	1	-	2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
Sky Movies	15	14	11	8	15	13	11	-	3	6	-	6	2	-	-	-	-	-	-	-	2	-	-	-	-	4	-
Sky Sports	33	32	28	16	32	25	23	-	8	14	3	6	3	-	-	-	-	-	-	-	13%	-	-	-	-	39%	-
Sky (all other references)	2	2	2	2	2	2	2	-	1	2	-	-	-	-	-	-	-	-	-	-	8%	-	-	-	-	12%	-

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 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/v/w/x/y/z  
 \*\* very small base (under 30) ineligible for sig testing

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	MONTHLY USER																											
	Total	BBC One (a)	BBC Two (b)	BBC Four (c)	ITV/STV/UTV (d)	Channel 4 (e)	Channel 5 (f)	1044	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)	Free View (z)
Unweighted Base	2174	1657	1215	715	1329	1236	1044	-	-	213	355	158	635	250	139	4	27	4	7	6	9	12	8	8	7	5	8	18
Weighted Base	2174	1619	1174	704	1292	1234	1011	**	-	232	403	175	749	296	164	3**	31**	4**	7**	5**	11**	15**	6**	8**	5**	9**	17**	
Sky (no detail)	54	51	38	23	43	40	39	-	-	10	23	2	16	3	2	-	1	-	1	-	-	-	-	-	-	-	-	-
Sports	3	3	-	-	3	1	-	-	-	4%l	6%ajkl	1%	2%	1%	1%	-	4%	-	10%	12%	-	-	-	-	-	-	-	
5 USA	6	5	4	1	2	3	1	-	-	-	-	1	-	-	-	-	-	1	-	1	2	2	14%	11%	-	-	-	
Yesterday	2	2	1	1	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	
You Tube	9	2	2	2	2	2	2	-	1	-	-	4	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
All	4	4	4	1	4	4	4	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Any other catch up, on demand or subscription service video-on-demand service	67	52	37	20	45	43	33	-	11	7	4	22	10	6	-	1	1	-	1	6	6	1	-	-	-	2	2	
None of the above	145	7	5	4	6	7	6	-	-	4	-	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	27	5	5	2	4	5	4	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>SUMMARY CODES</b>																												
ANY LINEAR TV CHANNELS	1781	1619	1174	704	1292	1234	1011	-	-	208	361	161	602	246	135	3	27	4	6	4	11	13	6	8	4	5	9	17
	82%	100%shl	100%shl	100%shl	100%shl	100%shl	100%shl	-	-	89%sk	90%skm	92%skm	80%	83%	83%	100%	88%	100%	79%	80%	100%	87%	100%	91%	79%	100%	95%	96%
ANY CATCH UP/ON DEMAND SERVICES	1200	905	653	422	740	738	582	-	-	232	403	175	749	296	164	-	24	2	2	2	10	12	1	3	4	1	7	4
	57%	56%	59%	60%	57%	60%	59%	-	-	100%ab	100%abode	100%abc	100%ab	100%abc	100%abode	-	78%	45%	35%	44%	89%	83%	20%	35%	67%	21%	71%	25%



Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 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/v/w/x/y/z  
 \*\* very small base (under 30) ineligible for sig testing



Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	Total	MONTHLY USER																				Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)			
		Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlantic (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all other referen ces) (q)	Sky (no detail) (r)	Sports (s)	5 USA (t)					Yesterd ay (u)	You Tube (v)	All (w)
Unweighted Base	2174	3	6	19	16	3	5	3	10	7	3	4	18	9	4	11	33	3	58	4	6	3	7	3	64	140	1812	1093
Weighted Base	2174	2**	5**	17**	14**	4**	4**	4**	9**	6**	4**	20**	12**	5**	15**	33**	2**	54*	3**	6**	2**	9**	4**	67*	145	1781	1230	
BBC One	1619	2	5	15	12	4	4	4	9	6	2	4	20	12	5	14	32	2	51	3	5	2	2	4	52	7	1619	905
74%	74%	100%	89%	87%	100%	100%	100%	100%	94%	100%	67%	100%	100%	100%	80%	97%	100%	94%yA	87%	82%	100%	20%	100%	100%	77%y	5%	91%yA	74%y
BBC Two	1174	2	2	12	12	2	4	3	6	3	2	2	17	11	2	11	28	2	38	4	1	2	4	3	37	5	1174	653
54%	74%	37%	73%	83%	57%	100%	77%	70%	53%	53%	67%	57%	87%	90%	43%	73%	84%	100%	71%yA	-	71%	43%	20%	100%	55%y	4%	66%yA	53%y
BBC Four	704	1	3	5	3	1	3	2	5	1	2	1	11	6	1	8	16	2	23	1	1	2	1	2	20	4	704	422
32%	23%	20%	16%	30%	29%	79%	40%	50%	8%	58%	29%	53%	46%	20%	50%	47%	100%	43%y	-	21%	43%	20%	38%	25%y	3%	40%yA	34%y	
ITV1/STV/UTV	1282	2	5	17	14	3	4	3	7	6	2	3	20	11	3	15	32	2	43	3	2	1	2	4	45	6	1282	740
59%	100%	100%	100%	100%	71%	90%	77%	76%	100%	58%	75%	100%	88%	77%	100%	97%	100%	79%yA	87%	42%	43%	20%	100%	67%y	4%	73%yA	60%y	
Channel 4	1234	3	15	10	4	3	3	9	5	2	2	16	11	3	13	25	2	40	1	3	1	2	4	43	7	1234	738	
57%	23%	48%	89%	89%	100%	68%	77%	93%	86%	67%	57%	82%	88%	77%	83%	74%	100%	74%yA	21%	47%	43%	20%	100%	64%y	5%	69%yA	60%y	
Channel 5	1011	1	13	5	3	3	2	6	4	1	2	16	10	1	11	23	2	39	1	1	1	2	4	33	6	1011	582	
47%	52%	-	75%	37%	72%	68%	40%	65%	70%	25%	46%	60%	78%	20%	74%	68%	100%	73%yA	-	21%	70%	20%	100%	55%y	4%	57%yA	47%y	
Any other digital, satellite or cable television channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any broadcaster catch-up service (e.g. BBC iPlayer, ITV Hub, All 4, My5)	232	1	1	2	1	1	1	1	1	1	1	6	1	1	3	8	1	10	1	1	1	1	1	11	1	208	232	
11%	52%	10%	-	14%	28%	22%	-	14%	-	-	-	31%	10%	28%	18%	23%	42%	19%y	21%	-	-	14%	-	16%y	-	12%y	19%yZ	
Sky On Demand/Sky Go	403	1	1	1	1	-	-	-	-	-	-	6	8	1	6	14	2	23	-	-	-	-	1	7	4	361	403	
19%	23%	9%	8%	6%	-	-	-	-	-	-	-	32%	61%	28%	39%	41%	79%	42%yZ	-	-	-	-	36%	11%y	2%	20%y	33%yZ	
Virgin TV catch up/Virgin Media Anywhere	175	2	-	-	-	-	-	-	-	-	-	2	-	-	-	3	2	1	-	-	-	-	-	4	-	161	175	
8%	-	38%	-	-	-	-	-	-	-	-	-	10%	-	-	9%	-	4%y	-	21%	-	-	-	-	6%y	-	9%y	14%yZ	
Netflix	749	1	2	2	2	1	1	1	1	1	1	4	5	2	6	6	16	16	1	1	1	4	1	22	3	602	749	
34%	-	21%	13%	10%	43%	10%	-	14%	-	-	-	22%	40%	51%	39%	19%	29%y	-	-	-	46%	38%	33%y	2%	34%y	61%yZ		
Amazon Prime/Video	296	-	2	-	-	1	3	3	3	3	2	3	3	1	2	3	3	3	3	3	3	2	1	10	2	246	296	
14%	-	-	13%	-	-	10%	-	29%	-	-	-	10%	25%	28%	12%	8%	-	6%	-	-	-	20%	38%	15%y	1%	14%y	24%yZ	

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions Means: Column 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/v/w/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	Total	MONTHLY USER																				Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)			
		Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlantic (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all other references) (q)	Sky (no detail) (r)	Sports (s)	5 USA (t)					Yesterday (u)	You Tube (v)	All (w)
Unweighted Base	2174	3	6	19	16	3	5	3	10	7	3	4	18	9	4	11	33	3	58	4	6	3	7	3	64	140	1812	1093
Weighted Base	2174	2**	5**	17**	14**	4**	4**	4**	9**	6**	4**	20**	12**	5**	15**	33**	2**	54*	3**	6**	2**	9**	4**	67*	145	1781	1230	
Now TV	164	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	6	-	135	164	
BBC Alba	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%y	-	-	20%	-	9%y	-	8%y	13%z	
BBC (no detail)	3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
BBC 3	31	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	27	24	
BBC 3	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	2%	-	2%	2%	
BT	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	1	-	4	2	
BT	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	30%	-	-	1%	-	6	2	
CBS (all references)	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	4	2	
Dave	11	-	2	1	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	1%	-	9%	-	-	2%zA	-	1	4	
Discovery	15	-	3	7%	-	-	-	-	27%	-	-	-	-	-	-	-	-	-	-	2	-	-	-	6	-	11	10	
Discovery	1%	23%	51%	-	-	-	-	15%	-	-	-	6%	25%	28%	12%	3%	-	-	50%	-	-	-	-	9%kyz	-	1%	7%	
Drama	6	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1	-	1	-	6	1	
E4	8	-	-	-	6%	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	29%	30%	-	-	2%zA	-	8	3	
Film 4	5	-	-	-	-	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	
Film/movie channels (no detail)	5	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	5	1	
Fox	9	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	25%	-	-	-	-	-	9	7	
Fox	*	52%	-	-	-	-	-	-	-	-	-	4	6	-	4	1	-	-	-	-	-	-	-	2	-	9	7	
Fox	*	-	-	-	-	-	-	-	-	-	-	20%	50%	-	24%	3%	-	-	-	-	-	-	-	3%zA	-	7	7%	

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Column 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/v/w/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	MONTHLY USER																				Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)				
	Total	Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlanti c (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all referen ces) (q)	Sky (no detail) (r)	Sports (s)					5 USA (t)	Yesterd ay (u)	You Tube (v)	All (w)
Unweighted Base	2174	3	6	19	16	3	5	3	10	7	3	4	18	9	4	11	33	3	58	4	6	3	7	3	64	140	1812	1093
Weighted Base	2174	2**	5**	17**	14**	4**	4**	9**	6**	4**	4**	20**	12**	5**	15**	33**	2**	54*	3**	6**	2**	9**	4**	67*	145	1781	1230	
Free View	17	-	-	2	2	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	1	-	-	-	2	-	17	4
%	1%	-	-	11%	13%	-	-	-	-	60%	-	-	-	-	-	-	-	-	-	-	18%	-	-	-	2%A	-	1%	-
Gold	2	2	9%	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	2	-	2	2
%	100%	100%	9%	-	-	-	-	-	-	-	-	8%	-	-	-	3%	-	-	-	-	-	-	-	-	2%A	-	1%	-
History	5	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	3	-	5	5
%	23%	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	-	5%yzA	-	1%	-
ITV2	17	-	-	17	4	-	-	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	17	3
%	1%	-	-	100%	30%	-	-	-	14%	32%	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	2%A	-	1%A	-
ITV3	14	-	-	4	14	1	1	1	1	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	14	3
%	1%	-	-	25%	100%	28%	22%	37%	5%	32%	-	-	-	-	-	-	-	-	-	5%yzA	-	-	-	-	-	-	1%	-
ITV4	4	-	-	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	4	3
%	4%	-	-	7%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%zA	-	1%	-
More 4	4	-	-	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	4	1
%	4%	-	-	6%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	-	-	-	-	-	1%	-
Pick	4	-	-	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-
%	4%	-	-	10%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Quest	9	-	-	1	3	-	-	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	9	5
%	9%	-	-	7%	3%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%yzA	-	1%	-
RTE 1 / 2	6	-	-	2	2	-	-	-	6	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	6	-
%	6%	-	-	11%	13%	-	-	-	100%	-	-	-	-	-	6%	3%	-	-	-	-	-	-	-	-	-	-	1%	-
5 Spike	4	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	2
%	4%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Sky News	4	-	-	-	-	-	-	-	-	-	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-
%	4%	-	-	-	-	-	-	-	-	-	100%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Sky 1/Sky 2	20	1	-	-	-	-	-	-	-	-	-	1	20	7	3	5	9	1	3	-	-	-	-	-	2	-	20	12
%	1%	53%	-	-	-	-	-	-	-	-	-	20%	100%	55%	77%	38%	28%	42%	5%yzA	-	-	-	-	-	4%y	-	1%	1%

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Column 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/v/w/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

	MONTHLY USER																				Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)				
	Total	Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlantic (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all other references) (q)	Sky (no detail) (r)	Sports (s)					5 USA (t)	Yesterday (u)	You Tube (v)	All (w)
Unweighted Base	2174	3	6	19	16	3	5	3	10	7	3	4	18	9	4	11	33	3	58	4	6	3	7	3	64	140	1812	1093
Weighted Base	2174	2**	5**	17**	14**	4**	4**	4**	9**	6**	4**	4**	20**	12**	5**	15**	33**	2**	54*	3**	6**	2**	9**	4**	67*	145	1781	1230
Sky Atlantic	12	-	-	-	-	-	-	-	-	-	-	-	7	12	1	4	1	-	2	-	-	-	-	-	2	-	12	9
Sky Living	5	-	-	-	-	-	-	-	-	-	-	-	3	1	5	2	2	-	-	-	-	-	-	-	1	-	5	2
Sky Movies	15	-	-	-	-	-	-	-	-	1	-	-	5	4	2	15	9	-	-	-	-	-	-	-	-	-	15	9
Sky Sports	33	1	-	-	-	-	-	-	-	1	-	-	9	1	2	9	33	-	-	-	-	-	-	-	2	-	32	21
Sky (all other references)	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	2	1	-	-	-	-	-	-	-	2	2
Sky (no detail)	54	-	-	1	2	-	-	-	-	-	-	-	3	2	-	-	-	1	54	-	1	-	-	-	1	-	52	38
Sports	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	2	-	3	2
5 USA	6	-	31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	6	1	-	-	2	-	6	2
Yesterday	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	6	1	-	-	2	-	2	1
You Tube	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-	2	-	2	6
All	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	3%	-	4	3
Any other catch up, on demand or subscription service video-on-demand	67	2	3	1	-	2	-	-	2	-	2	2	2	2	1	2	-	1	2	2	2	1	2	-	67	-	59	67
None of the above	145	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	145	7	5	

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Column 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/v/w/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q.1 Have you watched or used any of the following TV channels or services in the last month?  
 Base: All Adults 16+ in UK

Total	MONTHLY USER																				Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)				
	Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlantic (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all other references) (q)	Sky (no detail) (r)	Sports (s)	5 USA (t)					Yesterday (u)	You Tube (v)	All (w)	
Unweighted Base	2174	3	6	19	16	3	5	3	10	7	3	4	18	9	4	11	33	3	58	4	6	3	7	3	64	140	1812	1093
Weighted Base	2174	2**	5**	17**	14**	4**	4**	4**	9**	6**	4**	4**	20**	12**	5**	15**	33**	2**	54*	3**	6**	2**	9**	4**	67*	145	1781	1230
Don't know	27	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2
1% Don't know	27	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2% <sup>A</sup>	-
<b>SUMMARY CODES</b>																												
ANY LINEAR TV CHANNELS	1781	2	5	17	14	4	4	4	9	6	4	4	20	12	5	15	32	2	52	3	6	2	4	4	59	7	1781	1008
82%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	97%	100%	96% <sup>yzA</sup>	87%	100%	20%	100%	87% <sup>yz</sup>	5%	100% <sup>xyzA</sup>	82%	
ANY CATCH UP/ON DEMAND SERVICES	1230	2	5	3	3	1	5	-	5	-	2	-	12	9	2	9	21	2	39	2	2	1	6	3	67	5	1008	1230
57%	74%	100%	18%	20%	71%	32%	-	52%	-	42%	-	60%	78%	51%	60%	63%	79%	72% <sup>yz</sup>	70%	32%	30%	60%	75%	100% <sup>xyz</sup>	3%	57% <sup>yz</sup>	100% <sup>xyz</sup>	



Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 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/v/w/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q.2 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?  
 Base: All Adults 16+ in 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	2174	1030	1144	257	332	296	311	290	343	345	589	607	978
Weighted Base	2174	1056	1118	307	393	369	357	325	208	214	700	726	748
Yes	1241	613	628	208	231	214	212	183	105	90	438	426	377
	57%	58%	56%	68% <sup>cd</sup> deghi	59% <sup>hi</sup>	58% <sup>ij</sup>	59% <sup>hij</sup>	56% <sup>ij</sup>	50% <sup>ij</sup>	42%	63% <sup>kl</sup>	59% <sup>kl</sup>	50%
No	928	441	487	99	163	153	145	143	103	123	262	297	369
	43%	42%	44%	32%	41% <sup>c</sup>	41% <sup>bc</sup>	41%	44% <sup>c</sup>	49% <sup>cd</sup> def	57% <sup>cde</sup>	37%	41%	49% <sup>kl</sup>
Don't know	5	1	4	-	-	3	-	-	1	1	-	3	2
	0%	0%	0%	-	-	1%	-	-	0%	0%	-	0%	0%

Q.2 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?  
 Base: All Adults 16+ in 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	2174	417	522	452	783	939	1235	978	1196	1722	452	1775	224	113	62
Weighted Base	2174	465	617	451	641	1082	1092	1179	995	1739	435	1831	185	109*	50*
Yes	1241	307	382	242	311	689	552	701	541	964	277	1032	104	76	30
	57%	66%cdf	62%cdf	54%	48%	64%cdf	57%	59%h	54%	55%	64%	56%	56%	70%ld	60%
No	928	158	234	209	327	392	536	477	451	771	157	795	81	33	20
	43%	34%	38%	46%abe	51%abe	36%	49%abe	40%	45%g	44%j	36%	43%k	44%l	30%	40%
Don't know	5	-	2	-	3	2	3	1	4	3	1	5	-	-	-
	*	-	*	-	*	*	*	*	*	*	*	*	-	-	-

Q.2 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?  
 Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGIN	
	North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (g)	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	2174	81	233	187	158	188	193	254	305	176	113	224	62	1927	233
Weighted Base	2174	81*	227	190	159	198	202	269	321	184	109*	185	50*	1896	264
Yes	1241	42	136	118	99	106	126	102	205	98	76	104	30	1138	100
	57%	52%g	60%g	62%g	62%g	53%g	62%g	38%	64%egi	53%g	70%aeqkj	56%g	60%g	60%n	38%
No	928	39	91	72	60	93	76	164	114	86	33	81	20	756	161
	43%	48%j	40%	38%	38%	47%hj	38%	61%abc defj kl	35%	47%hj	30%	44%j	40%	40%	61%lm
Don't know	5	-	-	-	1	-	-	3	1	-	-	-	-	2	3
	*	-	-	-	*	-	-	7%	*	-	-	-	-	*	1%lm



Q.2 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?  
 Base: All Adults 16+ in UK

	DISABILITY		AD AWARENESS						AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	2174	259	1564	1191	983	176	71	118	1998	62	114	65	2104
Weighted Base	2174	204	1630	1241	933	174	65*	120	2000	59*	116	53*	2116
Yes	1241	108	942	1241	-	167	62	115	1074	58	109	34	1207
	57%	53%	58%	100% <sup>d</sup> e/f/h	-	96% <sup>d</sup> h	96% <sup>d</sup> h	96% <sup>d</sup> h	54% <sup>d</sup>	98%	95%	64%	57%
No	928	95	685	-	928	7	3	5	921	1	8	18	906
	43%	47%	42%	-	100% <sup>c</sup> e/f/h	4% <sup>c</sup>	4% <sup>c</sup>	4% <sup>c</sup>	45% <sup>c</sup> e/f/g	2%	5%	35%	43%
Don't know	5	1	4	-	5	-	-	-	5	-	-	1	3
	-	-	-	-	1% <sup>c</sup>	-	-	-	-	-	-	1%	-

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j - k/l  
 \* small base

Q.2 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?  
 Base: All Adults 16+ in UK

	MONTHLY USER																										
	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)	Free View (z)	
Unweighted Base	2174	1657	1215	715	1329	1236	1044	-	213	355	158	635	250	139	4	27	4	7	6	9	12	8	8	7	5	8	18
Weighted Base	2174	1619	1174	704	1292	1234	1011	**	232	403	175	749	296	164	3**	31**	4**	7**	5**	11**	15**	6**	8**	5**	9**	17**	
Yes	1241	954	696	442	779	742	595	-	174	277	114	524	214	120	1	25	1	4	3	7	10	1	5	5	2	5	7
	57%	59%	59%	63%	60%	60%	59%	-	75%abc def	69%abdef	66%	70%abc def	72%abcd ef	73%abcd ef	46%	62%	32%	60%	77%	64%	67%	25%	63%	100%	38%	53%	43%
No	928	661	476	261	512	490	416	-	58	125	61	224	81	44	2	5	3	3	1	4	5	4	3	-	3	4	10
	43%	41%shikl m	41%shikl m	37%shklm	40%shikl m	40%shikl m	41%shklm	-	25%	31%	35%	30%	28%	27%	54%	15%	68%	40%	23%	36%	33%	75%	37%	-	62%	47%	57%
Don't know	5	3	1	1	1	2	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 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/v/w/x/y/z  
 \*\* very small base (under 30) ineligible for sig testing

Q.2 Before today, were you aware that [Audio Description] was available on some TV programmes and on demand services?  
 Base: All Adults 16+ in UK

Total	MONTHLY USER																										
	Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlanti c (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all other referen ces) (q)	Sky (no detail) (r)	Sports (s)	5 USA (t)	Yesterd ay (u)	You Tube (v)	All (w)	Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)
Unweighted Base	2174	3	6	19	16	3	5	3	10	7	3	4	9	4	11	33	3	58	4	6	3	7	3	64	140	1812	1093
Weighted Base	2174	2**	5**	17**	14**	4**	4**	4**	9**	6**	4**	20**	12**	5**	15**	33**	2**	54*	3**	6**	2**	9**	4**	67*	145	1781	1230
Yes	1241	-	4	9	7	4	3	4	5	1	2	2	9	5	11	23	2	34	1	2	1	6	2	42	40	1042	821
	57%	23%	69%	55%	51%	100%	79%	100%	53%	14%	42%	48%	67%	77%	73%	69%	79%	53% <sup>yz</sup>	21%	42%	60%	64%	62% <sup>y</sup>	27%	59% <sup>yz</sup>	67% <sup>yz</sup>	
No	928	2	2	8	7	-	1	-	4	5	2	2	3	3	-	4	10	1	20	3	2	4	1	25	104	735	408
	43%	77%	31%	45%	49%	-	22%	-	47%	86%	58%	52%	13%	23%	-	27%	31%	21%	37%	79%	58%	73%	40%	36%	38%	72% <sup>xyzA</sup>	41% <sup>A</sup>
Don't know	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% <sup>zA</sup>	-	-

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Column 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/v/w/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q.3 Have you, or anyone you know, ever used audio description services while watching television?  
 Base: All Adults 16+ in 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	2174	1030	1144	257	332	296	311	290	343	345	569	607	978
Weighted Base	2174	1056	1118	307	393	369	357	325	208	214	700	726	748
Yes - me	65	32	33	5	11	9	11	12	9	8	16	19	29
	3%	3%	3%	2%	3%	2%	3%	4%	4%	4%	2%	3%	4%
Yes someone else	120	52	67	23	15	22	22	21	10	6	39	44	37
	6%	5%	6%	9%	4%	6%	6%	7%	3%	3%	6%	6%	5%
No	1997	978	1019	279	367	338	327	295	191	199	647	665	685
	92%	93%	91%	91%	93%	92%	91%	91%	92%	93%	92%	92%	92%
Don't know	3	2	1	-	1	1	-	-	-	1	1	1	1
	*	*	*	-	*	*	-	-	-	1%	*	*	*
<b>SUMMARY CODES</b>													
ANY USED (ME OR SOMEONE ELSE)	174	76	98	28	25	30	30	30	17	14	53	60	62
	8%	7%	9%	9%	6%	8%	9%	9%	8%	7%	8%	8%	8%

Q.3 Have you, or anyone you know, ever used audio description services while watching television?  
Base: All Adults 16+ in 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	2174	417	522	452	783	939	1235	978	1196	1722	452	1775	224	113	62
Weighted Base	2174	465	617	451	641	1082	1092	1179	995	1739	435	1831	185	109*	50*
Yes - me	65	14	17	14	20	30	35	25	40	55	10	51	8	3	2
	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	2%	3%	5%	3%	5%
Yes someone else	120	40	34	20	26	74	45	65	55	83	36	97	13	7	3
	6%	9% <sup>cdf</sup>	6%	4%	4%	7% <sup>df</sup>	4%	5%	6%	5%	8%	5%	7%	7%	6%
No	1997	413	569	420	595	982	1015	1092	905	1608	388	1688	166	99	44
	92%	89%	92%	93% <sup>a</sup>	93% <sup>a</sup>	91%	93% <sup>a</sup>	93%	91%	92% <sup>j</sup>	89%	92%	90%	91%	89%
Don't know	3	1	-	-	2	1	2	1	2	2	1	2	1	-	-
	*	*	*	*	*	*	*	*	*	*	*	*	1%	-	-
<b>SUMMARY CODES</b>															
ANY USED (ME OR SOMEONE ELSE)	174	50	48	31	44	99	76	86	89	128	46	141	18	10	5
	8%	11% <sup>gdf</sup>	8%	7%	7%	9%	7%	7%	9%	7%	11% <sup>h</sup>	8%	10%	9%	11%

Q.3 Have you, or anyone you know, ever used audio description services while watching television?  
 Base: All Adults 16+ in 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	2174	81	233	187	158	188	193	254	305	176	113	224	82	1927	233
Weighted Base	2174	81*	227	190	159	198	202	289	321	184	109*	185	50*	1896	264
Yes - me	65 3%	3 3%	10 4%g	2 1%	2 1%	7 3%g	5 2%	1 1%	16 5%cg	5 3%	3 3%	8 5%g	2 5%g	59 3%	6 2%
Yes someone else	120 6%	2 3%	11 5%	14 7%g	9 6%	17 9%gi	15 7%g	7 3%	18 5%	5 3%	7 7%	13 7%g	3 6%	110 6%	10 4%
No	1997 92%	78 94%	207 91%	174 92%	148 93%	177 89%	183 91%	260 97%bce fjkl	289 90%	174 95%	99 91%	166 90%	44 89%	1735 92%	247 94%
Don't know	3 -	-	1 -	-	-	-	1 -	1 -	-	-	-	1 1%	-	2 -	1 -
<b>SUMMARY CODES</b>															
ANY USED (ME OR SOMEONE ELSE)	174 8%	5 6%	19 9%g	16 8%g	11 7%	22 11%g	18 9%g	8 3%	32 10%g	10 5%	10 9%g	18 10%g	5 11%g	159 8%	15 6%

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l - m/n  
 \* small base

Q.3 Have you, or anyone you know, ever used audio description services while watching television?  
 Base: All Adults 16+ in UK

	DISABILITY		AD AWARENESS						AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
	Total	Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	2174	259	1564	1191	983	176	71	118	1998	62	114	65	2104
Weighted Base	2174	204	1630	1241	933	174	65*	120	2000	59*	116	53*	2116
Yes - me	65 3%	18 9% <sup>b</sup>	40 2%	62 5% <sup>cdh</sup>	3 * <sup>h</sup>	65 37% <sup>cd</sup>	65 100% <sup>cdegh</sup>	10 8% <sup>dh</sup>	-	12 20%	53 46%	10 19% <sup>i</sup>	55 3%
Yes someone else	120 6%	12 6%	91 6%	115 9% <sup>cdh</sup>	5 * <sup>h</sup>	120 69% <sup>cdf</sup>	10 16% <sup>dh</sup>	120 100% <sup>cdef</sup>	-	51 87% <sup>i</sup>	69 59%	9 16% <sup>i</sup>	111 5%
No	1997 92%	179 88%	1502 92% <sup>a</sup>	1074 87% <sup>efg</sup>	922 99% <sup>efg</sup>	-	-	-	1997 100% <sup>cdef</sup>	-	-	37 70%	1956 92%
Don't know	3	-	2	-	3	-	-	-	3	-	-	-	1
<b>SUMMARY CODES</b>													
ANY USED (ME OR SOMEONE ELSE)	174 8%	25 12% <sup>b</sup>	126 8%	167 13% <sup>cdh</sup>	7 1% <sup>h</sup>	174 100% <sup>cd</sup>	65 100% <sup>cdh</sup>	120 100% <sup>cdh</sup>	-	59 100%	116 100%	16 30% <sup>i</sup>	158 7%

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j - k/l  
 \* small base

Q.3 Have you, or anyone you know, ever used audio description services while watching television?  
 Base: All Adults 16+ in UK

	MONTHLY USER																										
	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)	Free View (z)
Unweighted Base	2174	1657	1215	715	1329	1236	1044	-	213	355	158	635	250	139	4	27	4	7	6	9	12	8	8	7	5	8	18
Weighted Base	2174	1619	1174	704	1292	1234	1011	**	232	403	175	749	296	164	3**	31**	4**	7**	5**	11**	15**	6**	8**	5**	9**	17**	
Yes - me	65	49	36	22	47	46	35	-	13	9	4	28	8	8	-	-	-	-	2	1	-	-	-	-	1	-	
	3%	3%	3%	3%	4%	4%	3%	-	5%j	2%	2%	4%	3%	5%	-	-	-	-	9%	20%	5%	-	-	9%	-	8%	
Yes someone else	120	92	74	46	73	72	57	-	21	39	7	53	27	13	-	1	1	-	3	2	1	1	1	1	1	1	
	6%	6%	6%	7%	6%	6%	6%	-	9%	10%abdefj	4%	7%	9%ad	8%	-	4%	32%	-	9%	22%	16%	9%	10%	21%	-	8%	
No	1997	1483	1070	640	1179	1122	924	-	201	358	165	669	282	144	3	29	3	7	4	8	12	5	8	4	5	8	
	92%	92%h	91%	91%	91%h	91%	91%h	-	87%	89%	94%h	89%	89%	88%	100%	96%	68%	100%	91%	69%	84%	91%	90%	69%	100%	92%	
Don't know	3	2	1	1	1	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	-	-	-	-	0.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>SUMMARY CODES</b>																											
ANY USED (ME OR SOMEONE ELSE)	174	134	103	62	112	111	86	-	31	45	10	79	34	20	-	1	1	-	4	2	1	1	2	-	1	-	
	8%	8%	9%	9%	9%	9%	8%	-	13%abd	11%	6%	11%	11%	12%	-	4%	32%	-	9%	31%	16%	9%	10%	31%	-	8%	

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 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/v/w/x/y/z  
 \*\* very small base (under 30) ineligible for sig testing



Q.3 Have you, or anyone you know, ever used audio description services while watching television?  
 Base: All Adults 16+ in UK

	Total	MONTHLY USER																				Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)				
		Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlantic (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all other references) (q)	Sky (no detail) (r)	Sports (s)	5 USA (t)					Yesterday (u)	You Tube (v)	All (w)	
Unweighted Base	2174	3	6	19	16	3	5	3	10	7	3	4	18	9	4	11	33	3	58	4	6	3	7	3	64	140	1812	1093	
Weighted Base	2174	2**	5**	17**	14**	4**	4**	4**	9**	6**	4**	4**	20**	12**	5**	15**	33**	2**	54*	3**	6**	2**	9**	4**	67*	145	1781	1230	
Yes - me	65	-	-	2	1	-	-	-	2	-	-	-	-	-	-	1	-	2	-	-	-	2	-	-	7	3	56	44	
%	3%	-	-	13%	3%	-	-	-	18%	-	-	-	-	-	-	2%	-	4%	-	-	-	20%	-	-	11%yzA	2%	3%	4%	
Yes someone else	120	-	-	1	1	-	-	-	2	-	-	1	-	2	1	2	-	3	-	-	-	1	-	-	5	3	98	93	
%	6%	-	-	7%	9%	-	-	-	18%	-	-	4%	-	43%	6%	7%	-	6%	-	-	-	8%	-	-	8%	2%	8%	8%yz	
No	1997	2	5	15	13	4	4	4	8	6	4	4	19	12	3	14	30	2	48	3	6	2	7	4	57	139	1634	1100	
%	92%	100%	100%	87%	91%	100%	100%	100%	82%	100%	100%	100%	96%	100%	57%	94%	91%	100%	89%	100%	100%	100%	72%	100%	84%	96%xA	92%	89%	
Don't know	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
%	0.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.1%	0.1%	
<b>SUMMARY CODES</b>																													
ANY USED (ME OR SOMEONE ELSE)	174	-	-	2	1	-	-	-	2	-	-	-	1	-	2	1	3	-	6	-	-	-	3	-	11	6	145	128	
%	8%	-	-	13%	9%	-	-	-	18%	-	-	-	4%	-	43%	6%	9%	-	11%	-	-	-	28%	-	16%yz	4%	8%	10%yz	

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Column 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/v/w/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**Q.4 Do they have a visual impairment?**

Base: All who have or know someone who has ever used audio description services while watching television

	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	176	101	22	21	24	28	29	30	24	43	50	83
Weighted Base	174	98*	28**	25**	30**	30**	30**	17**	14**	53*	60*	62*
Yes	59	34	10	8	7	10	13	6	5	18	17	24
	34%	35%	37%	31%	24%	34%	42%	37%	32%	34%	29%	38%
No	116	64	17	17	23	20	18	11	19	35	43	38
	66%	65%	63%	69%	78%	66%	58%	63%	68%	66%	71%	62%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 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

## Q.4 Do they have a visual impairment?

Base: All who have or know someone who has ever used audio description services while watching television

	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	176	45	41	34	56	86	90	71	105	128	48	137	21	10	8
Weighted Base	174	50*	48*	31**	44*	99*	76*	86*	89*	128	46*	141	18**	10**	5**
Yes	59	18	11	13	17	29	30	28	31	40	19	48	7	2	1
	34%	35%	23%	42%	38%	29%	40%	33%	35%	31%	40%	34%	41%	24%	27%
No	116	33	37	18	27	70	46	58	58	88	28	94	11	8	4
	66%	65%	77%	58%	62%	71%	60%	67%	65%	69%	60%	66%	59%	76%	73%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)

Proportions/Means: Column Tested (5% risk level) - a/b/c/d/e/f - gh - ij - k/l/m/n

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

**Q.4 Do they have a visual impairment?**

Base: All who have or know someone who has ever used audio description services while watching television

	GOVERNMENT REGIONS													ETHNIC ORIGIN	
	Total	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	176	5	21	14	12	19	16	9	31	10	10	21	8	162	14
Weighted Base	174	5**	19**	16**	11**	22**	18**	8**	32**	10**	10**	18**	5**	159	15**
Yes	59	-	6	7	6	13	2	2	10	1	2	7	1	58	1
	34%	-	30%	46%	57%	60%	11%	25%	30%	14%	24%	41%	27%	36%	6%
No	116	5	14	9	5	9	16	6	22	8	8	11	4	101	14
	66%	100%	70%	54%	43%	40%	89%	75%	70%	86%	76%	59%	73%	64%	92%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 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

Q.4 Do they have a visual impairment?

Base: All who have or know someone who has ever used audio description services while watching television

	DISABILITY		AD AWARENESS					AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT			
	Total	Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	176	34	119	169	7	176	71	118	-	62	114	18	158
Weighted Base	174	25**	126	167	7**	174	65*	120	..**	59*	116	16**	158
Yes	59	11	39	58	1	59	12	51	-	59	-	13	45
	34%	45%	31%	34% <sup>wt</sup>	16%	34% <sup>wt</sup>	18%	43% <sup>wt</sup>	-	100% <sup>j</sup>	-	84%	29%
No	116	14	87	109	6	116	53	69	-	-	116	2	113
	66%	55%	69%	66%	84%	66%	82% <sup>cseg</sup>	57%	-	-	100%	16%	71%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)

Proportions/Means: Columnn 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

Q.4 Do they have a visual impairment?

Base: All who have or know someone who has ever used audio description services while watching television

	MONTHLY USER																										
	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)	Free View (z)
Unweighted Base	176	140	108	64	118	116	89	-	31	41	9	68	28	15	-	1	1	1	3	2	1	1	2	2	-	1	-
Weighted Base	174	134	103	62	112	111	86	**	31**	45*	10**	79*	34**	20**	**	1**	1**	**	4**	2**	1**	1**	2**	**	1**	**	
Yes	59	50	39	25	38	39	30	-	14	12	5	26	13	9	-	-	1	-	1	1	-	-	-	-	-	1	-
34%	34%	37%	38%	40%	34%	35%	35%	-	44%	29%	52%	34%	40%	48%	-	-	100%	-	100%	35%	33%	-	-	-	-	-	100%
No	116	84	64	38	74	72	55	-	17	32	5	52	20	11	-	1	-	-	2	2	1	1	2	2	-	-	-
66%	63%	62%	60%	66%	65%	65%	-	-	56%	72%	48%	66%	60%	54%	-	100%	-	-	65%	67%	100%	100%	100%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.4 Do they have a visual impairment?

Base: All who have or know someone who has ever used audio description services while watching television

	Total	MONTHLY USER																											
		Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlantic (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all other references) (q)	Sky (no detail) (r)	Sports (s)	5 USA (t)	Yesterday (u)	You Tube (v)	All (w)	Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)	
Unweighted Base	176	-	-	2	2	-	-	-	2	-	-	1	-	2	1	4	-	-	8	-	-	-	2	-	-	9	5	151	117
Weighted Base	174	..	..	2**	1**	..	..	..	2**	..	..	1**	..	2**	1**	3**	..	..	6**	..	..	..	3**	..	11**	6**	145	128	
Yes	59	-	-	-	-	-	-	-	-	-	-	1	-	2	1	2	-	-	1	-	-	-	-	-	-	2	2	52	42
	34%	-	-	-	34%	-	-	-	25%	-	-	100%	-	100%	100%	79%	-	-	12%	-	-	-	-	-	22%	33%	36%	33%	
No	116	-	-	2	1	-	-	-	1	-	-	-	-	-	-	1	-	-	5	-	-	3	-	-	8	4	94	86	
	66%	-	-	100%	66%	-	-	-	75%	-	-	-	-	-	-	21%	-	-	88%	-	-	100%	-	-	78%	67%	64%	67%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 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/v/w/x/y/z/A  
 \*\* very small base (under 30) ineligible for sig testing



Q.5 Would you classify yourself as having a visual impairment?  
 Base: All Adults 16+ in 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	2174	1030	1144	237	332	296	311	290	343	345	589	607	978
Weighted Base	2174	1056	1118	307	393	369	357	325	208	214	700	726	748
Yes	53	22	31	6	1	3	4	11	8	20	8	6	39
	2%	2%	3%	2% <sup>d</sup>	*	1%	1%	3% <sup>def</sup>	4% <sup>def</sup>	9% <sup>cdef</sup>	1%	1%	5% <sup>k</sup>
No	2116	1029	1087	300	389	364	353	314	200	195	690	717	709
	97%	97%	97%	98% <sup>kl</sup>	99% <sup>ghi</sup>	99% <sup>hi</sup>	99% <sup>ghi</sup>	97% <sup>kl</sup>	96% <sup>kl</sup>	91% <sup>g</sup>	99% <sup>kl</sup>	99% <sup>kl</sup>	96%
Don't know	5	5	1	-	3	2	-	-	-	-	3	2	-
	*	*	*	-	1%	1%	-	-	-	-	*	*	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-



Q.5 Would you classify yourself as having a visual impairment?  
 Base: All Adults 16+ in 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	2174	417	522	452	783	939	1235	978	1196	1722	452	1775	224	113	62
Weighted Base	2174	465	617	451	641	1082	1092	1179	995	1739	435	1831	185	109*	50*
Yes	53	7	9	15	22	16	37	11	42	42	11	45	3	3	2
	2%	1%	1%	3%	3%	1%	3%	1%	4%	2%	2%	2%	2%	3%	3%
No	2116	457	608	436	614	1066	1050	1165	951	1691	424	1783	181	104	48
	97%	98%	99%	97%	96%	98%	96%	99%	96%	97%	96%	97%	98%	96%	97%
Don't know	5	1	-	-	4	1	4	3	2	5	-	3	1	1	-
	*	*	-	-	1%	*	*	*	*	*	-	*	1%	1%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - i/j - k/l/m/n  
 \* small base

Q.5 Would you classify yourself as having a visual impairment?  
 Base: All Adults 16+ in 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	2174	81	233	187	158	188	193	254	305	176	113	224	62	1927	233
Weighted Base	2174	81*	227	190	159	198	202	269	321	184	109*	185	50*	1896	264
Yes	53 2%	2 3%	10 4%	9 5% <sup>d</sup>	1 1%	3 2%	4 2%	5 2%	8 3%	3 2%	3 3%	3 2%	2 3%	50 3%	2 1%
No	2116 97%	79 97%	217 96%	181 95%	157 98%	195 98%	198 98%	263 98%	312 97%	181 98%	104 96%	181 98%	48 97%	1842 97%	261 99%
Don't know	5	-	-	-	1	-	-	2	-	-	1	1	-	4	1
Refused	-	-	-	-	1%	-	-	1%	-	-	1%	1%	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Q.5 Would you classify yourself as having a visual impairment?  
 Base: All Adults 16+ in UK

	Total	DISABILITY		AD AWARENESS					AD USER VISUAL IMPAIRMENT		VISUAL IMPAIRMENT		
		Disabled (a)	Not disabled (b)	Aware (c)	Unaware (d)	Any used (me or someone else) (e)	Used - me (f)	Used - someone else (g)	Not used/ DK (h)	Yes (i)	No (j)	Yes (k)	No (l)
Unweighted Base	2174	259	1564	1191	983	176	71	118	1998	62	114	65	2104
Weighted Base	2174	204	1630	1241	933	174	65*	120	2000	59*	116	53*	2116
Yes	53 2%	26 13% <sup>b</sup>	20 1%	34 3%	19 2%	16 9% <sup>cdh</sup>	10 15% <sup>cdh</sup>	9 7% <sup>cdh</sup>	37 2%	13 23% <sup>j</sup>	2 2%	53 100% <sup>kl</sup>	-
No	2118 97%	178 87%	1608 98% <sup>a</sup>	1207 97% <sup>efg</sup>	909 97% <sup>efg</sup>	158 91%	55 85%	111 93%	1957 98% <sup>efg</sup>	45 77%	113 88%	-	2118 100% <sup>kl</sup>
Don't know	5	-	4	1	5	-	-	-	5	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j - k/l  
 \* small base

Q.5 Would you classify yourself as having a visual impairment?  
 Base: All Adults 16+ in UK

	MONTHLY USER																										
	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)	BBC Alba (n)	BBC (no detail) (o)	BBC 3 (p)	BT (q)	CBS (all references) (r)	Dave (s)	Discovery (t)	Drama (u)	E4 (v)	Film 4 (w)	Film/ movie channels (no detail) (x)	Fox (y)	Free View (z)	
Unweighted Base	2174	1657	1215	715	1329	1236	1044	-	213	355	158	635	250	139	4	27	4	7	6	9	12	8	8	7	5	8	18
Weighted Base	2174	1619	1174	704	1292	1234	1011	**	232	403	175	749	296	164	3**	31**	4**	7**	5**	11**	15**	6**	8**	5**	5**	9**	17**
Yes	53	41	29	19	32	27	26	-	6	4	1	11	3	1	-	-	-	-	1	-	-	-	-	-	-	-	-
2%	2%	3%	2%	3%	2%	2%	3%	-	2%	1%	1%	1%	1%	2%	17%	-	-	-	15%	-	-	-	-	-	-	-	-
No	2116	1576	1144	683	1258	1206	984	-	227	399	173	735	292	161	3	31	4	7	4	11	13	6	8	5	5	9	17
87%	87%	97%	97%	97%	97%	96%	97%	-	86%	99%	99%	86%	99%	98%	83%	100%	100%	100%	85%	100%	91%	100%	100%	100%	100%	100%	100%
Don't know	5	2	1	1	2	1	1	-	-	-	1	3	1	-	-	-	-	-	-	1	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	-	-	-	

Fieldwork : 20/06/2018 - 24/05/2018 (Week 25)  
 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/v/w/x/y/z  
 \*\* very small base (under 30) ineligible for sig testing

Q.5 Would you classify yourself as having a visual impairment?  
 Base: All Adults 16+ in UK

	Total	MONTHLY USER																				Any other catch up, on demand or subscription VOD service (x)	None (y)	ANY LINEAR TV CHANNELS (z)	ANY CATCH UP/ON DEMAND SERVICES (A)			
		Gold (a)	History (b)	ITV2 (c)	ITV3 (d)	ITV4 (e)	More 4 (f)	Pick (g)	Quest (h)	RTE 1 / 2 (i)	5 Spike (j)	Sky News (k)	Sky 1 / Sky 2 (l)	Sky Atlantic (m)	Sky Living (n)	Sky Movies (o)	Sky Sports (p)	Sky (all other references) (q)	Sky (no detail) (r)	Sports (s)	5 USA (t)					Yesterday (u)	You Tube (v)	All (w)
Unweighted Base	2174	3	6	19	16	3	5	3	10	7	3	4	18	9	4	11	33	3	58	4	6	3	7	3	64	140	1812	1093
Weighted Base	2174	2**	5**	17**	14**	4**	4**	4**	9**	6**	4**	20**	12**	5**	15**	33**	2**	54*	3**	6**	2**	9**	4**	67*	145	1781	1230	
Yes	53	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	2	-	2	2	45	21	
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	2%	-	-	-	20%	-	3%	2%	3%	2%	
No	2116	2	5	17	14	4	4	4	9	6	4	20	12	5	15	33	2	53	3	6	2	7	4	65	143	1733	1206	
	87%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	98%	100%	100%	100%	80%	100%	97%	98%	97%	98%	
Don't know	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	
	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%	0%	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork : 20/06/2018 - 24/06/2018 (Week 25)  
 Proportions/Means: Column 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/v/w/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing