

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE) .....	493
Base : Those who ever listen to local commercial radio stations	
Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE) .....	496
Base : All respondents	
Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE) .....	500
Base : Those who ever listen to local commercial radio stations	
Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE) .....	503
Base : All respondents	
Q57 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amountof advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE) .....	507
Base : Those who ever listen to commercial radio stations	
Q58 (SHOWCARD) How satisfied are you with what you hear on your local radio station? (SINGLE CODE) .....	509
Base : Those who ever listen to local radio	
Q59 (SHOWCARD) How important to youis the service that local radio stations provide? (SINGLE CODE) .....	511
Base : Those who ever listen to local radio	
Q60 (SHOWCARD) How important is it to youthat your local radio station is based in your local area? IF NECESSARY: For the production of local news and making programmes relevant to your local area (SINGLE CODE) .....	513
Base : Those who ever listen to local radio	
Q61 In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE) .....	515
Base : Those who ever listen to radio	
Q62 (SHOWCARD) Can you tell me which oneof these is your mainsource of news about what is going on in the UK and in the world today? (SINGLE CODE) .....	517
Base : All respondents	
Q63 (SHOWCARD) And which of these are your other sourcesof news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS) .....	522
Base : All respondents	
Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one, if any, of these sources do you believe presents the most accuratenews coverage? (SINGLE CODE) .....	527
Base : All respondents	



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Q65 (SHOWCARD) And which one would you say is the next most accurateafter that - so the second most accurate source? (SINGLE CODE).....	532
Base : All respondents	
Q66 (SHOWCARD) And finally which one would you say is the next most accurateafter that - so the third most accurate source? (SINGLE CODE).....	536
Base : All respondents	
SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE .....	541
Base : All respondents	
Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE) .....	546
Base : All respondents	
Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE) .....	550
Base : All respondents	
Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE).....	554
Base : All respondents	
Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE).....	558
Base : All respondents	
Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE) .....	562
Base : All respondents	
Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE) .....	565
Base : All respondents	
Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE) .....	569
Base : All respondents	
Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE) .....	573
Base : All respondents	
Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE).....	577
Base : All respondents	
Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE).....	581
Base : All respondents	
Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE) .....	585
Base : All respondents	
Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE) .....	589
Base : All respondents	
Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE) .....	593
Base : All respondents	
Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE) .....	597
Base : All respondents	
Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE).....	601
Base : All respondents	
Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE).....	605
Base : All respondents	

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Q67I (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE) .....	609
Base : All respondents	
Q67I (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE) .....	613
Base : All respondents	
Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE) .....	617
Base : All respondents	
Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE) .....	620
Base : All respondents	
Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE) .....	624
Base : All respondents	
Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE) .....	627
Base : All respondents	
Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE).....	630
Base : All respondents	
Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE).....	633
Base : All respondents	
Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE).....	637
Base : All respondents	
Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE).....	640
Base : All respondents	
Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE).....	644
Base : All respondents	
Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE).....	647
Base : All respondents	
Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE).....	651
Base : All respondents	
Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE).....	654
Base : All respondents	
Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE).....	658
Base : All respondents	
Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE).....	661
Base : All respondents	
Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE) .....	665
Base : All respondents	
Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE) .....	668
Base : All respondents	
Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE).....	672
Base : All respondents	

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Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE).....	675
Base : All respondents	
Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE).....	679
Base : All respondents	
Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE).....	682
Base : All respondents	
Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE).....	686
Base : All respondents	
Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE).....	689
Base : All respondents	
Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE).....	693
Base : All respondents	
Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE).....	696
Base : All respondents	
Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE).....	700
Base : All respondents	
Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE).....	703
Base : All respondents	
Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE) .....	707
Base : All respondents	
Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE) .....	710
Base : All respondents	
Q68O (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE) .....	714
Base : All respondents	
Q68O (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE) .....	717
Base : All respondents	
Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE) .....	720
Base : All respondents	
Q69B (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent. (SINGLE CODE).....	724
Base : All respondents	
Q70 (SHOWCARD) 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? IF NECESSARY - So, not the general public (SINGLE CODE) .....	727
Base : All respondents	
Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE).....	731
Base : All respondents	
Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE).....	735
Base : All respondents	
SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE .....	739
Base : All respondents	

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Q73 (SHOWCARD) 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? IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE) .....	743
Base : All respondents	
Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE) .....	747
Base : All respondents	
Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE) .....	751
Base : All respondents	
SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC .....	755
Base : All respondents	
Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE) .....	759
Base : All respondents	
Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE) .....	763
Base : Those who have connected their desktop/ laptop computer to the home broadband service	
Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE) .....	769
Base : Those who have connected their tablet computer to the home broadband service	
Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE) .....	775
Base : Those who have connected their smartphone to the home broadband service	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster .....	781
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) .....	783
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand .....	785
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis .....	787
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV .....	789
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play .....	791
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long) .....	793
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long) .....	795
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media .....	797
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS .....	799
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS .....	807
Base : All respondents	
Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices? So not using a TV set Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE).....	815
Base : Those using broadcaster catch-up services through a connected device	
Q79 And what would you say is the main reason? (SINGLE CODE) .....	819
Base : Those using broadcaster catch-up services through a connected device	
Q80A (SHOWCARD) How would you describe your national identity? (SINGLE CODE) .....	823
Base : All respondents	
Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE) .....	825
Base : All respondents	
Q81 Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do? (SINGLE CODE) .....	832
Base : All respondents	
Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE) .....	834
Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do	
Q83 (SHOWCARD) Which of these best describes your sight (with glasses or contact lenses if you normally use them)? (SINGLE CODE) .....	838
Base : Those with poor vision, partial sight or blindness	
Q84 (SHOWCARD) Which of these best describes your hearing (with a hearing aid if you normally use one)? (SINGLE CODE) .....	840
Base : Those with poor hearing, partial hearing or deafness	
Q86 (SHOWCARD) Could you please give me the number from this card for the group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE) .....	844
Base : All respondents	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 1**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**REGION/ NATION**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
London	264	136	128	43	58	71	50	19	23	79	91	43	50	105	159	234	30
	13%	13%	12%	14%	15%	20%	14%	6%	6%	14%	16%	10%	9%	13%	12%	14%	8%
				gh	gh	gh	gh			l	kl					p	
South East	294	148	147	27	44	54	63	36	69	109	84	58	42	115	179	260	34
	14%	15%	13%	9%	11%	15%	17%	12%	17%	19%	15%	13%	8%	14%	14%	15%	9%
							cd		cd	kl	l	l				p	
South West	181	80	101	21	22	40	24	32	41	53	41	44	42	66	115	147	34
	9%	8%	9%	7%	6%	11%	7%	11%	10%	9%	7%	10%	8%	8%	9%	9%	9%
						d		d	d								
Eastern	192	92	100	25	19	38	43	23	44	56	55	39	43	74	118	170	22
	9%	9%	9%	8%	5%	10%	12%	8%	11%	10%	10%	9%	8%	9%	9%	10%	6%
						d	d		d							p	
East Midlands	147	70	77	24	26	23	20	21	33	45	37	26	39	55	93	123	25
	7%	7%	7%	8%	7%	6%	5%	7%	8%	8%	7%	6%	7%	7%	7%	7%	6%
West Midlands	182	87	95	26	40	29	31	24	33	39	52	40	51	78	105	141	41
	9%	9%	9%	9%	10%	8%	8%	8%	8%	7%	9%	9%	10%	10%	8%	8%	11%
Wales	104	47	57	14	15	10	15	20	29	24	30	23	27	35	69	78	26
	5%	5%	5%	5%	4%	3%	4%	7%	7%	4%	5%	5%	5%	4%	5%	5%	7%
								e	e								
Yorkshire & Humber	180	83	96	39	48	19	27	23	24	29	33	41	77	85	95	136	44
	9%	8%	9%	13%	12%	5%	7%	8%	6%	5%	6%	9%	15%	11%	7%	8%	11%
				efgh	eh							i	ijk	n			o
North East	89	42	47	16	17	11	8	20	17	18	25	19	27	34	56	64	25
	4%	4%	4%	5%	4%	3%	2%	7%	4%	3%	4%	4%	5%	4%	4%	4%	6%
								ef									o
North West	232	110	123	28	47	32	37	39	49	65	51	52	65	75	158	185	47
	11%	11%	11%	10%	12%	9%	10%	13%	12%	11%	9%	12%	12%	9%	12%	11%	12%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 1**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**REGION/ NATION**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Scotland	183	88	95	23	44	27	36	23	30	42	53	43	45	58	125	134	49
	9%	9%	9%	8%	11%	7%	10%	8%	7%	7%	9%	10%	9%	7%	10%	8%	13% o
Northern Ireland	58	27	31	10	9	11	10	9	10	9	15	14	19	20	38	46	12
	3%	3%	3%	3%	2%	3%	3%	3%	2%	2%	3%	3%	4%	2%	3%	3%	3%
ENGLAND	1762	848	914	249	321	317	303	236	334	493	470	363	436	686	1076	1460	300
	84%	84%	83%	84%	82%	87%	83%	82%	83%	87%	83%	82%	83%	86% n	82%	85% p	78%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 1**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**REGION/ NATION**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
London	264 13%	176 15% b	88 9%	264 15% defhijklmno	- -%	- -%	- -%	264 100% cdefhijklmn o	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	264 14% q	- -%
South East	294 14%	183 16% b	111 12%	294 17% defgijklmno	- -%	- -%	- -%	- -%	294 100% cdefgijklmn o	- -%	- -%	- -%	- -%	- -%	- -%	- -%	248 14%	46 17%
South West	181 9%	93 8%	88 9%	181 10% defghijklmno	- -%	- -%	- -%	- -%	- -%	181 100% cdefghijklmn o	- -%	- -%	- -%	- -%	- -%	- -%	139 8%	42 15% p
Eastern	192 9%	109 9%	80 9%	192 11% defghijklmno	- -%	- -%	- -%	- -%	- -%	- -%	192 100% cdefghijklmn o	- -%	- -%	- -%	- -%	- -%	137 8%	55 20% p
East Midlands	147 7%	76 6%	71 8%	147 8% defghijlmno	- -%	- -%	- -%	- -%	- -%	- -%	- -%	147 100% cdefghijklmn o	- -%	- -%	- -%	- -%	131 7%	17 6%
West Midlands	182 9%	100 9%	82 9%	182 10% defghijklmno	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	182 100% cdefghijklmn o	- -%	- -%	- -%	163 9%	19 7%
Wales	104 5%	39 3%	64 7% a	- -%	- -%	104 100% cdfghijklmn o	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	82 4%	22 8% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 1**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**REGION/ NATION**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yorkshire & Humber	180 9%	92 8%	88 9%	180 10% defghijklno	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	180 100% cdefghijklno	- -%	- -%	169 9% q	10 4%
North East	89 4%	45 4%	45 5%	89 5% defghijklmo	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	89 100% cdefghijklm o	- -%	83 5%	6 2%
North West	232 11%	119 10%	114 12%	232 13% defghijklmn	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	232 100% cdefghijklm n	224 12% q	9 3%
Scotland	183 9%	108 9%	74 8%	- -%	183 100% cefg hijklmn o	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	154 8%	29 11%
Northern Ireland	58 3%	36 3%	22 2%	- -%	- -%	- -%	58 100% cdeghijklmn o	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	36 2%	22 8% p
ENGLAND	1762 84%	993 84%	765 83%	1762 100% def	- -%	- -%	- -%	264 100% def	294 100% def	181 100% def	192 100% def	147 100% def	182 100% def	180 100% def	89 100% def	232 100% def	1558 85% q	204 74%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 2**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LOCATION**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Urban	1830	870	960	272	363	315	318	235	328	480	491	386	472	712	1118	1490	338
	87%	86%	88%	92%	93%	86%	87%	82%	81%	84%	86%	87%	90%	89%	86%	87%	87%
				efgh	efgh		h						i	n			
Rural	277	140	137	25	27	51	46	53	75	89	77	56	55	87	190	229	48
	13%	14%	12%	8%	7%	14%	13%	18%	19%	16%	14%	13%	10%	11%	14%	13%	13%
						cd	d	cd	cdf	l				m			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 2**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LOCATION**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Urban	1830	1023	803	1558	154	82	36	264	248	139	137	131	163	169	83	224	1830	-
	87%	87%	87%	88%	84%	79%	62%	100%	84%	77%	71%	89%	89%	94%	93%	96%	100%	-%
				efij	fj	f		cdefhijklmn	fj	f		efij	efij	cdefhij	defhij	cdefhijkl	q	
								o										
Rural	277	153	122	204	29	22	22	-	46	42	55	17	19	10	6	9	-	277
	13%	13%	13%	12%	16%	21%	38%	-%	16%	23%	29%	11%	11%	6%	7%	4%	-%	100%
				gmo	gmno	cgklmno	cdeghijklmn		gmno	cgklmno	cdghklmno	go	go	g	g	g		p
							o											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 3**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S1 RESPONDENT'S GENDER (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Male	1010	1010	-	139	172	168	172	148	213	295	250	235	231	315	696	831	179
	48%	100%	-%	47%	44%	46%	47%	51%	53%	52%	44%	53%	44%	39%	53%	48%	46%
		b							d	jl		jl			m		
Female	1097	-	1097	158	218	198	192	140	190	274	319	208	296	484	612	888	208
	52%	-%	100%	53%	56%	54%	53%	49%	47%	48%	56%	47%	56%	61%	47%	52%	54%
			a		h						ik		ik	n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 3**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S1 RESPONDENT'S GENDER (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Male	1010	594	413	848	88	47	27	136	148	80	92	70	87	83	42	110	870	140
	48%	51%	45%	48%	48%	45%	46%	52%	50%	44%	48%	48%	48%	46%	48%	47%	48%	51%
Female	1097	582	512	914	95	57	31	128	147	101	100	77	95	96	47	123	960	137
	52%	49%	55%	52%	52%	55%	54%	48%	50%	56%	52%	52%	52%	54%	52%	53%	52%	49%
			a															

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 4**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S2 Could you please tell me what is your age? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
16 - 17	50 2%	28 3%	22 2%	50 17% defgh	- -%	- -%	- -%	- -%	- -%	13 2%	14 2%	13 3%	11 2%	49 6% n	2 *%	47 3% p	3 1%
18 - 24	246 12%	110 11%	136 12%	246 83% defgh	- -%	- -%	- -%	- -%	- -%	33 6%	69 12% i	60 14% i	85 16% i	101 13%	145 11%	200 12%	46 12%
25 - 34	390 19%	172 17%	218 20%	- -%	390 100% cefg	- -%	- -%	- -%	- -%	95 17%	122 21%	83 19%	90 17%	220 28% n	169 13%	338 20% p	52 13%
35 - 44	365 17%	168 17%	198 18%	- -%	- -%	365 100% cdfgh	- -%	- -%	- -%	101 18%	121 21% kl	70 16%	73 14%	248 31% n	118 9%	331 19% p	35 9%
45 - 54	364 17%	172 17%	192 18%	- -%	- -%	- -%	364 100% cdegh	- -%	- -%	116 20% jk	78 14%	66 15%	104 20% j	150 19%	214 16%	322 19% p	42 11%
55 - 64	288 14%	148 15%	140 13%	- -%	- -%	- -%	- -%	288 100% cdefh	- -%	93 16% j	66 12%	63 14%	66 13%	24 3%	264 20% m	236 14%	52 13%
65 - 74	235 11%	134 13% b	100 9%	- -%	- -%	- -%	- -%	- -%	235 58% cdefg	73 13%	62 11%	48 11%	52 10%	5 1%	230 18% m	171 10%	64 17% o
75+	168 8%	79 8%	90 8%	- -%	- -%	- -%	- -%	- -%	168 42% cdefg	46 8%	36 6%	41 9%	46 9%	2 *%	166 13% m	74 4%	93 24% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 4**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S2 Could you please tell me what is your age? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
16 - 17	50 2%	5 *%	44 5% a	43 2%	4 2%	2 2%	2 3%	6 2%	7 2%	4 2%	2 1%	5 3%	10 5% cjm	2 1%	4 5% j	4 2%	49 3% q	1 1%
18 - 24	246 12%	122 10%	122 13%	206 12%	19 10%	12 12%	9 15% h	37 14% h	21 7%	17 10%	23 12%	19 13%	16 9%	37 21% cdehijlo	12 13%	24 10%	223 12%	23 8%
25 - 34	390 19%	282 24% b	107 12%	321 18% j	44 24% hij	15 15%	9 16%	58 22% ij	44 15%	22 12%	19 10%	26 18%	40 22% ij	48 27% cefhij	17 20% j	47 20% ij	363 20% q	27 10%
35 - 44	365 17%	288 24% b	77 8%	317 18% em	27 15%	10 9%	11 19% em	71 27% cdehklmno	54 18% em	40 22% emno	38 20% em	23 16%	29 16%	19 10%	11 12%	32 14%	315 17%	51 18%
45 - 54	364 17%	292 25% b	72 8%	303 17% n	36 20% n	15 15%	10 16%	50 19% n	63 22% kn	24 14%	43 23% ikn	20 13%	31 17% n	27 15%	8 9%	37 16%	318 17%	46 17%
55 - 64	288 14%	152 13%	136 15%	236 13% g	23 13% cg	20 20%	9 15% g	19 7%	36 12%	32 18% g	23 12%	21 15% g	24 13% g	23 13% cdghilm	20 22% g	39 17% g	235 13% p	53 19%
65 - 74	235 11%	27 2%	207 22% a	199 11% g	17 9%	13 13% g	6 10%	12 4%	49 17% cdgm	22 12% g	24 13% g	21 14% g	17 9%	16 9%	10 11% g	29 12% g	189 10% p	46 17%
75+	168 8%	8 1%	160 17% a	136 8%	13 7%	15 15% cdfghm	4 7%	11 4%	20 7%	20 11% gm	20 11% gm	12 8%	16 9%	8 5%	7 8%	21 9%	139 8%	30 11%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 5**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S3 What is the occupation of the main wage earner in your household? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
A	30 1%	17 2%	13 1%	3 1%	2 *%	4 1%	8 2%	3 1%	11 3% d	30 5% jkl	- -%	- -%	- -%	11 1%	19 1%	30 2% p	1 *%
B	539 26%	278 27%	261 24%	43 14%	93 24% c	96 26% c	108 30% c	90 31% cd	108 27% c	539 95% jkl	- -%	- -%	- -%	178 22%	361 28% m	511 30% p	28 7%
C1	569 27%	250 25%	319 29% a	83 28%	122 31% fgh	121 33% fgh	78 21%	66 23%	98 24%	- -%	569 100% ikl	- -%	- -%	216 27%	353 27%	495 29% p	73 19%
C2	442 21%	235 23% b	208 19%	72 24%	83 21%	70 19%	66 18%	63 22%	88 22%	- -%	- -%	442 100% ijl	- -%	183 23%	260 20%	363 21%	79 21%
D	258 12%	113 11%	145 13%	53 18% degh	34 9%	39 11%	59 16% dh	33 11%	41 10%	- -%	- -%	- -%	258 49% ijk	111 14%	147 11%	194 11%	64 17% o
E	268 13%	118 12%	151 14%	43 14%	55 14%	35 10%	45 12%	33 11%	57 14%	- -%	- -%	- -%	268 51% ijk	100 13%	168 13%	126 7%	142 37% o
<b>SUMMARY GROUPS</b>																	
AB	569 27%	295 29% b	274 25%	46 15%	95 24% c	101 28% c	116 32% cd	93 32% cd	119 29% c	569 100% jkl	- -%	- -%	- -%	189 24%	380 29% m	541 31% p	28 7%
DE	527 25%	231 23%	296 27% a	96 32% degh	90 23%	73 20%	104 29% e	66 23%	98 24%	- -%	- -%	- -%	527 100% ijk	212 27%	315 24%	321 19%	206 53% o
ABC1	1137 54%	545 54%	593 54%	128 43%	217 56% c	222 61% c	194 53% c	159 55% c	217 54% c	569 100% kl	569 100% kl	- -%	- -%	404 51%	733 56% m	1036 60% p	101 26%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 5**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S3 What is the occupation of the main wage earner in your household? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
C2DE	969	466	504	168	173	143	170	129	186	-	-	442	527	395	575	683	286
	46%	46%	46%	57%	44%	39%	47%	45%	46%	-%	-%	100%	100%	49%	44%	40%	74%
				defgh								ij	ij	n			o
Refused	*	-	*	-	-	*	-	-	-	-	-	-	-	*	-	*	-
	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 5**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S3 What is the occupation of the main wage earner in your household? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
		a	b															
Significance Level: 95%																		
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
A	30	15	14	20	7	3	-	-	8	4	1	1	2	-	1	3	24	7
	1%	1%	1%	1%	4%	3%	-%	-%	3%	2%	1%	1%	1%	-%	1%	1%	1%	2%
					cfgjkm	cfgm			fgm									
B	539	347	190	473	35	21	9	79	101	50	54	44	37	29	17	62	457	82
	26%	29%	21%	27%	19%	20%	16%	30%	34%	28%	28%	30%	20%	16%	19%	27%	25%	29%
		b		dfmn				deflmn	cdeflmn	fm	fm	deflmn				fm		
C1	569	376	192	470	53	30	15	91	84	41	55	37	52	33	25	51	491	77
	27%	32%	21%	27%	29%	29%	26%	35%	29%	23%	29%	25%	28%	18%	28%	22%	27%	28%
		b		m	m	m		cimo	m		m		m					
C2	442	265	175	363	43	23	14	43	58	44	39	26	40	41	19	52	386	56
	21%	23%	19%	21%	23%	22%	25%	16%	20%	24%	20%	18%	22%	23%	22%	22%	21%	20%
D	258	163	95	219	20	8	11	26	25	22	25	15	17	35	13	40	224	35
	12%	14%	10%	12%	11%	8%	19%	10%	9%	12%	13%	10%	10%	20%	15%	17%	12%	12%
		b					cdeghkl							cdeghkl		eghl		
E	268	9	259	216	26	19	8	24	17	20	18	24	34	42	13	24	248	20
	13%	1%	28%	12%	14%	18%	13%	9%	6%	11%	9%	16%	19%	23%	15%	10%	14%	7%
		a		h	h	cghjo	h					gh	cghjo	cdghijo	h		q	
<b>SUMMARY GROUPS</b>																		
AB	569	362	204	493	42	24	9	79	109	53	56	45	39	29	18	65	480	89
	27%	31%	22%	28%	23%	23%	16%	30%	37%	30%	29%	31%	22%	16%	20%	28%	26%	32%
		b		fmn				fmn	cdeflmn	fm	fm	fmn				fm		p
DE	527	173	354	436	45	27	19	50	42	42	43	39	51	77	27	65	472	55
	25%	15%	38%	25%	25%	26%	32%	19%	14%	23%	22%	26%	28%	43%	30%	28%	26%	20%
			a	h	h	h	cghj			h		h	gh	cdghijklno	gh	gh	q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 5**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S3 What is the occupation of the main wage earner in your household? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
ABC1	1137	738	396	964	96	54	25	170	193	95	111	82	91	62	43	116	972	166
	54%	63%	43%	55%	52%	52%	42%	65%	66%	52%	58%	56%	50%	34%	48%	50%	53%	60%
		b		fm	m	m		cdefilmno	cdefilmno	m	fm	fm	m		m	m		p
C2DE	969	438	529	798	88	50	33	93	101	86	82	65	91	118	46	116	858	111
	46%	37%	57%	45%	48%	48%	57%	35%	34%	48%	42%	44%	50%	66%	52%	50%	47%	40%
			a	gh	gh	gh	cghjk			gh			gh	cdeghijklno	gh	gh	q	
Refused	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*
	*%	*%	-%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%
							c											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 6**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S4 What is your working status? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Working full time (30hrs/wk+)	874	534	340	75	221	221	237	107	14	283	278	207	105	364	510	800	74
	41%	53%	31%	25%	57%	61%	65%	37%	3%	50%	49%	47%	20%	46%	39%	47%	19%
		b		h	cgh	cgh	cdgh	ch		l	l	l		n		p	
Working part time (8-29 hrs/wk)	302	60	242	52	62	67	55	45	22	78	98	58	67	171	132	283	20
	14%	6%	22%	17%	16%	18%	15%	15%	5%	14%	17%	13%	13%	21%	10%	16%	5%
		a		h	h	h	h	h			l			n		p	
Not working (i. e. under 8hrs/wk) - retired	438	227	211	1	2	1	2	87	345	144	105	94	96	10	428	276	160
	21%	22%	19%	1%	1%	1%	1%	30%	86%	25%	18%	21%	18%	1%	33%	16%	41%
								cdef	cdefg	jl					m		o
Not working (i. e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	131	88	43	30	35	22	26	16	3	5	10	13	103	47	84	72	59
	6%	9%	4%	10%	9%	6%	7%	6%	1%	1%	2%	3%	20%	6%	6%	4%	15%
		b		gh	h	h	h	h			i	ijk					o
Not working (i. e. under 8hrs/wk) - student	117	61	56	103	14	-	-	-	1	30	41	21	26	63	55	107	10
	6%	6%	5%	35%	4%	-	-	-	1%	5%	7%	5%	5%	8%	4%	6%	3%
				defgh	efgh									n		p	
Not working (i. e. under 8hrs/wk) - housewife/ disabled/ other	239	37	202	32	57	54	44	33	19	25	37	48	130	140	99	176	62
	11%	4%	18%	11%	15%	15%	12%	11%	5%	4%	6%	11%	25%	17%	8%	10%	16%
			a	h	h	h	h	h				ij	ijk	n			o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 6**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S4 What is your working status? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
<b>SUMMARY GROUPS</b>																	
WORKING	1176	594	582	126	282	288	292	152	36	362	376	265	173	535	642	1083	93
	56%	59%	53%	43%	72%	79%	80%	53%	9%	64%	66%	60%	33%	67%	49%	63%	24%
		b		h	cgh	cgh	cdgh	ch		l	l	l		n		p	
NOT WORKING	925	413	512	166	107	77	72	136	367	204	192	175	354	260	666	633	292
	44%	41%	47%	56%	28%	21%	20%	47%	91%	36%	34%	40%	67%	33%	51%	37%	75%
			a	def	f			def	cdefg				ijk		m		o
Don't know	5	3	3	5	-	1	-	-	-	3	-	2	-	5	1	3	2
	*%	*%	*%	2%	-%	*%	-%	-%	-%	1%	-%	*%	-%	1%	*%	*%	*%
				d f g h										n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 6**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S4 What is your working status? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Working full time (30hrs/wk+)	874	874	-	731	90	25	29	149	127	64	88	51	82	64	27	79	761	113
	41%	74%	-%	41%	49%	24%	49%	57%	43%	36%	46%	35%	45%	35%	31%	34%	42%	41%
		b		en	eikmno		eikmno	cehijklmno	en	e	ekno		eno	e				
Working part time (8-29 hrs/wk)	302	302	-	263	18	14	7	27	56	28	22	25	19	28	17	39	262	40
	14%	26%	-%	15%	10%	14%	13%	10%	19%	16%	11%	17%	10%	16%	20%	17%	14%	15%
		b							dgj						dgj			
Not working (i. e. under 8hrs/wk) - retired	438	-	438	362	32	35	9	24	58	53	46	41	32	28	22	57	364	74
	21%	-%	47%	21%	17%	34%	16%	9%	20%	30%	24%	28%	18%	16%	25%	24%	20%	27%
			a	g	g	cdgfhlm			g	cdgfhlm	g	cdgfhlm	g		fgm	fgm		p
Not working (i. e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	131	-	131	105	12	10	4	10	12	11	8	10	15	16	8	16	120	12
	6%	-%	14%	6%	7%	10%	7%	4%	4%	6%	4%	7%	8%	9%	9%	7%	7%	4%
			a			ghj									h			
Not working (i. e. under 8hrs/wk) - student	117	-	117	99	8	7	3	21	11	10	7	8	13	7	5	17	107	10
	6%	-%	13%	6%	4%	7%	5%	8%	4%	5%	4%	5%	7%	4%	5%	7%	6%	4%
			a															

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 6**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S4 What is your working status? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Not working (i. e. under 8hrs/wk) - housewife/ disabled/ other	239	-	239	199	22	12	7	32	30	14	19	13	22	36	9	23	212	26
	11%	-%	26% a	11%	12%	11%	11%	12%	10%	8%	10%	9%	12%	20% cdefghijkno	11%	10%	12%	10%
<b>SUMMARY GROUPS</b>																		
WORKING	1176	1176	-	993	108	39	36	176	183	93	109	76	100	92	45	119	1023	153
	56%	100%	-%	56%	59%	38%	62%	67%	62%	51%	57%	52%	55%	51%	50%	51%	56%	55%
		b		e	e		en	ceiklmno	eimno	e	e	e	e	e	e	e		
NOT WORKING	925	-	925	765	74	64	22	88	111	88	80	71	82	88	45	114	803	122
	44%	-%	100%	43%	40%	62%	38%	33%	38%	49%	41%	48%	45%	49%	50%	49%	44%	44%
			a	g		cd fghijklmn o				gh		g	g	gh	fgh	gh		
Don't know	5	-	-	3	1	1	-	-	-	-	3	-	-	-	-	-	3	2
	*%	-%	-%	*%	1%	1%	-%	-%	-%	-%	2% c	-%	-%	-%	-%	-%	*%	1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 7**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S5 And is your home... (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Being bought on mortgage	590	268	322	70	120	176	154	52	18	218	198	116	57	315	275	571	19
	28%	27%	29%	24%	31%	48%	42%	18%	5%	38%	35%	26%	11%	39%	21%	33%	5%
				h	gh	cdgh	cdgh	h		kl	kl	l		n		p	
Owned outright by household	544	286	258	29	15	30	65	139	267	214	139	108	83	75	469	447	96
	26%	28%	24%	10%	4%	8%	18%	48%	66%	38%	24%	24%	16%	9%	36%	26%	25%
		b		d		d	cde	cdef	cdefg	jkl	l	l			m		
Rented from Local Authority/ Housing Association/ Trust	514	232	282	87	108	77	88	59	94	50	95	118	250	224	289	357	157
	24%	23%	26%	29%	28%	21%	24%	20%	23%	9%	17%	27%	47%	28%	22%	21%	41%
				eg	g						i	ij	ijk	n			o
Rented from Private Landlord	410	198	212	84	143	78	55	35	15	67	126	82	134	166	244	303	107
	19%	20%	19%	28%	37%	21%	15%	12%	4%	12%	22%	19%	25%	21%	19%	18%	28%
				fgh	cefg	gh	h	h			i	i	ik				o
Other	18	11	7	4	2	3	3	1	6	7	4	6	1	4	14	14	4
	1%	1%	1%	1%	*%	1%	1%	*%	2%	1%	1%	1%	*%	*%	1%	1%	1%
Don't know	31	16	16	23	1	1	-	4	2	12	6	12	1	15	16	27	4
	1%	2%	1%	8%	*%	*%	-%	1%	1%	2%	1%	3%	*%	2%	1%	2%	1%
				defgh						l		l					
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 7**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S5 And is your home... (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Being bought on mortgage	590 28%	482 41%	107 12%	493 28%	58 31%	18 18%	21 36%	60 23%	93 32%	54 30%	65 34%	45 30%	51 28%	51 29%	25 28%	50 21%	509 28%	81 29%
		b		e	eo		cego		eo	e	ego	e	e	e	e			
Owned outright by household	544 26%	200 17%	343 37%	453 26%	37 20%	40 38%	15 26%	15 6%	86 29%	61 34%	63 33%	50 34%	36 20%	33 18%	26 29%	82 35%	438 24%	106 38%
			a	gm	g	cdgflm	g		dglm	cdglm	cdglm	cdglm	g	g	gm	cdglm		p
Rented from Local Authority/ Housing Association/ Trust	514 24%	219 19%	294 32%	413 23%	54 29%	37 36%	10 17%	86 32%	54 18%	27 15%	36 19%	40 27%	59 32%	60 33%	14 16%	37 16%	462 25%	52 19%
			a	ino	fhijno	cfhijno		cfhijno				fino	cfhijno	cfhijno			q	
Rented from Private Landlord	410 19%	258 22%	152 16%	357 20%	33 18%	8 7%	12 20%	101 38%	51 17%	35 19%	21 11%	10 7%	27 15%	32 18%	20 22%	61 26%	379 21%	31 11%
		b		ejk	ek		ejk	cdefhijklmn o	ek	ejk		ek	ek	ek	ejk	ehjkl	q	
Other	18 1%	10 1%	8 1%	18 1%	- -%	- -%	- -%	- -%	5 2%	4 2%	1 *%	1 *%	4 2%	3 2%	1 1%	- -%	12 1%	6 2%
									go								p	
Don't know	31 1%	8 1%	20 2%	29 2%	1 1%	1 1%	1 1%	3 1%	4 2%	- -%	7 4%	2 2%	5 3%	1 1%	3 4%	2 1%	30 2%	2 1%
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 8**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S6 How many people are there in your household, including yourself and any children? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1	387	198	188	20	36	31	53	82	164	93	84	65	145	2	385	205	181
	18%	20%	17%	7%	9%	9%	15%	28%	41%	16%	15%	15%	27%	*%	29%	12%	47%
							cde	cdef	cdefg				ijk		m		o
2	689	332	357	78	88	76	98	142	207	203	192	146	147	74	615	565	123
	33%	33%	33%	26%	23%	21%	27%	49%	51%	36%	34%	33%	28%	9%	47%	33%	32%
								cdef	cdef	l	l				m		
3	410	194	216	68	108	86	87	40	20	127	91	93	98	234	175	361	48
	19%	19%	20%	23%	28%	23%	24%	14%	5%	22%	16%	21%	19%	29%	13%	21%	12%
				gh	gh	gh	gh	h		j		j		n		p	
4	380	173	208	73	93	109	84	16	6	87	141	73	79	293	88	362	18
	18%	17%	19%	25%	24%	30%	23%	5%	2%	15%	25%	17%	15%	37%	7%	21%	5%
				gh	gh	gh	gh	h			ikl			n		p	
5 or more	208	89	119	51	57	54	36	8	3	47	53	59	49	188	20	197	12
	10%	9%	11%	17%	15%	15%	10%	3%	1%	8%	9%	13%	9%	24%	2%	11%	3%
				fgh	gh	gh	gh	h				i		n		p	
Refused	33	24	9	7	8	10	5	-	3	11	8	5	8	9	24	29	4
	2%	2%	1%	2%	2%	3%	1%	-%	1%	2%	1%	1%	2%	1%	2%	2%	1%
		b		g	g	gh	g										

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 8**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S6 How many people are there in your household, including yourself and any children? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1	387 18%	141 12%	245 27% a	311 18% g	44 24% cf g j l	23 22% g	8 15%	30 11%	53 18%	43 24% f g l	30 15%	28 19% g	27 15%	30 16%	19 22% g	51 22% g	333 18%	53 19%
2	689 33%	346 29%	342 37% a	557 32%	64 35%	43 42% c g l	25 42% c g h i l m	69 26%	93 32%	57 32%	68 35%	49 33%	49 27%	56 31%	31 35%	85 37% g	581 32%	108 39% p
3	410 19%	280 24% b	128 14%	347 20% e	41 22% e	13 12%	9 16%	42 16%	60 20%	37 21%	30 16%	36 24% e	46 25% e g j	39 22% e	17 19%	40 17%	376 21% q	33 12%
4	380 18%	273 23% b	108 12%	330 19% k	26 14%	12 12%	11 19%	58 22% e k	62 21% e k	28 15%	42 22% e k	17 11%	39 21% e k	27 15%	15 17%	42 18%	321 18%	59 21%
5 or more	208 10%	120 10%	87 9%	188 11% d o	6 3%	10 10% d	4 7%	41 16% c d f h i n o	26 9% d	14 8%	22 11% d	19 13% d o	20 11% d	27 15% d f i n o	7 8%	13 6%	185 10%	23 8%
Refused	33 2%	17 1%	15 2%	29 2%	1 1%	2 2%	* 1%	24 9% c d e f h i j k l m n o	- -%	2 1%	1 *%	- -%	2 1%	1 1%	- -%	- -%	33 2% q	* *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 9**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S8 How many children under 18 years of age are there in your household? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
None	1308	696	612	147	169	118	214	264	396	380	353	260	315	-	1308	996	311
	62%	69%	56%	49%	43%	32%	59%	92%	98%	67%	62%	59%	60%	-%	100%	58%	80%
		b		e	e		cde	cdef	cdefg	kl					m		o
1	356	140	217	91	86	94	66	13	7	92	78	89	97	356	-	311	46
	17%	14%	20%	31%	22%	26%	18%	4%	2%	16%	14%	20%	19%	45%	-%	18%	12%
		a		dfgh	gh	fgh	gh	h			j	j		n		p	
2	316	139	176	41	85	111	68	10	1	83	105	59	68	316	-	295	21
	15%	14%	16%	14%	22%	30%	19%	3%	1%	15%	18%	13%	13%	39%	-%	17%	5%
				gh	cgh	cd fgh	gh	h			kl			n		p	
3	88	26	62	14	34	25	13	1	-	11	26	18	33	88	-	80	8
	4%	3%	6%	5%	9%	7%	4%	1%	-%	2%	5%	4%	6%	11%	-%	5%	2%
			a	gh	fgh	gh	gh				i		i	n		p	
4	28	8	20	3	9	16	-	-	-	2	6	9	10	28	-	27	1
	1%	1%	2%	1%	2%	4%	-%	-%	-%	1%	1%	2%	2%	3%	-%	2%	1%
				h	fgh	cfgh					i	i		n		p	
5 or more	11	2	9	1	6	3	2	-	-	-	1	8	3	11	-	11	*
	1%	1%	1%	1%	2%	1%	1%	-%	-%	-%	1%	2%	1%	1%	-%	1%	1%
					gh						ij			n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 9**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S8 How many children under 18 years of age are there in your household? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
None	1308	642	666	1076	125	69	38	159	179	115	118	93	105	95	56	158	1118	190
	62%	55%	72%	61%	68%	66%	66%	60%	61%	64%	61%	63%	57%	53%	62%	68%	61%	68%
			a	m	lm	m	m									lm		p
1	356	241	115	295	33	17	12	44	51	30	22	26	32	42	18	31	325	31
	17%	21%	12%	17%	18%	16%	20%	17%	17%	17%	11%	18%	17%	24%	20%	13%	18%	11%
		b					j							cjo	j		q	
2	316	234	77	280	18	11	6	45	49	25	39	21	32	28	8	32	277	39
	15%	20%	8%	16%	10%	11%	10%	17%	17%	14%	20%	14%	18%	16%	9%	14%	15%	14%
		b		dfn				n	n		defn		dfn					
3	88	41	47	75	6	6	1	10	12	9	9	3	6	8	7	10	74	14
	4%	3%	5%	4%	3%	6%	2%	4%	4%	5%	5%	2%	3%	4%	8%	5%	4%	5%
															cfk			
4	28	15	12	25	1	-	1	4	3	1	3	4	4	5	1	-	27	1
	1%	1%	1%	1%	1%	-%	2%	2%	1%	1%	2%	3%	2%	3%	1%	-%	1%	1%
												o		o				1%
5 or more	11	3	9	10	-	1	*	1	-	-	1	2	4	1	-	1	9	3
	1%	*%	1%	1%	-%	1%	1%	*%	-%	-%	1%	1%	2%	1%	-%	*%	*%	1%
			a										ch					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 10**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S9 How old is/ are the child/ children in your household? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1308	696	612	147	169	118	214	264	396	380	353	260	315	-	1308	996	311
	62%	69%	56%	49%	43%	32%	59%	92%	98%	67%	62%	59%	60%	-%	100%	58%	80%
		b		e	e		cde	cdef	cdefg	kl					m		o
0-2	187	47	140	38	96	44	7	2	-	31	49	46	61	187	-	156	31
	9%	5%	13%	13%	25%	12%	2%	1%	-%	5%	9%	10%	12%	23%	-%	9%	8%
			a	fgh	cefg	fgh	h					i	i	n			
3-4	176	67	109	24	85	57	10	-	1	25	55	42	54	176	-	150	26
	8%	7%	10%	8%	22%	16%	3%	-%	*%	4%	10%	9%	10%	22%	-%	9%	7%
			a	fgh	cfgh	cfgh	gh				i	i	i	n			
5-7	255	108	148	22	103	98	27	5	1	50	80	55	70	255	-	233	22
	12%	11%	13%	7%	26%	27%	7%	2%	*%	9%	14%	12%	13%	32%	-%	14%	6%
				gh	cfgh	cfgh	gh	h			i	i	i	n		p	
8-10	203	81	123	16	51	89	42	5	-	46	57	52	48	203	-	189	15
	10%	8%	11%	5%	13%	24%	12%	2%	-%	8%	10%	12%	9%	25%	-%	11%	4%
			a	gh	cgh	cdgh	cgh	h						n		p	
11-14	225	87	138	33	34	73	73	9	2	55	55	53	61	225	-	217	7
	11%	9%	13%	11%	9%	20%	20%	3%	*%	10%	10%	12%	12%	28%	-%	13%	2%
			a	gh	gh	cdgh	cdgh	h						n		p	
15-16	147	59	88	38	7	42	53	4	2	43	35	38	31	147	-	141	6
	7%	6%	8%	13%	2%	11%	15%	2%	1%	8%	6%	9%	6%	18%	-%	8%	2%
				dgh		dgh	dgh							n		p	
17-18	91	43	47	35	1	21	23	10	1	21	23	21	25	91	-	86	5
	4%	4%	4%	12%	*%	6%	6%	3%	*%	4%	4%	5%	5%	11%	-%	5%	1%
				defgh		dh	dh	dh						n		p	
ANY AGED 5-16	584	242	342	81	143	209	129	16	5	142	167	133	142	584	-	548	36
	28%	24%	31%	27%	37%	57%	36%	6%	1%	25%	29%	30%	27%	73%	-%	32%	9%
			a	gh	cgh	cdgh	cgh	h						n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 10**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S9 How old is/ are the child/ children in your household? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1308	642	666	1076	125	69	38	159	179	115	118	93	105	95	56	158	1118	190
	62%	55%	72%	61%	68%	66%	66%	60%	61%	64%	61%	63%	57%	53%	62%	68%	61%	68%
		a	m	lm	m	m	m								lm		p	
0-2	187	105	81	162	12	9	4	15	24	17	13	16	19	29	12	16	166	21
	9%	9%	9%	9%	7%	9%	7%	6%	8%	9%	7%	11%	10%	16%	14%	7%	9%	8%
														cd fghjo	df gjo			
3-4	176	113	63	149	15	7	4	30	19	11	14	12	18	25	5	16	162	14
	8%	10%	7%	8%	8%	7%	7%	11%	6%	6%	7%	8%	10%	14%	5%	7%	9%	5%
		b						n						ch ino			q	
5-7	255	184	71	222	16	11	5	42	21	17	30	18	23	32	10	29	230	25
	12%	16%	8%	13%	9%	11%	9%	16%	7%	10%	16%	12%	13%	18%	11%	12%	13%	9%
		b		h				h			h			df hi				
8-10	203	137	66	184	8	8	3	34	34	19	19	12	23	16	9	19	176	27
	10%	12%	7%	10%	5%	8%	6%	13%	12%	11%	10%	8%	12%	9%	10%	8%	10%	10%
		b		d				df	d	d			df					
11-14	225	152	72	199	13	7	6	31	37	23	25	14	21	20	8	19	191	34
	11%	13%	8%	11%	7%	7%	11%	12%	13%	13%	13%	9%	12%	11%	9%	8%	10%	12%
		b																
15-16	147	90	54	134	5	4	3	15	32	13	17	11	17	9	8	11	130	17
	7%	8%	6%	8%	3%	4%	6%	6%	11%	7%	9%	7%	10%	5%	9%	5%	7%	6%
				d					de o		d		d		d			
17-18	91	51	38	72	10	5	3	5	14	5	8	5	14	6	4	10	81	10
	4%	4%	4%	4%	6%	5%	5%	2%	5%	3%	4%	4%	8%	3%	5%	5%	4%	3%
													cg					
ANY AGED 5-16	584	403	178	509	37	24	13	86	93	48	63	34	51	57	22	54	515	69
	28%	34%	19%	29%	20%	24%	22%	33%	32%	26%	33%	23%	28%	32%	25%	23%	28%	25%
		b		d				df o	d		df o			d				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 11**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S10 Are you the parent or guardian of any of the children in the household? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Yes	668	243	425	49	214	239	144	19	3	162	188	139	179	668	-	608	60
	32%	24%	39%	17%	55%	65%	40%	7%	1%	28%	33%	31%	34%	84%	-%	35%	16%
			a	gh	cfg	cd	gh	h						n		p	
No	131	72	59	101	7	9	6	5	5	27	27	44	33	131	-	115	16
	6%	7%	5%	34%	2%	2%	2%	2%	1%	5%	5%	10%	6%	16%	-%	7%	4%
				def								ij		n			
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1308	696	612	147	169	118	214	264	396	380	353	260	315	-	1308	996	311
	62%	69%	56%	49%	43%	32%	59%	92%	98%	67%	62%	59%	60%	-%	100%	58%	80%
		b		e	e		cde	cdef	cdefg	kl					m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 11**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**S10 Are you the parent or guardian of any of the children in the household? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes	668 32%	490 42% b	178 19%	572 32%	53 29%	27 26%	16 28%	82 31%	101 34%	58 32%	64 33%	46 31%	60 33%	72 40% defo	28 31%	61 26%	592 32%	76 27%
No	131 6%	44 4%	82 9% a	114 6%	5 3%	8 8%	4 6%	23 9% d	14 5%	8 4%	11 6%	9 6%	17 10% d	13 7%	6 7%	14 6%	119 7%	11 4%
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1308 62%	642 55%	666 72% a	1076 61% m	125 68% lm	69 66% m	38 66% m	159 60%	179 61%	115 64%	118 61%	93 63%	105 57%	95 53%	56 62%	158 68% lm	1118 61%	190 68% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 12**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q1 Does your household have a home broadband service? IF NECESSARY - Through a phone line or cable service, perhaps using Wi-Fi. (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Yes, have home broadband service	1719	831	888	247	338	331	322	236	245	541	495	363	321	723	996	1719	-
	82%	82%	81%	83%	87%	91%	89%	82%	61%	95%	87%	82%	61%	91%	76%	100%	-%
				h	h	cgh	gh	h		jkl	kl	l		n		p	
No, do not have home broadband service	387	179	208	49	52	35	42	52	157	28	73	79	206	76	311	-	387
	18%	18%	19%	17%	13%	9%	11%	18%	39%	5%	13%	18%	39%	9%	24%	-%	100%
				e				ef	cdefg		i	ij	ijk		m		o
Don't know	1	1	1	-	-	-	-	-	1	-	1	1	-	-	1	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 12**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q1 Does your household have a home broadband service? IF NECESSARY - Through a phone line or cable service, perhaps using Wi-Fi. (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes, have home broadband service	1719	1083	633	1460	134	78	46	234	260	147	170	123	141	136	64	185	1490	229
	82%	92%	68%	83%	73%	75%	80%	89%	88%	81%	88%	83%	78%	76%	72%	80%	81%	83%
		b		demn				cdeflmno	deflmno	n	deflmno	dn						
No, do not have home broadband service	387	93	292	300	49	26	12	30	34	34	22	25	41	44	25	47	338	48
	18%	8%	32%	17%	27%	25%	20%	11%	12%	19%	11%	17%	22%	24%	28%	20%	18%	17%
		a		cghjk	cghj	ghj							ghj	cghj	cghjk	ghj		
Don't know	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-
	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	1%	-%	*%	-%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 13**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q2 How many working TV sets do you have across all of the rooms in your home? IF NECESSARY - By 'working' I mean sets that can be used to receive and watch broadcast television programmes. (SINGLE CODE)**

Base : All respondents

		GENDER			AGE					SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND			
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445	
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385	
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387	
One TV set	(1.0)	809	382	427	102	167	130	116	104	189	205	219	137	248	242	567	557	251	
		38%	38%	39%	34%	43% f	36%	32%	36%	47% cefg	36%	39% k	31%	47% ijk	30%	43% m	32%	65% o	
Two TV sets	(2.0)	625	314	311	71	115	97	110	105	127	161	167	152	144	225	399	525	99	
		30%	31%	28%	24%	30%	26%	30%	36% ce	31% c	28%	29%	34% l	27%	28%	31%	31%	26%	
Three TV sets	(3.0)	358	159	199	51	60	82	68	44	53	102	107	77	73	181	178	338	19	
		17%	16%	18%	17%	15%	22% dgh	19% h	15%	13%	18%	19% l	17%	14%	23% n	14%	20% p	5%	
Four TV sets	(4.0)	188	86	103	42	28	33	48	23	15	62	47	42	38	93	95	185	3	
		9%	8%	9%	14% dgh	7% h	9% h	13% dgh	8% h	4%	11%	8%	9%	7%	12% n	7%	11% p	1%	
Five or more TV sets	(5.0)	66	32	34	15	3	13	14	8	13	19	16	23	7	39	27	65	1	
		3%	3%	3%	5% d	1%	4% d	4% d	3%	3% d	3%	3%	5% l	1%	5% n	2%	4% p	*%	
ANY TV SETS		2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373	
		97%	96%	98% a	95%	95%	97%	98%	98% c	98% cd	96%	98%	97%	97%	98%	97%	97%	97%	
None - do not have any working TV sets in the home		(0.0)	62	38	23	15	18	10	8	5	6	21	13	13	16	19	42	48	13
		3%	4% b	2%	5% gh	5% h	3%	2%	2%	2%	4%	2%	3%	3%	2%	3%	3%	3%	
Mean number of TV sets		2.0	2.0	2.0	2.2 dh	1.8	2.1 dh	2.2 dgh	2.0 dh	1.8	2.1 l	2.0 l	2.2 l	1.8	2.3 n	1.8	2.1 p	1.4	
Standard deviation		1.14	1.14	1.14	1.31	1.03	1.17	1.20	1.07	1.03	1.19	1.12	1.19	1.05	1.21	1.07	1.18	.68	
Standard error		.03	.04	.03	.08	.06	.07	.07	.06	.05	.06	.05	.06	.04	.05	.03	.03	.03	
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 13**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q2 How many working TV sets do you have across all of the rooms in your home? IF NECESSARY - By 'working' I mean sets that can be used to receive and watch broadcast television programmes. (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION			
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER		NORTH EAST	NORTH WEST	URBAN	RURAL
		Total	WORKING	WORKING																
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356	
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309	
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
One TV set		(1.0)	809	405	402	700	57	38	14	164	111	69	67	47	67	65	27	83	715	93
			38%	34%	43%	40%	31%	36%	25%	62%	38%	38%	35%	32%	37%	36%	30%	36%	39%	34%
				a	dfn		f	cdefhijklmn				f	f	f	f	f	f			
Two TV sets		(2.0)	625	361	261	486	80	34	25	45	87	49	58	41	47	51	33	75	531	93
			30%	31%	28%	28%	44%	33%	42%	17%	29%	27%	30%	28%	26%	28%	37%	32%	29%	34%
					g	cghijklmo		g	cghijklm		g	g	g	g		g	cgl	g		
Three TV sets		(3.0)	358	216	141	302	27	15	14	19	53	35	42	36	29	35	15	38	303	55
			17%	18%	15%	17%	15%	15%	25%	7%	18%	19%	22%	25%	16%	19%	17%	16%	17%	20%
					g	g	g	cdeg		g	g	g	cdegl	g	g	g	g	g		
Four TV sets		(4.0)	188	123	66	156	15	14	3	11	31	16	13	10	27	19	7	22	164	24
			9%	10%	7%	9%	8%	13%	5%	4%	10%	9%	7%	7%	15%	11%	8%	10%	9%	9%
				b		g		fgk			g			cfgjkn	g		g			
Five or more TV sets		(5.0)	66	29	36	63	-	2	1	2	7	5	8	9	11	6	7	8	59	6
			3%	2%	4%	4%	-%	1%	3%	1%	2%	3%	4%	6%	6%	3%	8%	3%	3%	2%
					d			d			d	d	dg	deg	dg	d	cdefghi	d		
ANY TV SETS			2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
			97%	96%	98%	97%	98%	99%	99%	91%	98%	97%	98%	97%	99%	98%	99%	97%	97%	98%
					g	g	g	g		g	g	g	g	g	g	g	g	g		
None - do not have any working TV sets in the home		(0.0)	62	42	19	56	4	1	*	23	6	6	5	4	2	4	1	6	57	5
			3%	4%	2%	3%	2%	1%	1%	9%	2%	3%	2%	3%	1%	2%	1%	3%	3%	2%
									cdefhijklmn											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 13**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q2 How many working TV sets do you have across all of the rooms in your home? IF NECESSARY - By 'working' I mean sets that can be used to receive and watch broadcast television programmes. (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean number of TV sets	2.0	2.1	1.9	2.0	2.0	2.1	2.2	1.4	2.0	2.0	2.1	2.2	2.2	2.1	2.2	2.0	2.0	2.1
		b		g	g	g	dg		g	g	g	g	cdg	g	cdg	g		
Standard deviation	1.14	1.14	1.14	1.17	.94	1.11	.97	.95	1.12	1.15	1.15	1.21	1.28	1.17	1.23	1.15	1.15	1.07
Standard error	.03	.04	.04	.03	.07	.09	.08	.07	.08	.09	.09	.09	.10	.09	.10	.08	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 14**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q3 Does your household plan to get rid of your TV set/ all of your TV sets in the next 12 months, and perhaps watch TV shows on other devices like laptops or tablet computers instead? (SINGLE CODE)**

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Yes	42	17	25	5	7	4	16	2	8	13	12	5	12	19	24	37	5
	2%	2%	2%	2%	2%	1%	5%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%
							egh										
No	1963	932	1031	264	357	347	330	278	387	522	529	415	496	742	1220	1602	359
	96%	96%	96%	94%	96%	98%	93%	98%	98%	95%	95%	97%	97%	95%	96%	96%	96%
						cf		cf	cf								
Don't know	40	23	17	13	9	4	10	3	2	13	15	9	3	19	22	31	9
	2%	2%	2%	5%	2%	1%	3%	1%	1%	2%	3%	2%	1%	2%	2%	2%	2%
				egh	h		h			l	l	l					

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 14**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q3 Does your household plan to get rid of your TV set/ all of your TV sets in the next 12 months, and perhaps watch TV shows on other devices like laptops or tablet computers instead? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Yes	42 2%	28 2%	14 2%	39 2%	1 1%	2 2%	* 1%	2 1%	10 3%	2 1%	1 *	2 1%	9 5%	4 2%	1 1%	8 3%	41 2%	1 *
													cd fgij				q	
No	1963 96%	1079 95%	880 97%	1636 96%	174 97%	95 93%	57 99%	234 97%	275 95%	169 97%	183 98%	141 98%	160 89%	171 97%	87 99%	215 95%	1698 96%	265 97%
			a	l	l		ce hlo	l	l	l	l	el		l	el	l		
Don't know	40 2%	27 2%	12 1%	32 2%	4 2%	5 5%	- -%	5 2%	4 1%	4 2%	4 2%	1 *	11 6%	1 1%	- -%	3 1%	34 2%	6 2%
						cf kmn							cf hkmno					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 15**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q4 Has your household got rid of any TV sets in the last 12 months? (SINGLE CODE)**

Base : Those with no TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	47	30	17	11	12	7	5	6	6	15	10	10	12	13	34	36	11
Effective Weighted Sample	43	27	16	10	12	6	5	5	6	14	10	9	11	13	31	34	9
Total	62	38	23	15	18	10	8	5	6	21	13	13	16	19	42	48	13
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 15**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q4 Has your household got rid of any TV sets in the last 12 months? (SINGLE CODE)**

Base : Those with no TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q
Unweighted total	47	31	16	40	4	2	1	15	4	5	3	3	2	2	2	4	42	5
Effective Weighted Sample	43	29	15	38	4	2	1	15	4	5	3	3	2	2	2	4	39	5
Total	62	42	19	56	4	1	*	23	6	6	5	4	2	4	1	6	57	5
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 16**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q5 (SHOWCARD) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Virgin Media (Cable TV)	333	154	179	38	74	63	87	29	42	98	103	70	62	169	163	316	16
	16%	16%	17%	13%	20%	18%	24%	10%	11%	18%	19%	16%	12%	22%	13%	19%	4%
					gh	gh	cgh			l	l			n		p	
Sky Satellite TV	791	390	402	124	154	157	141	107	109	242	223	170	157	350	441	742	49
	39%	40%	37%	44%	41%	44%	40%	38%	27%	44%	40%	39%	31%	45%	35%	44%	13%
				h	h	h	h	h		l	l	l		n		p	
Freesat Satellite TV	87	44	43	11	5	16	11	16	28	29	21	17	20	26	61	75	12
	4%	5%	4%	4%	1%	4%	3%	6%	7%	5%	4%	4%	4%	3%	5%	4%	3%
						d		d	df								
Other Satellite TV	25	16	8	1	7	8	3	1	4	3	7	6	8	12	13	23	1
	1%	2%	1%	*%	2%	2%	1%	*%	1%	1%	1%	1%	2%	2%	1%	1%	*%
Freeview with ONLY free channels	835	385	450	103	125	121	125	140	221	180	202	178	274	249	585	547	287
	41%	40%	42%	36%	34%	34%	35%	49%	56%	33%	36%	42%	54%	32%	46%	33%	77%
								cdef	cdef			i	ijk		m		o
Freeview with free channels PLUS payment for extra services such as Now TV or Netflix	64	29	35	10	14	16	11	5	8	26	19	14	5	26	37	58	5
	3%	3%	3%	4%	4%	4%	3%	2%	2%	5%	3%	3%	1%	3%	3%	3%	1%
										l	l	l				p	
YouView from BT TV (previously BT Vision)	84	51	34	9	15	14	11	21	15	29	26	15	15	28	57	82	2
	4%	5%	3%	3%	4%	4%	3%	7%	4%	5%	5%	4%	3%	4%	4%	5%	1%
		b						cfh								p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 16**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q5 (SHOWCARD) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
YouView from TalkTalk TV	52 3%	18 2%	34 3%	11 4%	9 2%	6 2%	13 4%	6 2%	8 2%	17 3%	14 2%	11 2%	11 2%	26 3%	26 2%	50 3%	2 1%
																p	
YouView from a retailer (not through BT or TalkTalk)	4 *%	1 *%	4 *%	- -%	1 *%	- -%	- -%	2 1%	1 *%	- -%	1 *%	1 *%	2 *%	2 *%	3 *%	3 *%	1 *%
EE TV	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
<b>SUMMARY GROUPS</b>																	
CABLE TV	333 16%	154 16%	179 17%	38 13%	74 20%	63 18%	87 24%	29 10%	42 11%	98 18%	103 19%	70 16%	62 12%	169 22%	163 13%	316 19%	16 4%
					gh	gh	cgh			l	l			n		p	
ANY SATELLITE TV	887 43%	439 45%	448 42%	133 47%	166 45%	179 50%	155 44%	119 42%	135 34%	264 48%	250 45%	190 44%	183 36%	383 49%	505 40%	825 49%	62 17%
				h	h	gh	h	h		l	l	l		n		p	
ANY FREEVIEW	886 43%	412 42%	474 44%	111 40%	135 36%	131 37%	136 38%	144 51%	228 57%	201 37%	215 39%	190 44%	279 55%	267 34%	618 49%	593 35%	292 78%
						cdef		cdef				i	ijk		m		o
ANY YOUVIEW	139 7%	70 7%	70 6%	19 7%	25 7%	20 6%	24 7%	27 10%	24 6%	46 8%	40 7%	27 6%	26 5%	55 7%	85 7%	134 8%	6 2%
																p	
ONLY FREEVIEW	661 32%	303 31%	357 33%	79 28%	96 26%	90 25%	94 26%	110 39%	192 48%	138 25%	151 27%	134 31%	237 46%	173 22%	488 39%	380 23%	280 75%
								cdef	cdefg				ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 16**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q5 (SHOWCARD) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
ONE TYPE OF TV SERVICE	1756	836	920	234	319	308	310	241	344	456	476	361	463	668	1088	1405	350
	86%	86%	86%	83%	86%	87%	87%	85%	87%	83%	86%	84%	91% ijk	86%	86%	84%	94% o
MULTIPLE TYPES OF TV SERVICE	250	122	128	36	41	44	44	42	44	79	67	59	45	104	146	237	13
	12%	13%	12%	13%	11%	12%	12%	15%	11%	14% l	12%	14% l	9%	13%	12%	14% p	4%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 16**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q5 (SHOWCARD) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Virgin Media (Cable TV)	333	227	106	301	21	9	2	42	45	24	42	29	37	25	18	40	320	13
	16%	20%	12%	18%	12%	9%	3%	17%	16%	13%	22%	20%	21%	14%	20%	18%	18%	5%
		b		ef	f	f		ef	f	f	defi	def	def	f	def	ef	q	
Sky Satellite TV	791	489	301	634	69	52	36	105	119	58	69	44	60	70	33	75	670	121
	39%	43%	33%	37%	39%	51%	63%	44%	41%	33%	37%	31%	33%	40%	37%	33%	38%	45%
		b				cdijklno	cdeghijklmn	ko	k									p
Freesat Satellite TV	87	44	43	74	6	6	2	9	17	17	14	6	5	3	1	2	65	22
	4%	4%	5%	4%	3%	5%	3%	4%	6%	10%	8%	4%	3%	2%	1%	1%	4%	8%
				o		no			mno	cdfglmno	lmno							p
Other Satellite TV	25	14	10	24	-	1	-	13	3	1	-	-	4	-	-	3	22	3
	1%	1%	1%	1%	-%	1%	-%	6%	1%	1%	-%	-%	2%	-%	-%	1%	1%	1%
							cdefhijklmno											
Freeview with ONLY free channels	835	386	448	690	69	41	35	63	102	87	58	53	86	99	45	96	696	138
	41%	34%	49%	40%	38%	40%	61%	26%	35%	50%	31%	37%	48%	56%	51%	42%	39%	51%
			a	gj	g	g	cdeghijkl			cdghjk		g	ghjk	cdeghjko	cdghjk	gj		p
Freeview with free channels PLUS payment for extra services such as Now TV or Netflix	64	42	22	52	9	2	1	4	3	10	11	6	4	5	1	8	52	12
	3%	4%	2%	3%	5%	2%	2%	1%	1%	6%	6%	4%	2%	3%	1%	4%	3%	4%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 16**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q5 (SHOWCARD) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
YouView from BT TV (previously BT Vision)	84 4%	51 4%	34 4%	70 4%	11 6% e	1 1%	2 4%	10 4%	14 5%	9 5%	4 2%	8 6%	8 4%	6 3%	2 3%	10 5%	78 4%	6 2%
YouView from TalkTalk TV	52 3%	30 3%	22 2%	44 3%	7 4% hi	1 1%	* 1%	3 1%	2 1%	1 *%	6 3%	7 5% efhi	8 5% efhi	6 3%	1 1%	11 5% efghi	45 3%	7 3%
YouView from a retailer (not through BT or TalkTalk)	4 *%	2 *%	2 *%	4 *%	- -%	- -%	- -%	- -%	3 1%	- -%	- -%	1 *%	1 1%	- -%	- -%	- -%	4 *%	- -%
EE TV	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
<b>SUMMARY GROUPS</b>																		
CABLE TV	333 16%	227 20% b	106 12%	301 18% ef	21 12% f	9 9% f	2 3%	42 17% ef	45 16% f	24 13% f	42 22% defi	29 20% def	37 21% def	25 14% f	18 20% def	40 18% ef	320 18% q	13 5%
ANY SATELLITE TV	887 43%	541 48% b	344 38%	721 42%	72 40%	57 56% cdijklmno	37 65% cdghijklmno	126 52% cdklmno	134 47% ko	74 42%	83 44%	50 35%	68 38%	73 41%	34 39%	80 35%	746 42%	141 52% p
ANY FREEVIEW	886 43%	419 37%	465 51% a	730 43% g	77 43% g	43 42% g	36 62% cdeghjklo	67 28%	105 36%	95 54% cdeghijk	66 35%	57 40% g	89 49% ghj	101 58% cdeghjko	46 52% cghjk	104 46% g	738 42%	147 54% p
ANY YOUVIEW	139 7%	81 7%	58 6%	117 7% e	18 10% en	2 2%	3 4%	12 5%	16 6%	10 6%	9 5%	15 11% efn	17 10% e	11 6%	4 4%	22 10% en	126 7%	13 5%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 16**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q5 (SHOWCARD) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON SOUTH EAST	SOUTH WEST	EASTERN MIDS	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
ONLY FREEVIEW	661	273	386	540	70	34	17	56	78	63	46	47	60	67	33	90	552	108
	32%	24%	43%	32%	39%	33%	29%	23%	27%	36%	24%	33%	33%	38%	38%	40%	31%	40%
		a		g	ghj					gj		g	ghj	ghj	cfghj		p	
ONE TYPE OF TV SERVICE	1756	954	799	1456	169	92	38	223	241	134	157	129	148	141	75	209	1530	225
	86%	84%	88%	85%	94%	90%	66%	93%	83%	77%	84%	89%	82%	80%	85%	92%	86%	83%
		a		fi	cfhijklmn	film		cfhijklmn	f	f	f	fim	f	f	f	cfhijklmn		
MULTIPLE TYPES OF TV SERVICE	250	159	90	211	10	10	20	12	33	35	21	12	32	34	14	18	204	46
	12%	14%	10%	12%	6%	10%	34%	5%	12%	20%	11%	9%	18%	19%	15%	8%	12%	17%
		b		dg			cdeghijklmn		dg	cdeghjko	g		dgko	cdeghjko	dgo		p	
						o												
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 17**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q6 (SHOWCARD) And which of these do you consider is your main type of television service? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Virgin Media (Cable TV)	330	153	178	38	73	63	87	28	42	98	101	70	62	169	162	315	15
	16%	16%	17%	13%	20%	18%	24%	10%	11%	18%	18%	16%	12%	22%	13%	19%	4%
					gh	gh	cgh			l	l			n		p	
Sky Satellite TV	783	384	399	124	153	155	141	104	106	237	221	170	155	348	435	735	48
	38%	40%	37%	44%	41%	44%	40%	37%	27%	43%	40%	39%	30%	45%	34%	44%	13%
				h	h	h	h	h		l	l	l		n		p	
Freesat Satellite TV	66	32	34	8	5	13	9	11	20	19	18	14	16	19	47	57	10
	3%	3%	3%	3%	1%	4%	3%	4%	5%	3%	3%	3%	3%	2%	4%	3%	3%
								d									
Other Satellite TV	22	14	8	1	7	7	3	1	2	2	7	5	8	11	11	21	1
	1%	1%	1%	*%	2%	2%	1%	*%	*%	*%	1%	1%	2%	1%	1%	1%	*%
					h	h											
Freeview with ONLY free channels	634	288	346	74	88	85	87	109	191	124	146	127	237	166	468	353	280
	31%	30%	32%	26%	24%	24%	25%	39%	48%	23%	26%	30%	46%	21%	37%	21%	75%
								cdef	cdefg			i	ijk		m		o
Freeview with free channels PLUS payment for extra services such as Now TV or Netflix	42	23	19	7	10	8	7	4	6	18	10	10	4	12	30	38	4
	2%	2%	2%	2%	3%	2%	2%	1%	2%	3%	2%	2%	1%	2%	2%	2%	1%
										l							
YouView from BT TV (previously BT Vision)	78	46	32	9	14	14	10	19	13	25	25	14	15	24	54	76	2
	4%	5%	3%	3%	4%	4%	3%	7%	3%	5%	4%	3%	3%	3%	4%	5%	1%
								fh								p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 17**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q6 (SHOWCARD) And which of these do you consider is your main type of television service? (SINGLE CODE)**

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
YouView from TalkTalk TV	46	17	29	9	9	6	10	6	7	14	13	9	10	21	25	44	2
	2%	2%	3%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	3%	1%
																p	
YouView from a retailer (not through BT or TalkTalk)	3	1	2	-	1	-	-	1	1	-	1	1	1	2	1	2	1
	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
EE TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
<b>SUMMARY GROUPS</b>																	
CABLE TV	330	153	178	38	73	63	87	28	42	98	101	70	62	169	162	315	15
	16%	16%	17%	13%	20%	18%	24%	10%	11%	18%	18%	16%	12%	22%	13%	19%	4%
					gh	gh	cgh			l	l			n		p	
ANY SATELLITE TV	871	430	441	133	165	176	153	116	127	257	246	188	180	378	493	812	59
	43%	44%	41%	47%	44%	50%	43%	41%	32%	47%	44%	44%	35%	48%	39%	49%	16%
				h	h	gh	h	h		l	l	l		n		p	
ANY FREEVIEW	676	311	365	81	98	93	94	113	197	142	156	137	241	178	498	391	284
	33%	32%	34%	29%	26%	26%	26%	40%	50%	26%	28%	32%	47%	23%	39%	23%	76%
								cdef	cdefg				ijk		m		o
ANY YOUVIEW	127	64	63	17	24	20	19	25	21	39	38	25	25	47	80	122	5
	6%	7%	6%	6%	6%	6%	5%	9%	5%	7%	7%	6%	5%	6%	6%	7%	1%
																p	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 17**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q6 (SHOWCARD) And which of these do you consider is your main type of television service? (SINGLE CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Virgin Media (Cable TV)	330 16%	227 20% b	104 11%	300 18% ef	21 12% f	8 8% f	2 3% o	42 17% ef	44 15% ef	24 13% f	42 22% defi	29 20% def	37 21% def	25 14% f	18 20% def	39 17% ef	319 18% q	11 4%
Sky Satellite TV	783 38%	485 43% b	296 33%	629 37%	67 38%	51 50% cdijklno	36 62% cdeghijklmn	104 43% kl	119 41% kl	58 33%	69 37%	44 31%	56 31%	70 40%	33 37%	75 33%	665 38%	118 43%
Freesat Satellite TV	66 3%	34 3%	32 4%	57 3%	5 3%	4 4%	1 1%	6 2%	12 4% n	13 7% cdfgilmno	12 7% cfimno	5 4%	4 2%	2 1%	1 1%	2 1%	50 3%	16 6% p
Other Satellite TV	22 1%	13 1%	9 1%	22 1%	- -%	- -%	- -%	13 6% cdefhijklmn	3 1%	- -%	- -%	- -%	3 1%	- -%	- -%	3 1%	20 1%	2 1%
Freeview with ONLY free channels	634 31%	253 22%	380 42% a	520 30% j	61 34% gj	37 36% gj	17 29%	57 24%	78 27%	59 34% j	42 23%	43 30%	60 33% j	65 37% gj	33 38% ghj	82 36% gj	528 30%	106 39% p
Freeview with free channels PLUS payment for extra services such as Now TV or Netflix	42 2%	26 2%	16 2%	32 2%	9 5% ceghln	1 1%	1 1%	2 1%	1 *% h	7 4% h	4 2%	3 2%	2 1%	3 2%	1 1%	8 4% h	34 2%	8 3%
YouView from BT TV (previously BT Vision)	78 4%	46 4%	32 4%	66 4%	9 5%	1 1%	2 3%	8 3%	14 5%	8 5%	4 2%	8 6%	8 4%	6 3%	2 2%	9 4%	73 4% q	5 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 17**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q6 (SHOWCARD) And which of these do you consider is your main type of television service? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
YouView from TalkTalk TV	46 2%	27 2%	19 2%	38 2%	7 4% hi	1 1%	* 1%	2 1%	2 1%	1 *%	5 3%	7 5% efghi	8 5% efghi	5 3%	1 1%	8 4% hi	40 2%	6 2%
YouView from a retailer (not through BT or TalkTalk)	3 *%	1 *%	2 *%	3 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 1%	- -%	- -%	- -%	3 *%	- -%
EE TV	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
<b>SUMMARY GROUPS</b>																		
CABLE TV	330 16%	227 20% b	104 11%	300 18% ef	21 12% f	8 8% f	2 3%	42 17% ef	44 15% ef	24 13% f	42 22% defi	29 20% def	37 21% def	25 14% f	18 20% def	39 17% ef	319 18% q	11 4%
ANY SATELLITE TV	871 43%	533 47% b	336 37%	708 41%	72 40%	55 54% cdiklmno	37 63% cdghijklmno	124 51% cdklno	134 47% klo	71 41%	82 44%	50 35%	63 35%	72 41%	33 38%	80 35%	735 41%	136 50% p
ANY FREEVIEW	676 33%	279 25%	396 44% a	551 32% g	70 39% ghj	37 36% gj	17 30%	60 25%	79 27%	65 37% ghj	47 25%	47 33%	62 34%	68 39% ghj	34 38% ghj	90 40% cghj	562 32%	114 42% p
ANY YOUVIEW	127 6%	74 7%	53 6%	107 6% e	16 9% en	2 2%	2 4%	10 4%	16 6%	9 5%	9 5%	15 11% cefgjn	17 10% efn	10 6%	3 3%	17 8% e	117 7%	11 4%
Don't know	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 28**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
TV SERVICE CONNECTED TO HOME BROADBAND	947	457	490	139	198	174	200	115	120	313	261	211	161	437	510	947	-
	45%	45%	45%	47%	51%	48%	55%	40%	30%	55%	46%	48%	31%	55%	39%	55%	-%
				h	gh	h	gh	h		jkl	l	l		n		p	
TV SERVICE NOT CONNECTED TO HOME BROADBAND	724	344	380	99	122	147	116	117	122	208	222	141	153	272	452	724	-
	34%	34%	35%	33%	31%	40%	32%	41%	30%	37%	39%	32%	29%	34%	35%	42%	-%
						dffh		dffh		l	kl					p	
NO HOME BROADBAND SERVICE	375	171	203	43	52	34	40	50	155	27	73	78	197	70	304	-	373
	18%	17%	19%	15%	13%	9%	11%	17%	38%	5%	13%	18%	37%	9%	23%	-%	97%
								ef	cdefg		i	ij	ijk		m		o
NO TV SERVICE	62	38	23	15	18	10	8	5	6	21	13	13	16	19	42	48	13
	3%	4%	2%	5%	5%	3%	2%	2%	2%	4%	2%	3%	3%	2%	3%	3%	3%
		b		gh	h												

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 28**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TV SERVICE CONNECTED TO HOME BROADBAND	947	617	328	782	88	52	24	95	131	79	100	69	85	82	37	103	846	101
	45%	52%	35%	44%	48%	51%	41%	36%	45%	44%	52%	47%	47%	45%	41%	44%	46%	36%
		b		g	g	g					g	g	g				q	
TV SERVICE NOT CONNECTED TO HOME BROADBAND	724	431	291	633	44	24	22	120	123	63	66	49	55	53	27	77	599	124
	34%	37%	31%	36%	24%	23%	39%	45%	42%	35%	34%	34%	30%	29%	30%	33%	33%	45%
		b		de			de	cdeijklmno	delmn	de	de							p
NO HOME BROADBAND SERVICE	375	86	287	291	47	26	11	26	34	32	22	25	40	42	25	46	328	47
	18%	7%	31%	17%	26%	25%	20%	10%	12%	18%	12%	17%	22%	23%	27%	20%	18%	17%
			a	g	cghj	cghj	ghj			g			ghj	cghj	cghijk	ghj		
NO TV SERVICE	62	42	19	56	4	1	*	23	6	6	5	4	2	4	1	6	57	5
	3%	4%	2%	3%	2%	1%	1%	9%	2%	3%	2%	3%	1%	2%	1%	3%	3%	2%
								cdefhijklmn										o

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 29**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q8 Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels? (SINGLE CODE)**

Base : Those with a satellite TV service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	872	434	438	121	145	160	143	141	162	219	264	192	197	337	535	795	77
Effective Weighted Sample	741	367	374	103	125	139	121	123	146	191	227	162	169	291	455	678	66
Total	887	439	448	133	166	179	155	119	135	264	250	190	183	383	505	825	62
Receive subscription channels/ pay a monthly subscription fee	762	380	382	113	151	152	142	100	104	236	214	166	146	334	428	723	**
	86%	87%	85%	85%	91% h	85%	92% h	84%	77%	89% l	86%	87%	80%	87%	85%	88%	**
Only receive free to air channels/ do not pay a monthly subscription fee	115	54	61	15	14	25	13	19	30	26	32	23	34	42	73	92	**
	13%	12%	14%	11%	8%	14%	8%	16%	22% cdf	10%	13%	12%	19% i	11%	14%	11%	**
Don't know	10	5	5	6	2	1	-	-	1	2	4	2	3	6	4	10	**
	1%	1%	1%	4% fg	1%	1%	-%	-%	1%	1%	2%	1%	2%	2%	1%	1%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 29**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q8 Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels? (SINGLE CODE)**

Base : Those with a satellite TV service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	872	491	379	626	70	78	98	86	86	66	80	56	67	63	59	63	691	181
Effective Weighted Sample	741	419	328	562	65	75	98	82	84	63	75	51	62	59	58	60	595	157
Total	887	541	344	721	72	57	37	126	134	74	83	50	68	73	34	80	746	141
Receive subscription channels/ pay a monthly subscription fee	762 86%	480 89% b	281 82%	615 85%	**	**	**	**	**	**	**	**	**	**	**	**	646 86%	116 83%
Only receive free to air channels/ do not pay a monthly subscription fee	115 13%	56 10%	57 17% a	98 14%	**	**	**	**	**	**	**	**	**	**	**	**	92 12%	24 17%
Don't know	10 1%	4 1%	6 2%	7 1%	**	**	**	**	**	**	**	**	**	**	**	**	9 1%	1 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 30**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9A (SHOWCARD) This is a list of different media devices. Which, if any, of these devices does your household have at the moment? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Blu-ray player (not a standard DVD player)	368	223	146	53	60	88	78	49	39	142	96	82	48	171	198	360	8
	17%	22%	13%	18%	15%	24%	22%	17%	10%	25%	17%	19%	9%	21%	15%	21%	2%
		b		h	h	dgh	h	h		jkl	l	l		n		p	
Amazon Fire TV digital media player or stick	143	69	74	19	37	42	18	17	10	54	40	29	20	78	65	139	5
	7%	7%	7%	7%	10%	11%	5%	6%	2%	10%	7%	7%	4%	10%	5%	8%	1%
				h	fh	fgh		h		l	l			n		p	
Now TV digital media player	103	51	51	15	18	24	25	12	9	36	30	24	13	53	49	100	3
	5%	5%	5%	5%	5%	6%	7%	4%	2%	6%	5%	5%	2%	7%	4%	6%	1%
				h		h	h			l	l	l		n		p	
Chromecast digital media player	85	41	44	10	19	27	21	5	4	41	19	13	12	53	32	85	-
	4%	4%	4%	3%	5%	7%	6%	2%	1%	7%	3%	3%	2%	7%	2%	5%	-%
				h	gh	cgh	gh			jkl				n		p	
Apple TV digital media player	78	47	31	10	11	26	20	8	4	41	17	15	5	42	36	76	2
	4%	5%	3%	3%	3%	7%	5%	3%	1%	7%	3%	3%	1%	5%	3%	4%	1%
		b		h		dgh	h			jkl	l	l		n		p	
Roku digital media player or stick	18	9	9	2	6	1	5	2	2	9	6	1	1	8	10	18	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-%
						*				l						p	
ANY OF THESE DEVICES IN HOUSEHOLD	594	329	265	86	114	141	125	70	58	228	154	130	82	288	306	578	16
	28%	33%	24%	29%	29%	39%	34%	24%	14%	40%	27%	29%	16%	36%	23%	34%	4%
		b		h	h	cdgh	gh	h		jkl	l	l		n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 30**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9A (SHOWCARD) This is a list of different media devices. Which, if any, of these devices does your household have at the moment? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NONE OF THESE DEVICES IN HOUSEHOLD	1497	675	821	210	271	221	238	215	342	338	410	309	440	506	991	1127	370
	71%	67%	75%	71%	69%	60%	65%	75%	85%	59%	72%	70%	83%	63%	76%	66%	96%
		a	a	e	e			ef	cdefg		i	i	ijk		m		o
Don't know	16	6	10	1	5	4	1	3	3	3	4	4	4	5	11	14	1
	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 30**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9A (SHOWCARD) This is a list of different media devices. Which, if any, of these devices does your household have at the moment? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Blu-ray player (not a standard DVD player)	368 17%	273 23% b	95 10%	329 19% dfg	19 10%	14 13%	7 12%	29 11%	64 22% defgo	43 24% defgo	35 18% d	36 25% defgmo	43 24% defgo	27 15%	21 24% defgo	31 13%	312 17%	56 20%
Amazon Fire TV digital media player or stick	143 7%	103 9% b	41 4%	116 7%	14 7%	8 7%	6 11% ghj	12 4%	14 5%	9 5%	7 4%	10 7%	27 15% cdghijklmn	11 6%	7 7%	20 9%	133 7% q	10 4%
Now TV digital media player	103 5%	65 6%	35 4%	85 5% f	11 6% fh	6 6% f	* 1%	12 5% f	5 2%	15 8% fhm	13 7% fh	8 5% f	11 6% fh	5 3%	4 5% f	12 5% f	82 5%	20 7% p
Chromecast digital media player	85 4%	62 5% b	23 3%	81 5% de	2 1%	1 1%	1 2%	15 6% de	11 4%	14 8% defmn	9 5% de	7 5% de	7 4%	4 2%	2 2%	12 5% de	75 4%	10 4%
Apple TV digital media player	78 4%	58 5% b	19 2%	72 4% f	5 3% f	1 1%	- -%	10 4% f	17 6% efm	7 4% f	8 4% f	9 6% efm	7 4% f	3 2%	4 5% f	7 3% f	63 3%	16 6%
Roku digital media player or stick	18 1%	10 1%	8 1%	17 1%	- -%	1 1%	- -%	4 2%	4 1%	- -%	- -%	3 2%	1 *%	- -%	1 1%	4 2%	16 1%	2 1%
ANY OF THESE DEVICES IN HOUSEHOLD	594 28%	418 36% b	174 19%	518 29% dfg	40 22%	23 23%	13 22%	54 20%	96 33% defg	61 34% defg	56 29%	54 37% defgm	60 33% defg	47 26%	26 29%	64 27%	514 28%	81 29%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 30**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9A (SHOWCARD) This is a list of different media devices. Which, if any, of these devices does your household have at the moment? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NONE OF THESE DEVICES IN HOUSEHOLD	1497	747	747	1230	142	80	45	207	197	117	134	92	122	131	62	167	1300	197
	71%	64%	81%	70%	78%	77%	78%	79%	67%	65%	70%	63%	67%	73%	70%	72%	71%	71%
		a			chikl	ik	chikl	chikl										
Don't know	16	11	5	14	1	1	*	3	1	2	2	1	-	1	1	2	16	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 31**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9B (SHOWCARD) And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Blu-ray player (not a standard DVD player)	307	193	114	44	53	74	69	36	29	120	77	68	42	150	157	299	8
	15%	19%	10%	15%	14%	20%	19%	12%	7%	21%	13%	15%	8%	19%	12%	17%	2%
		b		h	h	dgh	gh	h		jkl	l	l		n		p	
Amazon Fire TV digital media player or stick	133	65	68	19	35	40	16	15	7	51	38	26	18	74	59	129	5
	6%	6%	6%	6%	9%	11%	5%	5%	2%	9%	7%	6%	4%	9%	5%	7%	1%
				h	fh	fgh	h	h		l	l			n		p	
Chromecast digital media player	72	35	37	7	16	22	20	4	3	37	12	12	10	44	27	72	-
	3%	3%	3%	2%	4%	6%	5%	1%	1%	7%	2%	3%	2%	6%	2%	4%	-%
				h	h	cgh	gh			jkl				n		p	
Now TV digital media player	68	32	36	9	14	16	16	7	6	25	18	15	10	33	35	66	2
	3%	3%	3%	3%	4%	4%	5%	2%	1%	4%	3%	3%	2%	4%	3%	4%	1%
						h	h			l						p	
Apple TV digital media player	67	41	26	8	9	23	18	6	3	35	13	14	5	37	30	65	2
	3%	4%	2%	3%	2%	6%	5%	2%	1%	6%	2%	3%	1%	5%	2%	4%	1%
		b		h		dgh	gh			jkl		l		n		p	
Roku digital media player or stick	18	9	9	2	6	1	5	2	2	9	6	1	1	8	10	18	-
	1%	1%	1%	1%	1%	*%	1%	1%	1%	2%	1%	*%	*%	1%	1%	1%	-%
										l						p	
ANY OF THESE DEVICES CONNECTED TO TV SET	521	289	231	74	105	125	116	56	44	201	132	113	75	265	256	506	15
	25%	29%	21%	25%	27%	34%	32%	19%	11%	35%	23%	25%	14%	33%	20%	29%	4%
		b		h	gh	cgh	gh	h		jkl	l	l		n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 31**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9B (SHOWCARD) And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NONE OF THESE DEVICES CONNECTED TO TV SET	70 3%	37 4%	33 3%	11 4%	7 2%	13 4%	9 2%	15 5% d	14 3%	27 5% l	20 3% l	16 4% l	7 1%	20 3%	49 4%	68 4% p	1 *%
Don't know	4 *%	3 *%	1 *%	* *%	2 *%	2 1%	- -%	- -%	- -%	* *%	3 1%	* *%	- -%	3 *%	* *%	4 *%	- -%
NONE OF THESE DEVICES IN HOUSEHOLD	1513 72%	681 67%	831 76% a	211 71% e	276 71% e	225 61%	239 66%	218 76% ef	345 86% cdefg	341 60%	414 73% i	313 71% i	444 84% ijk	511 64%	1002 77% m	1141 66%	371 96% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 31**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9B (SHOWCARD) And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Blu-ray player (not a standard DVD player)	307 15%	230 20% b	77 8%	281 16% dfg	11 6%	12 12% f	3 5%	25 9%	51 18% dfg	39 22% defgmo	30 15% df	32 22% defgmo	38 21% defgmo	22 12% f	18 20% dfgo	27 12% f	264 14%	42 15%
Amazon Fire TV digital media player or stick	133 6%	98 8% b	35 4%	110 6%	11 6%	8 7%	5 8%	10 4%	14 5%	8 4%	7 4%	10 7%	25 14% cdghijm	11 6%	6 7%	19 8%	123 7% q	10 4%
Chromecast digital media player	72 3%	51 4% b	21 2%	70 4% d	1 *% *	1 1%	1 1%	11 4% d	6 2% cdefhlmn	14 8% de	9 5% de	5 3%	5 3%	4 2%	2 2%	12 5% def	63 3%	9 3%
Now TV digital media player	68 3%	42 4%	25 3%	58 3%	5 3%	4 4% f	* 1%	9 3%	5 2%	10 6% f	7 3%	7 5% f	7 4%	3 2%	4 4% f	7 3% f	54 3%	14 5%
Apple TV digital media player	67 3%	51 4% b	15 2%	62 4% f	4 2%	1 1%	- -%	8 3% f	11 4% f	7 4% f	7 4% f	9 6% efm	7 4% f	3 2%	4 4% f	6 3% f	55 3%	12 4%
Roku digital media player or stick	18 1%	10 1%	8 1%	17 1%	- -%	1 1%	- -%	4 2%	4 1%	- -%	- -%	3 2%	1 *% *	- -%	1 1%	4 2% f	16 1%	2 1%
ANY OF THESE DEVICES CONNECTED TO TV SET	521 25%	370 31% b	149 16%	459 26% dfg	31 17%	23 22%	8 14%	48 18%	80 27% dfg	55 31% dfg	49 25% f	48 33% defg	56 31% dfg	41 23% f	23 26% df	58 25% f	453 25%	68 24%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 31**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9B (SHOWCARD) And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NONE OF THESE DEVICES CONNECTED TO TV SET	70 3%	45 4%	25 3%	56 3%	10 5%	1 1%	4 6%	4 2%	16 5%	6 3%	7 3%	6 4%	4 2%	5 3%	3 3%	5 2%	57 3%	13 5%
Don't know	4 *%	3 *%	* *%	3 *%	- -%	- -%	1 2%	2 1%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	4 *%	* *%
NONE OF THESE DEVICES IN HOUSEHOLD	1513 72%	758 64%	751 81%	1244 71%	143 78%	80 77%	45 78%	210 80%	198 67%	119 66%	137 71%	93 63%	122 67%	133 74%	63 71%	169 73%	1316 72%	197 71%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 32**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9C (SHOWCARD) And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Blu-ray player (not a standard DVD player)	164	106	58	28	29	36	42	15	13	68	39	32	24	81	83	164	-
	8%	10%	5%	9%	7%	10%	11%	5%	3%	12%	7%	7%	5%	10%	6%	10%	-%
		b		h	h	gh	gh			jkl				n		p	
Amazon Fire TV digital media player or stick	114	60	55	15	30	38	13	12	6	45	32	22	16	63	51	114	-
	5%	6%	5%	5%	8%	10%	4%	4%	1%	8%	6%	5%	3%	8%	4%	7%	-%
				h	fh	cfg		h		l	l			n		p	
Chromecast digital media player	61	31	29	4	13	21	17	3	2	33	12	8	8	39	21	61	-
	3%	3%	3%	1%	3%	6%	5%	1%	1%	6%	2%	2%	2%	5%	2%	4%	-%
					h	cgh	cgh			jkl				n		p	
Apple TV digital media player	58	36	22	7	7	20	16	5	3	32	12	10	3	32	26	58	-
	3%	4%	2%	2%	2%	5%	4%	2%	1%	6%	2%	2%	1%	4%	2%	3%	-%
						dgh	h			jkl		l		n		p	
Now TV digital media player	55	24	31	6	11	14	15	5	4	20	18	10	7	26	29	55	-
	3%	2%	3%	2%	3%	4%	4%	2%	1%	3%	3%	2%	1%	3%	2%	3%	-%
						h	h			l						p	
Roku digital media player or stick	18	9	9	2	6	1	5	2	2	9	6	1	1	8	10	18	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-%
						*				l						p	
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	370	204	166	53	77	94	85	34	27	152	93	73	52	196	174	370	-
	18%	20%	15%	18%	20%	26%	23%	12%	7%	27%	16%	16%	10%	24%	13%	21%	-%
		b		gh	gh	cgh	gh	h		jkl	l	l		n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 32**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9C (SHOWCARD) And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	138 7%	82 8% b	56 5% a	16 5% c	26 7% d	29 8% e	30 8% f	22 8% g	16 4% h	45 8% i	35 6% j	35 8% k	23 4% l	59 7% m	80 6% n	124 7% o	15 4% p
Don't know	13 1%	3 *% b	10 1% a	5 2% c	3 1% d	3 1% e	2 *% f	- -% g	1 *% h	4 1% i	3 1% j	5 1% k	1 *% l	10 1% m	2 *% n	13 1% o	- -% p
NONE OF THESE DEVICES IN HOUSEHOLD	1513 72%	681 67% a	831 76% b	211 71% c	276 71% d	225 61% e	239 66% f	218 76% g	345 86% h	341 60% i	414 73% j	313 71% k	444 84% l	511 64% m	1002 77% n	1141 66% o	371 96% p
NONE OF THESE DEVICES CONNECTED TO TV SET	74 3%	40 4% a	34 3% b	12 4% c	9 2% d	15 4% e	9 2% f	15 5% g	14 3% h	27 5% i	23 4% j	17 4% k	7 1% l	24 3% m	50 4% n	72 4% o	1 *% p

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 32**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9C (SHOWCARD) And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Blu-ray player (not a standard DVD player)	164 8%	129 11% b	35 4%	149 8% fgm	8 4%	5 5%	1 2%	9 3%	34 12% defgmo	21 12% defgmo	16 8% fm	18 12% defgmo	28 15% cdefgjmo	5 3%	8 8% fm	11 5%	143 8%	21 7%
Amazon Fire TV digital media player or stick	114 5%	87 7% b	27 3%	95 5% j	9 5%	6 6%	4 7% ij	10 4%	12 4%	4 2%	3 2%	9 6% cdeghijkmn	25 14%	10 6%	5 5%	17 7% ij	106 6%	9 3%
Chromecast digital media player	61 3%	46 4% b	14 2%	59 3% d	- -%	1 1%	1 1%	9 3% d	5 2%	10 6% defh	9 5% de	4 2% d	5 3% d	4 2% d	2 2% d	11 5% de	51 3%	9 3%
Apple TV digital media player	58 3%	46 4% b	12 1%	55 3% f	1 1%	1 1%	- -%	7 3% f	9 3% f	7 4% f	6 3% f	8 5% df	6 3% f	3 2%	4 4% f	6 3% f	48 3%	10 4%
Now TV digital media player	55 3%	37 3%	18 2%	48 3%	4 2%	3 3%	* 1%	8 3%	5 2%	9 5% fo	5 3%	7 5% f	5 3%	3 2%	3 3%	3 1%	46 3%	9 3%
Roku digital media player or stick	18 1%	10 1%	8 1%	17 1%	- -%	1 1%	- -%	4 2%	4 1%	- -%	- -%	3 2%	1 *%	- -%	1 1%	4 2%	16 1%	2 1%
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	370 18%	271 23% b	98 11%	326 19% f	23 13%	15 14%	6 10%	34 13%	61 21% dfg	37 21% df	33 17%	35 23% defgm	47 26% cdefgmn	24 14%	14 16%	41 18% f	323 18%	47 17%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 32**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9C (SHOWCARD) And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	138 7%	92 8% b	47 5%	124 7% d	5 3%	7 7%	2 4%	14 5%	18 6%	15 8% d	15 8% d	14 9% d	9 5%	17 9% d	9 10% df	14 6%	118 6%	20 7%
Don't know	13 1%	7 1%	4 *%	9 1%	3 1%	1 1%	- -%	- -%	2 1%	3 2%	1 1%	- -%	- -%	- -%	- -%	3 1%	12 1%	1 *%
NONE OF THESE DEVICES IN HOUSEHOLD	1513 72%	758 64%	751 81% a	1244 71%	143 78% chikl	80 77% hikl	45 78% chikl	210 80% chikl	198 67%	119 66%	137 71%	93 63%	122 67%	133 74% k	63 71%	169 73%	1316 72%	197 71%
NONE OF THESE DEVICES CONNECTED TO TV SET	74 3%	48 4%	25 3%	59 3%	10 5% e	1 1%	5 8% ceglo	5 2%	16 5% e	6 3%	7 3%	6 4%	4 2%	6 3%	3 3%	5 2%	61 3%	13 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 33**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A (SHOWCARD) This is a list of different types of games consoles and games players. Which, if any, of these games players does your household have at the moment? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Xbox 360	292	142	150	54	74	67	66	23	8	72	86	61	72	199	93	278	14
	14%	14%	14%	18%	19%	18%	18%	8%	2%	13%	15%	14%	14%	25%	7%	16%	4%
				gh	gh	gh	gh	h						n		p	
Nintendo Wii	276	127	150	53	52	75	63	20	14	82	77	64	53	182	94	266	10
	13%	13%	14%	18%	13%	20%	17%	7%	3%	14%	14%	14%	10%	23%	7%	15%	3%
				gh	gh	dgh	gh	h		l				n		p	
PlayStation 4	254	137	117	60	70	60	43	18	3	59	62	72	61	159	94	244	10
	12%	14%	11%	20%	18%	16%	12%	6%	1%	10%	11%	16%	12%	20%	7%	14%	3%
				fgh	fgh	gh	gh	h				ijl		n		p	
PlayStation 3	211	114	97	36	63	47	45	14	6	58	48	47	57	137	73	203	8
	10%	11%	9%	12%	16%	13%	12%	5%	2%	10%	8%	11%	11%	17%	6%	12%	2%
				gh	gh	gh	gh	h						n		p	
Xbox One	168	89	80	36	42	39	29	20	3	36	53	38	42	119	49	164	5
	8%	9%	7%	12%	11%	11%	8%	7%	1%	6%	9%	9%	8%	15%	4%	10%	1%
				h	h	h	h	h						n		p	
Nintendo Wii U	39	19	20	4	10	15	6	3	1	10	9	12	8	31	8	36	3
	2%	2%	2%	1%	3%	4%	2%	1%	1%	2%	2%	3%	2%	4%	1%	2%	1%
					h	cgh	h							n			
ANY OF THESE DEVICES IN HOUSEHOLD	810	394	416	165	199	191	158	66	32	212	219	191	189	506	304	770	40
	38%	39%	38%	55%	51%	52%	43%	23%	8%	37%	38%	43%	36%	63%	23%	45%	10%
				fgh	gh	fgh	gh	h				l		n		p	
NONE OF THESE DEVICES IN HOUSEHOLD	1283	614	669	130	191	173	200	221	369	354	345	251	333	288	995	938	343
	61%	61%	61%	44%	49%	47%	55%	77%	92%	62%	61%	57%	63%	36%	76%	55%	89%
							c	cdef	cdefg						m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 33**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A (SHOWCARD) This is a list of different types of games consoles and games players. Which, if any, of these games players does your household have at the moment? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know	14	3	11	2	-	1	6	2	2	3	5	1	5	5	9	11	3
	1%	3%	1%	1%	-%	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 33**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A (SHOWCARD) This is a list of different types of games consoles and games players. Which, if any, of these games players does your household have at the moment? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Xbox 360	292 14%	190 16% b	102 11%	256 15% fg	18 10%	14 14% f	4 7%	19 7%	61 21% cdfgmn	30 17% fg	26 13% f	19 13%	28 15% fg	22 12%	11 12%	41 18% dfg	260 14%	32 12%
Nintendo Wii	276 13%	186 16% b	88 9%	250 14% efg	17 9%	4 4%	4 7%	21 8%	37 13% e	30 16% efg	36 19% defg	26 17% defg	32 17% defg	20 11% e	11 13% e	38 17% defg	239 13%	37 14%
PlayStation 4	254 12%	185 16% b	68 7%	216 12%	24 13%	8 8%	6 11%	22 8%	38 13%	17 9%	28 14%	22 15% o	30 17% egino	35 19% cefgino	7 8%	18 8%	222 12%	32 11%
PlayStation 3	211 10%	148 13% b	61 7%	185 11% f	15 8% f	9 9% f	2 3%	23 9% f	44 15% fmo	15 9% f	23 12% f	20 13% f	20 11% f	13 7%	9 10% f	17 7%	185 10%	26 9%
Xbox One	168 8%	110 9% b	58 6%	140 8% g	17 9% g	4 4%	7 12% egh	8 3%	17 6%	15 8% g	21 11% eg	13 9% g	12 7%	16 9% g	14 15% ceghl	24 10% eg	146 8%	22 8%
Nintendo Wii U	39 2%	30 3% b	10 1%	32 2%	6 3% egm	- -%	2 3% gm	- -%	7 2% g	3 1%	7 3% egm	3 2% g	4 2% g	- -%	3 3% egm	5 2% g	36 2%	3 1%
ANY OF THESE DEVICES IN HOUSEHOLD	810 38%	552 47% b	256 28%	693 39% efg	70 38% g	30 29%	17 30%	73 28%	126 43% efg	69 38% g	87 45% efg	62 42% efg	81 44% efg	70 39% g	35 39% g	90 39% g	711 39%	99 36%
NONE OF THESE DEVICES IN HOUSEHOLD	1283 61%	615 52%	665 72% a	1057 60%	112 61%	73 71% chijkl	40 69% chijkl	188 71% cdhijklmno	167 57%	111 61%	105 55%	84 57%	98 54%	108 60%	54 61%	143 61%	1105 60%	178 64%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 33**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10A (SHOWCARD) This is a list of different types of games consoles and games players. Which, if any, of these games players does your household have at the moment? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	14	9	5	11	1	1	1	2	1	1	-	1	3	1	1	-	14	*
	1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	-%	1%	2%	1%	1%	-%	1%	*%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 34**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10B (SHOWCARD) And which, if any, of these games players have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Xbox 360	225	112	112	41	55	48	57	18	6	61	63	49	52	153	72	215	10
	11%	11%	10%	14%	14%	13%	16%	6%	1%	11%	11%	11%	10%	19%	5%	12%	3%
				gh	gh	gh	gh	h						n		p	
PlayStation 4	207	114	93	51	55	50	34	15	3	43	55	60	49	132	75	203	4
	10%	11%	8%	17%	14%	14%	9%	5%	1%	8%	10%	14%	9%	17%	6%	12%	1%
		b		fgh	gh	gh	h	h				il		n		p	
Nintendo Wii	176	87	89	34	29	40	49	14	10	52	50	39	35	120	56	168	8
	8%	9%	8%	11%	7%	11%	13%	5%	2%	9%	9%	9%	7%	15%	4%	10%	2%
				gh	h	gh	dgh							n		p	
PlayStation 3	167	91	76	24	50	41	36	11	5	52	33	34	47	109	58	160	7
	8%	9%	7%	8%	13%	11%	10%	4%	1%	9%	6%	8%	9%	14%	4%	9%	2%
				gh	gh	gh	gh	h						n		p	
Xbox One	145	78	67	34	33	32	26	17	3	29	46	35	35	102	43	142	3
	7%	8%	6%	12%	8%	9%	7%	6%	1%	5%	8%	8%	7%	13%	3%	8%	1%
				gh	h	h	h	h						n		p	
Nintendo Wii U	35	15	20	3	10	14	4	3	1	10	7	12	6	29	6	32	3
	2%	2%	2%	1%	3%	4%	1%	1%	1%	2%	1%	3%	1%	4%	1%	2%	1%
				h	h	cfgh								n			
ANY OF THESE DEVICES CONNECTED TO TV SET	667	332	335	138	161	156	135	54	24	176	176	157	159	426	241	636	31
	32%	33%	31%	47%	41%	43%	37%	19%	6%	31%	31%	35%	30%	53%	18%	37%	8%
				fgh	gh	gh	gh	h						n		p	
NONE OF THESE DEVICES CONNECTED TO TV SET	133	61	72	25	37	31	21	11	8	34	38	34	27	75	58	124	9
	6%	6%	7%	8%	9%	9%	6%	4%	2%	6%	7%	8%	5%	9%	4%	7%	2%
				gh	gh	gh	h							n		p	
Don't know	10	1	10	1	2	4	2	1	-	3	5	-	3	5	5	10	-
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%
			a			h											

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 34**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10B (SHOWCARD) And which, if any, of these games players have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NONE OF THESE DEVICES IN HOUSEHOLD	1297	616	680	132	191	174	206	222	371	357	350	252	338	293	1004	949	346
	62%	61%	62%	45%	49%	48%	57%	77%	92%	63%	62%	57%	64%	37%	77%	55%	90%
							ce	cdef	cdefg				k		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 34**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10B (SHOWCARD) And which, if any, of these games players have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Xbox 360	225	142	83	197	14	10	2	14	53	27	14	16	20	15	10	30	199	25
	11%	12% b	9%	11% fg	8%	10% f	4%	5%	18% cdefgjm	15% dfgj	7%	11% f	11% f	8%	11% f	13% fg	11%	9%
PlayStation 4	207	149	57	180	17	7	4	16	33	11	25	19	21	32	7	17	180	28
	10%	13% b	6%	10%	9%	6%	7%	6%	11%	6%	13% gi	13% g	12% cdefgino	18%	7%	7%	10%	10%
Nintendo Wii	176	111	64	164	8	3	*	15	25	15	16	20	20	16	9	29	150	26
	8%	9% b	7%	9% def	4% f	3%	1%	6% f	9% ef	8% ef	9% ef	13% defg	11% def	9% ef	10% ef	12% defg	8%	9%
PlayStation 3	167	123	42	146	14	6	*	18	36	12	19	16	15	11	9	10	148	19
	8%	10% b	5%	8% f	8% f	6% f	1%	7% f	12% efo	7% f	10% fo	11% fo	8% f	6% f	10% fo	4% f	8%	7%
Xbox One	145	97	48	121	17	4	3	7	15	15	16	12	10	15	13	17	127	18
	7%	8% b	5%	7% g	9% eg	4%	6%	3%	5%	8% g	8% g	8% g	6% g	8% g	14% cefgghlo	7% g	7%	6%
Nintendo Wii U	35	27	8	29	6	-	-	-	7	3	7	3	3	-	2	4	33	2
	2%	2% b	1%	2%	3% efgm	-%	-%	-%	2% g	1%	3% efgm	2% g	2%	-%	3% fgm	2% 2%	2%	1%
ANY OF THESE DEVICES CONNECTED TO TV SET	667	453	212	577	55	25	9	61	106	58	68	54	62	66	30	70	589	78
	32%	38% b	23%	33% efg	30% f	24%	16%	23%	36% efg	32% f	36% efg	36% efg	34% fg	37% efg	34% fg	30% f	32%	28%
NONE OF THESE DEVICES CONNECTED TO TV SET	133	92	41	108	14	4	6	11	16	10	19	9	19	3	4	17	113	20
	6%	8% b	4%	6% m	8% m	4%	11% cegm	4%	6%	6%	10% gm	6%	11% cegm	2%	5%	7% m	6%	7%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 34**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10B (SHOWCARD) And which, if any, of these games players have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	10	7	3	9	-	-	2	1	3	1	-	-	-	1	-	3	10	1
	*%	1%	*%	*%	-%	-%	3%	*%	1%	*%	-%	-%	-%	1%	-%	1%	1%	*%
							cdjkl											
NONE OF THESE DEVICES IN HOUSEHOLD	1297	625	670	1069	113	74	41	191	168	111	105	85	101	109	55	143	1118	178
	62%	53%	72%	61%	62%	71%	70%	72%	57%	62%	55%	58%	56%	61%	61%	61%	61%	64%
			a			chjkl	chjkl	cdhijklmno										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 35**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10C (SHOWCARD) And which, if any, of these games players have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
PlayStation 4	175	98	77	43	47	44	31	8	2	38	41	53	43	115	59	175	-
	8%	10%	7%	14%	12%	12%	9%	3%	1%	7%	7%	12%	8%	14%	5%	10%	-%
		b		fgh	gh	gh	gh	h				ij		n		p	
Xbox 360	141	64	77	23	37	24	45	8	4	38	44	28	31	94	47	141	-
	7%	6%	7%	8%	10%	7%	12%	3%	1%	7%	8%	6%	6%	12%	4%	8%	-%
				gh	gh	gh	egh							n		p	
PlayStation 3	122	72	51	15	41	32	26	7	2	34	29	25	34	82	40	122	-
	6%	7%	5%	5%	10%	9%	7%	2%	1%	6%	5%	6%	6%	10%	3%	7%	-%
		b		h	cgh	gh	gh	h						n		p	
Xbox One	118	63	55	27	27	26	21	14	3	24	38	30	27	81	38	118	-
	6%	6%	5%	9%	7%	7%	6%	5%	1%	4%	7%	7%	5%	10%	3%	7%	-%
				h	h	h	h	h						n		p	
Nintendo Wii	83	45	38	14	18	14	27	6	4	26	25	17	15	53	30	83	-
	4%	4%	3%	5%	5%	4%	8%	2%	1%	5%	4%	4%	3%	7%	2%	5%	-%
				h	h	h	gh							n		p	
Nintendo Wii U	19	11	9	2	6	9	1	2	-	2	4	11	3	18	1	19	-
	1%	1%	1%	1%	2%	2%	1%	1%	-%	1%	1%	2%	1%	2%	1%	1%	-%
					h	fh						ijl		n		p	
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	490	258	232	97	133	107	108	32	14	130	133	119	109	320	171	490	-
	23%	26%	21%	33%	34%	29%	30%	11%	3%	23%	23%	27%	21%	40%	13%	29%	-%
		b		gh	gh	gh	gh	h				l		n		p	
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	160	73	87	37	25	45	24	19	10	39	34	37	50	97	63	129	31
	8%	7%	8%	12%	6%	12%	7%	7%	3%	7%	6%	8%	9%	12%	5%	7%	8%
				d fgh	h	d fgh	h	h					j	n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 35**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10C (SHOWCARD) And which, if any, of these games players have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know	17	1	16	4	2	4	3	3	-	6	9	1	-	10	7	17	-
	1%	*%	1%	1%	1%	1%	1%	1%	-%	1%	2%	*%	-%	1%	1%	1%	-%
			a	h		h		h		l	kl						
NONE OF THESE DEVICES IN HOUSEHOLD	1297	616	680	132	191	174	206	222	371	357	350	252	338	293	1004	949	346
	62%	61%	62%	45%	49%	48%	57%	77%	92%	63%	62%	57%	64%	37%	77%	55%	90%
							ce	cdef	cdefg				k		m		o
NONE OF THESE DEVICES CONNECTED TO TV SET	143	62	81	26	39	35	23	12	8	36	43	34	30	80	63	134	9
	7%	6%	7%	9%	10%	10%	6%	4%	2%	6%	8%	8%	6%	10%	5%	8%	2%
				gh	gh	gh	h							n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 35**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10C (SHOWCARD) And which, if any, of these games players have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
PlayStation 4	175	130	44	151	16	5	3	13	27	11	24	12	17	28	6	12	154	21
	8%	11% b	5%	9%	9%	5%	5%	5%	9%	6%	12% efgo	8%	10%	16% cefgikno	7%	5%	8%	8%
Xbox 360	141	92	50	120	12	8	1	8	33	19	10	6	10	9	5	20	127	14
	7%	8% b	5%	7% f	7% f	7% f	2%	3%	11% cfgklm	10% fgk	5%	4%	5%	5%	5%	9% fg	7%	5%
PlayStation 3	122	93	28	106	12	5	-	15	26	7	19	9	9	8	5	8	110	12
	6%	8% b	3%	6% f	6% f	4% f	-%	6% f	9% fo	4% f	10% fio	6% f	5% f	5% f	6% f	3% f	6% f	4%
Xbox One	118	79	40	98	15	3	3	5	9	11	16	9	10	11	10	16	105	13
	6%	7% b	4%	6% g	8% egh	3%	5%	2%	3%	6% g	8% egh	6% g	6% g	6% g	11% cefg	7% g	6%	5%
Nintendo Wii	83	56	27	76	7	-	-	4	18	8	6	10	9	8	3	10	76	7
	4%	5% b	3%	4% ef	4% ef	-%	-%	2%	6% efg	4% ef	3% ef	7% efg	5% ef	4% ef	4% ef	4% ef	4%	3%
Nintendo Wii U	19	16	3	16	4	-	-	-	3	1	4	1	-	-	2	4	18	1
	1%	1% b	*%	1%	2%	-%	-%	-%	1%	1%	2% g	1%	-%	-%	3% cfglm	2%	1%	*%
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	490	350	138	417	48	19	7	42	78	40	59	32	42	51	20	51	438	52
	23%	30% b	15%	24% fg	26% fg	18%	12%	16%	27% fg	22% f	31% cefg	22% f	23% f	29% efg	23% f	22% f	24%	19%
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	160	90	70	145	7	6	2	19	25	12	9	20	17	15	9	18	138	22
	8%	8%	8%	8% f	4%	5%	3%	7%	9% f	7%	5%	14% cdefij	10% df	8%	10% df	8%	8%	8%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 35**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q10C (SHOWCARD) And which, if any, of these games players have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	17	13	4	15	-	1	1	-	3	6	-	2	2	-	1	1	13	3
	1%	1%	*%	1%	-%	1%	1%	-%	1%	3%	-%	1%	1%	-%	1%	1%	1%	1%
									cdgj	m								
NONE OF THESE DEVICES IN HOUSEHOLD	1297	625	670	1069	113	74	41	191	168	111	105	85	101	109	55	143	1118	178
	62%	53%	72%	61%	62%	71%	70%	72%	57%	62%	55%	58%	56%	61%	61%	61%	61%	64%
			a			chjkl	chjkl	cdhijklmno										
NONE OF THESE DEVICES CONNECTED TO TV SET	143	99	44	116	14	4	8	12	19	11	19	9	19	4	4	19	122	21
	7%	8%	5%	7%	8%	4%	13%	4%	7%	6%	10%	6%	11%	2%	5%	8%	7%	8%
		b		m	m		ceghikmn				m		egm			m		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 36**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11A (SHOWCARD) This is a list of different types of computers and other devices that can be used to go online. Which, if any, of these types of devices does your household have at the moment? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Smartphone (e.g. iPhone, Samsung Galaxy, Windows phone)	1458 69%	703 70%	755 69%	261 88% fgh	323 83% gh	312 85% fgh	280 77% gh	167 58% h	115 29%	440 77% kl	428 75% kl	307 69% l	283 54%	693 87% n	765 58%	1338 78% p	120 31%
Laptop computer	1360 65%	668 66%	692 63%	194 65% h	252 65% h	284 78% cdgh	275 75% cdgh	178 62% h	177 44%	481 85% jkl	399 70% kl	268 60% l	213 40%	577 72% n	784 60%	1322 77% p	37 10%
Tablet computer (e.g. iPad, Samsung Galaxy Tab or Kindle Fire)	1193 57%	553 55%	639 58%	162 55% h	243 62% h	252 69% cgh	230 63% cgh	159 55% h	146 36%	418 74% jkl	343 60% kl	231 52% l	200 38%	551 69% n	642 49%	1152 67% p	41 11%
Desktop computer	531 25%	282 28% b	249 23%	67 23%	72 19%	92 25%	114 31% cdh	91 32% cdh	94 23%	202 35% jkl	156 27% l	104 23% l	70 13%	213 27%	318 24%	524 30% p	7 2%
ANY OF THESE DEVICES IN HOUSEHOLD	1833 87%	881 87%	953 87%	286 96% fgh	370 95% gh	343 94% gh	336 92% gh	250 87% h	249 62%	541 95% kl	527 93% kl	382 86% l	383 73%	767 96% n	1067 82%	1683 98% p	150 39%
NONE OF THESE DEVICES IN HOUSEHOLD	272 13%	129 13%	143 13%	10 4%	20 5%	23 6%	28 8% c	38 13% cdef	153 38% cdefg	28 5%	40 7%	60 14% ij	144 27% ijk	32 4%	240 18% m	36 2%	236 61% o
Don't know	1 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 36**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11A (SHOWCARD)** This is a list of different types of computers and other devices that can be used to go online. Which, if any, of these types of devices does your household have at the moment? (MULTI CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Smartphone (e.g. iPhone, Samsung Galaxy, Windows phone)	1458 69%	963 82% b	492 53%	1252 71% dejo	115 63% e	53 51%	38 66% e	235 89% cdefhijklmn o	200 68% e	128 71% eo	121 63% e	111 76% dejo	128 70% eo	128 71% eo	61 68% e	139 60%	1276 70%	182 66%
Laptop computer	1360 65%	884 75% b	473 51%	1172 67% dfilm	101 55% f	61 59% f	26 44% cdefiklmno	209 79% defilmno	211 72% defilmno	124 69% dfilm	137 71% defilmno	97 66% fm	105 57% f	94 53%	53 59% f	142 61% f	1167 64%	193 70% p
Tablet computer (e.g. iPad, Samsung Galaxy Tab or Kindle Fire)	1193 57%	779 66% b	410 44%	1004 57% m	97 53%	56 54%	37 63% gm	137 52%	186 63% dgmo	111 61% m	123 64% dgmno	99 67% cdegilmno	99 54%	79 44%	47 53%	123 53%	1034 57%	159 57%
Desktop computer	531 25%	330 28% b	198 21%	461 26% fl	37 20% f	28 27% fl	5 9%	53 20% f	87 30% dfglm	61 34% cdfglm	57 30% dfglm	50 34% cdfglm	30 16%	35 19% f	25 28% fl	64 27% fl	453 25%	78 28%
ANY OF THESE DEVICES IN HOUSEHOLD	1833 87%	1127 96% b	703 76%	1550 88% def	151 82%	85 82%	48 82% defilmno	245 93%	261 89%	160 89%	168 87%	135 92% def	154 84%	154 86%	76 85%	197 85%	1592 87%	241 87%
NONE OF THESE DEVICES IN HOUSEHOLD	272 13%	50 4%	221 24% a	210 12% g	33 18% cgk	19 18% cgk	11 18% cgk	18 7%	33 11%	21 11%	24 13%	12 8%	28 16% g	25 14% g	13 15% g	35 15% g	236 13%	36 13%
Don't know	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	1 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 37**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11B (SHOWCARD) And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Laptop computer	293	163	130	60	43	61	68	29	31	92	86	62	54	135	158	292	1
	14%	16%	12%	20%	11%	17%	19%	10%	8%	16%	15%	14%	10%	17%	12%	17%	1%
		b		dgh		gh	dgh			l	l			n		p	
Smartphone (e.g. iPhone, Samsung Galaxy, Windows phone)	254	125	129	51	62	53	57	19	12	71	66	71	47	141	113	242	12
	12%	12%	12%	17%	16%	14%	16%	6%	3%	12%	12%	16%	9%	18%	9%	14%	3%
				gh	gh	gh	gh	h				jl		n		p	
Tablet computer (e.g. iPad, Samsung Galaxy Tab or Kindle Fire)	251	120	131	37	57	58	53	25	20	84	74	49	45	134	117	245	6
	12%	12%	12%	13%	15%	16%	15%	9%	5%	15%	13%	11%	9%	17%	9%	14%	2%
				h	gh	gh	gh	h		l	l			n		p	
Desktop computer	94	55	39	14	20	17	11	15	17	22	31	27	14	43	51	91	3
	4%	5%	4%	5%	5%	5%	3%	5%	4%	4%	5%	6%	3%	5%	4%	5%	1%
		b									l	l				p	
ANY OF THESE DEVICES CONNECTED TO TV SET	529	274	256	89	110	112	112	55	51	160	155	109	105	262	267	511	18
	25%	27%	23%	30%	28%	31%	31%	19%	13%	28%	27%	25%	20%	33%	20%	30%	5%
				gh	gh	gh	gh	h		l	l			n		p	
NONE OF THESE DEVICES CONNECTED TO TV SET	1284	600	684	193	259	228	221	190	194	375	365	271	273	496	788	1152	132
	61%	59%	62%	65%	66%	62%	61%	66%	48%	66%	64%	61%	52%	62%	60%	67%	34%
				h	h	h	h	h		l	l	l				p	
Don't know	20	7	14	4	1	4	4	5	3	6	7	3	5	9	12	20	-
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%
																p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 37**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11B (SHOWCARD) And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NONE OF THESE DEVICES IN HOUSEHOLD	274	130	144	10	20	23	28	38	154	28	41	61	144	32	241	36	237
	13%	13%	13%	4%	5%	6%	8%	13%	38%	5%	7%	14%	27%	4%	18%	2%	61%
							c	cdef	cdefg			ij	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 37**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11B (SHOWCARD) And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Laptop computer	293 14%	194 17% b	96 10%	257 15% dm	15 8%	16 15% dm	6 10%	45 17% dfm	55 19% dfm	29 16% dm	32 16% dm	20 14%	19 11%	14 8%	13 15% dm	30 13%	258 14%	34 12%
Smartphone (e.g. iPhone, Samsung Galaxy, Windows phone)	254 12%	175 15% b	77 8%	224 13%	15 8%	10 10%	5 9%	36 14%	43 15%	30 16% dfjo	17 9%	27 19% cdefjlmo	18 10%	17 9%	13 15%	21 9%	232 13% q	22 8%
Tablet computer (e.g. iPad, Samsung Galaxy Tab or Kindle Fire)	251 12%	171 15% b	79 9%	211 12% gm	16 9%	18 17% dgmo	6 10%	18 7%	43 15% gm	22 12%	29 15% gm	30 20% cdfgmo	24 13% gm	11 6%	12 14% gm	22 9%	225 12%	27 10%
Desktop computer	94 4%	52 4%	40 4%	80 5%	8 4%	5 5%	1 2%	9 3%	19 6% flo	10 5% l	10 5% l	12 8% flo	3 1%	8 5%	6 7% flo	4 2%	87 5%	7 3%
ANY OF THESE DEVICES CONNECTED TO TV SET	529 25%	349 30% b	178 19%	458 26% df	35 19%	26 25%	10 16%	56 21%	84 29% dfm	57 32% dfgm	56 29% dfm	51 34% cdfglmo	42 23%	34 19%	24 27% f	53 23%	468 26%	61 22%
NONE OF THESE DEVICES CONNECTED TO TV SET	1284 61%	768 65% b	515 56%	1074 61%	116 63%	56 54%	38 65%	187 71% cehijkln	174 59%	100 55%	109 57%	82 56%	109 60%	120 67% ei	50 56%	143 61%	1107 60%	177 64%
Don't know	20 1%	10 1%	11 1%	18 1%	- -%	3 2% d	- -%	1 *%	3 1%	3 2%	3 1%	2 1%	3 2%	1 *%	1 1%	1 1%	18 1%	3 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 37**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11B (SHOWCARD) And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NONE OF THESE DEVICES IN HOUSEHOLD	274	50	222	212	33	19	11	19	33	21	24	12	28	25	14	35	238	36
	13%	4%	24%	12%	18%	18%	18%	7%	11%	11%	13%	8%	16%	14%	15%	15%	13%	13%
			a		cgk	cgk	cgk						g	g	g	g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 38**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11C (SHOWCARD) And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Laptop computer	213	122	91	43	37	45	51	18	21	68	58	46	41	106	107	213	-
	10%	12%	8%	14%	9%	12%	14%	6%	5%	12%	10%	10%	8%	13%	8%	12%	-%
		b		gh	h	gh	gh			l				n		p	
Tablet computer (e.g. iPad, Samsung Galaxy Tab or Kindle Fire)	182	89	93	27	42	47	40	14	12	55	60	30	36	97	85	182	-
	9%	9%	8%	9%	11%	13%	11%	5%	3%	10%	10%	7%	7%	12%	6%	11%	-%
				h	gh	gh	gh				l			n		p	
Smartphone (e.g. iPhone, Samsung Galaxy, Windows phone)	181	94	88	41	50	36	37	11	7	47	48	50	37	104	77	181	-
	9%	9%	8%	14%	13%	10%	10%	4%	2%	8%	8%	11%	7%	13%	6%	11%	-%
				gh	gh	gh	gh				l	l		n		p	
Desktop computer	67	37	29	9	16	14	6	6	16	16	23	19	9	36	31	67	-
	3%	4%	3%	3%	4%	4%	2%	2%	4%	3%	4%	4%	2%	4%	2%	4%	-%
											l	l		n		p	
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	408	214	194	72	85	87	88	36	40	128	119	84	76	211	197	408	-
	19%	21%	18%	24%	22%	24%	24%	12%	10%	23%	21%	19%	14%	26%	15%	24%	-%
				gh	gh	gh	gh			l	l			n		p	
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	116	59	58	17	24	24	24	17	11	32	33	23	28	49	67	98	18
	6%	6%	5%	6%	6%	7%	6%	6%	3%	6%	6%	5%	5%	6%	5%	6%	5%
				h	h	h	h	h									
Don't know	5	1	4	*	1	1	-	2	1	-	3	1	1	2	3	5	-
	*%	*%	*%	*%	*%	*%	-%	1%	*%	-%	1%	*%	*%	*%	*%	*%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 38**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11C (SHOWCARD) And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NONE OF THESE DEVICES IN HOUSEHOLD	274	130	144	10	20	23	28	38	154	28	41	61	144	32	241	36	237
	13%	13%	13%	4%	5%	6%	8%	13%	38%	5%	7%	14%	27%	4%	18%	2%	61%
							c	cdef	cdefg			ij	ijk		m		o
NONE OF THESE DEVICES CONNECTED TO TV SET	1304	607	697	197	260	231	224	194	197	381	372	273	278	505	800	1172	132
	62%	60%	64%	66%	67%	63%	62%	68%	49%	67%	65%	62%	53%	63%	61%	68%	34%
				h	h	h	h	h		l	l	l				p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 38**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11C (SHOWCARD) And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Laptop computer	213	136	77	190	11	9	3	25	47	23	22	16	15	6	11	25	189	25
	10%	12% b	8%	11% dfm	6%	9%	5%	10% m	16% cdfm	13% dfm	11% fm	11% m	8%	4%	12% dfm	11% m	10%	9%
Tablet computer (e.g. iPad, Samsung Galaxy Tab or Kindle Fire)	182	123	58	157	11	11	2	6	34	17	20	23	19	8	11	18	164	18
	9%	10% b	6%	9% fg	6%	11% fg	4%	2%	12% fgm	10% g	10% fg	16% cdfgmo	11% fg	5%	12% fgm	8% g	9%	6%
Smartphone (e.g. iPhone, Samsung Galaxy, Windows phone)	181	121	58	160	12	7	3	23	31	19	10	22	15	12	12	16	166	16
	9%	10% b	6%	9%	6%	6%	5%	9%	11% f	10%	5%	15% cdefjm	8%	7%	14% defjmo	7%	9% q	6%
Desktop computer	67	34	32	57	6	4	*	5	13	7	6	10	2	5	4	4	63	4
	3%	3%	3%	3%	3%	3%	1%	2%	5% fl	4%	3%	7% cfglo	1%	3%	5% fl	2%	3%	1%
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	408	261	145	357	28	18	5	39	71	46	42	41	34	20	20	44	361	46
	19%	22% b	16%	20% fm	15%	17% f	9%	15%	24% dfgm	26% dfgm	22% fm	28% cdefgm	19% f	11%	22% fm	19% f	20%	17%
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	116	84	32	98	7	8	4	17	12	10	13	10	7	14	5	10	102	14
	6%	7% b	3%	6%	4%	8%	7%	6%	4%	6%	7%	7%	4%	8%	5%	4%	6%	5%
Don't know	5	4	1	4	-	1	*	-	1	1	1	-	1	-	-	-	4	1
	*%	*%	*%	*%	-%	1%	1%	-%	*%	1%	*%	-%	1%	-%	-%	-%	*%	*%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 38**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q11C (SHOWCARD) And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NONE OF THESE DEVICES IN HOUSEHOLD	274	50	222	212	33	19	11	19	33	21	24	12	28	25	14	35	238	36
	13%	4%	24%	12%	18%	18%	18%	7%	11%	11%	13%	8%	16%	14%	15%	15%	13%	13%
			a		cgk	cgk	cgk						g	g	g	g		
NONE OF THESE DEVICES CONNECTED TO TV SET	1304	778	526	1092	116	59	38	188	177	103	112	84	112	120	51	144	1124	180
	62%	66%	57%	62%	63%	57%	65%	71%	60%	57%	58%	57%	61%	67%	57%	62%	61%	65%
		b						cehijkl										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 39**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q12 Are any of your TV sets 'Smart TVs'? These are newer types of TV that can be connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.**  
**IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV. (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Yes	616 30%	312 32%	304 28%	85 30% h	134 36% gh	123 35% h	131 37% gh	80 28% h	64 16%	216 39% jkl	170 31% l	129 30% l	101 20%	287 37% n	329 26%	600 36% p	16 4%
No	1391 68%	644 66%	747 70%	187 67%	236 63%	228 64%	221 62%	197 70%	323 81% cdefg	324 59%	372 67% i	295 69% i	400 78% ijk	485 62%	907 72% m	1041 62%	349 93% o
Don't know	38 2%	15 2%	23 2%	10 3% d	2 *%	5 1%	5 1%	6 2%	11 3% d	9 2%	13 2%	6 1%	10 2%	7 1%	30 2% m	29 2%	9 2%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 39**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q12 Are any of your TV sets 'Smart TVs'? These are newer types of TV that can be connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.**  
**IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV. (SINGLE CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Yes	616	403	213	534	51	24	7	74	91	58	64	58	57	47	21	65	527	89
	30%	36%	24%	31%	28%	24%	12%	31%	32%	33%	34%	40%	31%	27%	24%	29%	30%	33%
		b		f	f	f		f	f	f	f	cdefmno	f	f	f	f		
No	1391	714	673	1141	125	74	50	166	193	108	116	83	124	129	65	157	1216	175
	68%	63%	74%	67%	70%	73%	87%	69%	67%	62%	62%	58%	69%	73%	74%	69%	69%	64%
			a	k	k	jk	cdeghijklmn o	k						ijk	ijk	k		
Don't know	38	17	19	31	3	4	*	1	5	9	8	2	-	1	1	4	30	8
	2%	1%	2%	2%	2%	4%	1%	1%	2%	5%	4%	2%	0%	1%	1%	2%	2%	3%
						glm				cfglm	cfglm							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13 And are any of your Smart TV sets connected to your home broadband service?**

**IF NECESSARY - This would allow you to use the TV remote control to watch programmes you've missed through the broadcaster catch-up services like BBC iPlayer or watch videos on services like YouTube without being connected to a computer, set-top box or games console. (SINGLE CODE)**

Base : Those with any Smart TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	l	m	n	o	~p
Unweighted total	557	282	275	76	111	104	109	88	69	163	173	119	102	247	310	539	18
Effective Weighted Sample	499	253	246	67	100	96	99	80	64	151	156	107	92	223	277	483	17
Total	616	312	304	85	134	123	131	80	64	216	170	129	101	287	329	600	16
Yes, connected	506	263	243	**	112	108	112	**	**	192	143	97	74	240	266	506	**
	82%	84%	80%	**	83%	88%	86%	**	**	89% kl	84% l	75%	74%	84%	81%	84%	**
No, not connected	75	38	37	**	14	14	13	**	**	21	18	21	14	27	47	75	**
	12%	12%	12%	**	10%	12%	10%	**	**	10%	11%	16%	14%	9%	14%	12%	**
Don't know	20	5	14	**	2	1	4	**	**	2	4	9	4	14	6	20	**
	3%	2%	5%	**	2%	1%	3%	**	**	1%	2%	7% ij	4%	5%	2%	3%	**
NO HOME BROADBAND SERVICE	16	6	10	**	6	-	2	**	**	1	4	2	9	6	10	-	**
	3%	2%	3%	**	5% e	-%	1%	**	**	*%	3%	2%	9% ijk	2%	3%	-%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 40**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q13 And are any of your Smart TV sets connected to your home broadband service?**

**IF NECESSARY - This would allow you to use the TV remote control to watch programmes you've missed through the broadcaster catch-up services like BBC iPlayer or watch videos on services like YouTube without being connected to a computer, set-top box or games console. (SINGLE CODE)**

Base : Those with any Smart TV sets

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	557	338	219	458	49	32	18	51	58	49	57	62	51	43	36	51	461	96
Effective Weighted Sample	499	306	197	417	47	31	18	49	56	47	54	57	48	41	36	49	415	87
Total	616	403	213	534	51	24	7	74	91	58	64	58	57	47	21	65	527	89
Yes, connected	506	349	157	439	**	**	**	**	**	**	**	**	**	**	**	**	434	**
	82%	87%	74%	82%	**	**	**	**	**	**	**	**	**	**	**	**	82%	**
		b																
No, not connected	75	38	36	67	**	**	**	**	**	**	**	**	**	**	**	**	61	**
	12%	10%	17%	13%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**
		a																
Don't know	20	10	9	16	**	**	**	**	**	**	**	**	**	**	**	**	18	**
	3%	3%	4%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
NO HOME BROADBAND SERVICE	16	5	11	13	**	**	**	**	**	**	**	**	**	**	**	**	13	**
	3%	1%	5%	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
			a															

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 41**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TO SHOW WHETHER ANY DEVICES HAVE BEEN CONNECTED TO BOTH THE TV SET AND THE HOME BROADBAND SERVICE IN THE LAST 12 MONTHS - ANY CONNECTED TV**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
TV SERVICE	947	457	490	139	198	174	200	115	120	313	261	211	161	437	510	947	-
	45%	45%	45%	47%	51%	48%	55%	40%	30%	55%	46%	48%	31%	55%	39%	55%	-%
				h	gh	h	gh	h		jkl	l	l		n		p	
SMART TV	506	263	243	70	112	108	112	61	44	192	143	97	74	240	266	506	-
	24%	26%	22%	23%	29%	29%	31%	21%	11%	34%	25%	22%	14%	30%	20%	29%	-%
				h	gh	gh	gh	h		jkl	l	l		n		p	
GAMES PLAYER	490	258	232	97	133	107	108	32	14	130	133	119	109	320	171	490	-
	23%	26%	21%	33%	34%	29%	30%	11%	3%	23%	23%	27%	21%	40%	13%	29%	-%
		b		gh	gh	gh	gh	h				l		n		p	
DIGITAL MEDIA PLAYER	267	134	133	34	60	74	59	24	17	116	71	47	33	145	122	267	-
	13%	13%	12%	11%	15%	20%	16%	8%	4%	20%	12%	11%	6%	18%	9%	16%	-%
				h	gh	cgh	gh	h		jkl	l	l		n		p	
DESKTOP/ LAPTOP	254	146	108	46	50	50	53	23	32	74	77	57	46	126	128	254	-
	12%	14%	10%	15%	13%	14%	15%	8%	8%	13%	14%	13%	9%	16%	10%	15%	-%
		b		gh	h	gh	gh			l	l			n		p	
TABLET	182	89	93	27	42	47	40	14	12	55	60	30	36	97	85	182	-
	9%	9%	8%	9%	11%	13%	11%	5%	3%	10%	10%	7%	7%	12%	6%	11%	-%
				h	gh	gh	gh				l			n		p	
SMARTPHONE	181	94	88	41	50	36	37	11	7	47	48	50	37	104	77	181	-
	9%	9%	8%	14%	13%	10%	10%	4%	2%	8%	8%	11%	7%	13%	6%	11%	-%
				gh	gh	gh	gh					l		n		p	
BLU-RAY PLAYER	164	106	58	28	29	36	42	15	13	68	39	32	24	81	83	164	-
	8%	10%	5%	9%	7%	10%	11%	5%	3%	12%	7%	7%	5%	10%	6%	10%	-%
		b		h	h	gh	gh			jkl				n		p	
ANY OF THESE DEVICES CONNECTED TO TV SET AND HOME BROADBAND	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
	58%	59%	57%	62%	64%	67%	71%	52%	36%	71%	62%	58%	41%	72%	50%	72%	-%
				gh	gh	gh	cgh	h		jkl	l	l		n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 41**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TO SHOW WHETHER ANY DEVICES HAVE BEEN CONNECTED TO BOTH THE TV SET AND THE HOME BROADBAND SERVICE IN THE LAST 12 MONTHS - ANY CONNECTED TV**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NONE OF THESE DEVICES	877	410	468	113	142	121	106	138	258	165	214	187	311	222	655	489	387
	42%	41%	43%	38%	36%	33%	29%	48%	64%	29%	38%	42%	59%	28%	50%	28%	100%
				f				cdef	cdefg		i	i	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 41**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TO SHOW WHETHER ANY DEVICES HAVE BEEN CONNECTED TO BOTH THE TV SET AND THE HOME BROADBAND SERVICE IN THE LAST 12 MONTHS - ANY CONNECTED TV**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TV SERVICE	947	617	328	782	88	52	24	95	131	79	100	69	85	82	37	103	846	101
	45%	52% b	35% g	44% g	48% g	51% g	41% g	36% g	45% g	44% g	52% g	47% g	47% g	45% g	41% g	44% g	46% q	36% q
SMART TV	506	349	157	439	42	19	6	64	83	49	48	44	51	41	18	41	434	72
	24%	30% b	17% fo	25% fo	23% f	19% f	11% f	24% f	28% efo	27% fo	25% f	30% efo	28% fo	23% f	20% f	17% f	24% f	26% f
GAMES PLAYER	490	350	138	417	48	19	7	42	78	40	59	32	42	51	20	51	438	52
	23%	30% b	15% fg	24% fg	26% fg	18% fg	12% fg	16% fg	27% fg	22% f	31% cefg	22% f	23% f	29% efg	23% f	22% f	24% f	19% f
DIGITAL MEDIA PLAYER	267	193	73	237	15	10	5	29	33	28	21	23	38	20	12	32	231	36
	13%	16% b	8% b	13% b	8% b	10% b	8% b	11% b	11% b	15% d	11% d	16% d	21% cdefghjm	11% d	14% d	14% d	13% d	13% d
DESKTOP/ LAPTOP	254	155	98	224	17	10	3	29	54	27	28	22	15	10	13	27	226	28
	12%	13% fm	11% fm	13% fm	9% fm	10% fm	5% fm	11% fm	18% cdefglm	15% flm	14% fm	15% flm	8% fm	6% fm	14% fm	12% f	12% fm	10% fm
TABLET	182	123	58	157	11	11	2	6	34	17	20	23	19	8	11	18	164	18
	9%	10% b	6% fg	9% fg	6% fg	11% fg	4% fg	2% fgm	12% fgm	10% g	10% fg	16% cdfgmo	11% fg	5% fg	12% fgm	8% g	9% fgm	6% g
SMARTPHONE	181	121	58	160	12	7	3	23	31	19	10	22	15	12	12	16	166	16
	9%	10% b	6% b	9% b	6% b	6% b	5% b	9% b	11% f	10% f	5% f	15% cdefjmo	8% f	7% f	14% defjmo	7% f	9% q	6% q
BLU-RAY PLAYER	164	129	35	149	8	5	1	9	34	21	16	18	28	5	8	11	143	21
	8%	11% b	4% b	8% fgm	4% fgm	5% fgm	2% fgm	3% fgm	12% defgmo	12% defgmo	8% fm	12% defgmo	15% cdefgjmo	3% fm	8% fm	5% fm	8% fm	7% fm

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 41**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY TO SHOW WHETHER ANY DEVICES HAVE BEEN CONNECTED TO BOTH THE TV SET AND THE HOME BROADBAND SERVICE IN THE LAST 12 MONTHS - ANY CONNECTED TV**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
ANY OF THESE DEVICES CONNECTED TO TV SET AND HOME BROADBAND	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
	58%	68%	45%	58%	60%	61%	54%	50%	62%	60%	64%	61%	62%	57%	55%	53%	59%	54%
		b		g					g		go		g					
NONE OF THESE DEVICES	877	371	505	736	74	41	27	131	111	72	68	58	69	77	40	109	751	126
	42%	32%	55%	42%	40%	39%	46%	50%	38%	40%	36%	39%	38%	43%	45%	47%	41%	46%
			a					chjl								j		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 42**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : Those with a connected TV service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	891	431	460	127	166	156	173	134	135	245	281	202	163	378	513	891	-
Effective Weighted Sample	780	375	405	110	150	138	152	120	123	222	249	178	143	336	448	780	-
Total	947	457	490	139	198	174	200	115	120	313	261	211	161	437	510	947	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	703 74%	333 73%	370 75%	94 68%	159 80% ch	134 77% h	161 80% ch	81 70%	74 61%	236 75%	195 75%	156 74%	116 72%	348 80% n	355 70%	703 74%	** **
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	397 42%	194 43%	202 41%	53 38% h	102 51% cgh	87 50% h	90 45% h	45 39% h	20 17%	132 42%	119 46% l	89 42%	57 35%	212 49% n	184 36%	397 42%	** **
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	325 34%	145 32%	180 37%	58 42% gh	83 42% gh	69 39% gh	80 40% gh	23 20% h	12 10%	120 38% l	86 33%	75 35%	45 28%	182 42% n	142 28%	325 34%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 42**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : Those with a connected TV service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	891	431	460	127	166	156	173	134	135	245	281	202	163	378	513	891	-
Effective Weighted Sample	780	375	405	110	150	138	152	120	123	222	249	178	143	336	448	780	-
Total	947	457	490	139	198	174	200	115	120	313	261	211	161	437	510	947	-
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	260 27%	133 29%	126 26%	48 35% gh	64 32% gh	60 34% gh	54 27% h	22 19% h	12 10%	93 30%	72 28%	60 28%	35 22%	152 35% n	108 21%	260 27%	** **
Browse the internet - such as shopping, emails or social media	217 23%	111 24%	106 22%	38 28%	43 21%	48 28%	45 23%	20 17%	22 19%	81 26% l	69 26% l	42 20%	25 16%	113 26%	104 20%	217 23%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	201 21%	108 24%	93 19%	41 29% gh	56 28% gh	43 25% gh	40 20% gh	11 9%	11 9%	81 26% l	51 20%	42 20%	27 17%	120 28% n	81 16%	201 21%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	163 17%	83 18%	80 16%	17 12%	38 19% h	47 27% cgh	41 20% h	13 11%	7 6%	51 16%	56 21%	33 16%	22 14%	99 23% n	64 13%	163 17%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 42**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : Those with a connected TV service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	891	431	460	127	166	156	173	134	135	245	281	202	163	378	513	891	-
Effective Weighted Sample	780	375	405	110	150	138	152	120	123	222	249	178	143	336	448	780	-
Total	947	457	490	139	198	174	200	115	120	313	261	211	161	437	510	947	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	98 10%	43 9%	55 11%	13 10%	28 14% h	29 17% fgh	16 8%	8 7%	4 4%	36 12%	30 12%	20 9%	12 7%	61 14% n	38 7%	98 10%	** **
ANY OF THESE	821 87%	389 85%	433 88%	118 85% h	184 93% cgh	160 92% gh	180 90% gh	93 80%	88 74%	280 89%	234 90% kl	175 83%	133 83%	400 92% n	421 83%	821 87%	** **
None of these	125 13%	68 15%	57 12%	21 15% d	14 7%	14 8%	21 10%	22 19% def	32 26% cdef	33 10%	27 10%	37 17% ij	28 17% j	37 8%	88 17% m	125 13%	** **
Don't know	1 *%	1 *%	* *%	- -%	* *%	- -%	- -%	1 *%	- -%	* *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 42**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : Those with a connected TV service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	891	536	353	679	80	69	63	67	84	70	87	79	79	71	63	79	762	129
Effective Weighted Sample	780	474	313	614	76	66	63	64	82	66	82	74	73	66	62	76	675	113
Total	947	617	328	782	88	52	24	95	131	79	100	69	85	82	37	103	846	101
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	703 74%	477 77% b	224 68%	585 75%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	635 75%	68 67%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	397 42%	293 48% b	103 32%	326 42%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	352 42%	44 44%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	325 34%	240 39% b	83 25%	269 34%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	293 35%	32 32%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 42**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : Those with a connected TV service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	891	536	353	679	80	69	63	67	84	70	87	79	79	71	63	79	762	129
Effective Weighted Sample	780	474	313	614	76	66	63	64	82	66	82	74	73	66	62	76	675	113
Total	947	617	328	782	88	52	24	95	131	79	100	69	85	82	37	103	846	101
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	260 27%	183 30% b	75 23%	235 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	235 28%	25 24%
Browse the internet - such as shopping, emails or social media	217 23%	148 24%	68 21%	179 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	196 23%	21 20%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	201 21%	137 22%	63 19%	178 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	190 22% q	12 12%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	163 17%	116 19%	46 14%	138 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	151 18%	12 12%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 42**

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**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : Those with a connected TV service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	891	536	353	679	80	69	63	67	84	70	87	79	79	71	63	79	762	129
Effective Weighted Sample	780	474	313	614	76	66	63	64	82	66	82	74	73	66	62	76	675	113
Total	947	617	328	782	88	52	24	95	131	79	100	69	85	82	37	103	846	101
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	98 10%	74 12% b	23 7%	90 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	91 11%	8 8%
ANY OF THESE	821 87%	549 89% b	271 83%	677 87%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	734 87%	87 86%
None of these	125 13%	67 11%	57 17% a	105 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	111 13%	14 14%
Don't know	1 *%	1 *%	- -%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 43**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	703 33%	333 33%	370 34%	94 32% h	159 41% cgh	134 37% gh	161 44% cgh	81 28% h	74 18%	236 41% jl	195 34% l	156 35% l	116 22%	348 43% n	355 27%	703 41% p	- -%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	397 19%	194 19%	202 18%	53 18% h	102 26% cgh	87 24% gh	90 25% gh	45 16% h	20 5%	132 23% l	119 21% l	89 20% l	57 11%	212 27% n	184 14%	397 23% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	325 15%	145 14%	180 16%	58 20% gh	83 21% gh	69 19% gh	80 22% gh	23 8% h	12 3%	120 21% jl	86 15% l	75 17% l	45 9%	182 23% n	142 11%	325 19% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 43**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	260 12%	133 13%	126 12%	48 16% gh	64 16% gh	60 16% gh	54 15% gh	22 8% h	12 3%	93 16% l	72 13% l	60 14% l	35 7%	152 19% n	108 8%	260 15% p	- -%
Browse the internet - such as shopping, emails or social media	217 10%	111 11%	106 10%	38 13% gh	43 11% h	48 13% gh	45 12% gh	20 7%	22 6%	81 14% kl	69 12% l	42 9% l	25 5%	113 14% n	104 8%	217 13% p	- -%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	201 10%	108 11%	93 9%	41 14% gh	56 14% gh	43 12% gh	40 11% gh	11 4%	11 3%	81 14% jkl	51 9% l	42 9% l	27 5%	120 15% n	81 6%	201 12% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	163 8%	83 8%	80 7%	17 6% h	38 10% gh	47 13% cgh	41 11% cgh	13 5% h	7 2%	51 9% l	56 10% l	33 8% l	22 4%	99 12% n	64 5%	163 9% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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**Table 43**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	98 5%	43 4%	55 5%	13 4%	28 7%	29 8%	16 4%	8 3%	4 1%	36 6%	30 5%	20 4%	12 2%	61 8%	38 3%	98 6%	- -%
				h	gh	gh	h			l	l			n		p	
ANY OF THESE	821 39%	389 38%	433 39%	118 40%	184 47%	160 44%	180 49%	93 32%	88 22%	280 49%	234 41%	175 39%	133 25%	400 50%	421 32%	821 48%	- -%
				h	gh	gh	cgh	h		jkl	l	l		n		p	
None of these	125 6%	68 7%	57 5%	21 7%	14 4%	14 4%	21 6%	22 8%	32 8%	33 6%	27 5%	37 8%	28 5%	37 5%	88 7%	125 7%	- -%
								d	de			j				p	
Don't know	1161 55%	554 55%	607 55%	158 53%	192 49%	191 52%	164 45%	173 60%	283 70%	256 45%	308 54%	231 52%	366 69%	362 45%	799 61%	773 45%	387 100%
								df	cdefg		i	i	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	703 33%	477 41% b	224 24%	585 33% fg	67 37% fg	36 35% fg	14 24%	63 24%	109 37% fg	59 33%	70 36% fg	59 40% fg	65 36% fg	64 36% fg	27 31%	69 30%	635 35% q	68 24%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	397 19%	293 25% b	103 11%	326 18%	40 22% g	20 19%	11 19%	35 13%	47 16%	33 18%	40 21%	30 20%	49 27% cggho	39 22% g	18 21%	34 15%	352 19%	44 16%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	325 15%	240 20% b	83 9%	269 15% g	31 17% g	16 15%	9 16%	24 9%	31 11%	36 20% gh	39 20% gho	30 21% gho	37 20% gho	28 15%	17 19% gh	28 12%	293 16% q	32 12%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	260 12%	183 16% b	75 8%	235 13% df	11 6%	12 11% f	2 3%	32 12% df	41 14% df	23 13% df	28 14% df	25 17% df	23 13% df	23 13% df	16 18% df	25 11% f	235 13%	25 9%
Browse the internet - such as shopping, emails or social media	217 10%	148 13% b	68 7%	179 10%	16 9%	17 17% cdfgo	5 8%	22 8%	31 11%	20 11%	19 10%	16 11%	22 12%	18 10%	12 14%	20 8%	196 11%	21 7%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	201 10%	137 12% b	63 7%	178 10% df	9 5%	13 13% df	1 2%	34 13% df	31 11% f	14 8% f	19 10% f	16 11% df	17 10% f	19 11% f	11 12% df	18 8% f	190 10% q	12 4%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	163 8%	116 10% b	46 5%	138 8% fg	15 8% fg	9 8% fg	1 2%	7 3%	20 7% f	16 9% fg	21 11% fg	19 13% cfgo	23 13% cfgo	12 6%	9 10% fg	13 5%	151 8% q	12 4%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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**Q14A (SHOWCARD) Which, if any, of these activities have you used your TV service for in the last 12 months? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	98 5%	74 6% b	23 2% b	90 5% fj	3 2% fj	4 4% fj	* 1% d	7 3% cde	13 4% fj	11 6% fj	1 1% c	14 10% cdfgjo	18 10% cdfgjo	12 6% dfj	8 9% dfgjo	7 3% o	91 5% p	8 3% q
ANY OF THESE	821 39%	549 47% b	271 29% b	677 38% g	82 45% fg	44 43% fg	18 32% d	81 31% cde	116 40% fj	66 36% fj	86 45% fg	64 43% fg	77 42% g	73 40% dfj	31 34% dfgjo	84 36% o	734 40% p	87 31% q
None of these	125 6%	67 6%	57 6%	105 6%	6 3% a	8 8%	5 9% d	15 6% cde	15 5% fj	13 7% fj	14 7% fg	6 4% fg	9 5% g	9 5% dfj	6 6% dfgjo	19 8% o	111 6% p	14 5% q
Don't know	1161 55%	561 48%	597 65% a	980 56%	95 52%	51 49%	35 60% j	168 64% cde	163 55% fj	101 56% fj	93 48% fg	78 53% fg	97 53% g	98 55% dfj	53 59% dfgjo	129 56% o	985 54% p	176 64% q

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 44**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Blu-ray player to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	142	88	54	24	24	30	33	17	14	50	42	27	23	64	78	142	-
Effective Weighted Sample	127	79	48	22	21	27	30	15	13	47	38	25	21	58	70	127	-
Total	164	106	58	28	29	36	42	15	13	68	39	32	24	81	83	164	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	39 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	39	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	24%	**
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	28 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	**
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	27 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Blu-ray player to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	142	88	54	24	24	30	33	17	14	50	42	27	23	64	78	142	-
Effective Weighted Sample	127	79	48	22	21	27	30	15	13	47	38	25	21	58	70	127	-
Total	164	106	58	28	29	36	42	15	13	68	39	32	24	81	83	164	-
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	16 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	16 10%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	14 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 9%	** **
Browse the internet - such as shopping, emails or social media	13 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 8%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	11 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 7%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 44**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Blu-ray player to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	142	88	54	24	24	30	33	17	14	50	42	27	23	64	78	142	-
Effective Weighted Sample	127	79	48	22	21	27	30	15	13	47	38	25	21	58	70	127	-
Total	164	106	58	28	29	36	42	15	13	68	39	32	24	81	83	164	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	8 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8 5%	**
ANY OF THESE	78 47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	78 47%	**
None of these	82 50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	82 50%	**
Don't know	4 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4 2%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 44**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Blu-ray player to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	142	103	39	125	8	6	3	6	21	19	13	18	23	4	12	9	121	21
Effective Weighted Sample	127	94	36	113	8	6	3	6	21	18	12	17	22	4	12	8	109	20
Total	164	129	35	149	8	5	1	9	34	21	16	18	28	5	8	11	143	21
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	39 24%	30 23%	**	34 23%	**	**	**	**	**	**	**	**	**	**	**	**	36 25%	**
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	28 17%	27 21%	**	23 16%	**	**	**	**	**	**	**	**	**	**	**	**	25 17%	**
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	27 17%	24 18%	**	26 18%	**	**	**	**	**	**	**	**	**	**	**	**	22 15%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 44**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Blu-ray player to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	142	103	39	125	8	6	3	6	21	19	13	18	23	4	12	9	121	21
Effective Weighted Sample	127	94	36	113	8	6	3	6	21	18	12	17	22	4	12	8	109	20
Total	164	129	35	149	8	5	1	9	34	21	16	18	28	5	8	11	143	21
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	16 10%	16 12%	** **	16 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 9%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	14 9%	12 9%	** **	13 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 7%	** **
Browse the internet - such as shopping, emails or social media	13 8%	12 9%	** **	12 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 7%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	11 7%	10 8%	** **	11 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 5%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 44**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Blu-ray player to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	142	103	39	125	8	6	3	6	21	19	13	18	23	4	12	9	121	21
Effective Weighted Sample	127	94	36	113	8	6	3	6	21	18	12	17	22	4	12	8	109	20
Total	164	129	35	149	8	5	1	9	34	21	16	18	28	5	8	11	143	21
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	8 5%	7 6%	** **	7 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	** **
ANY OF THESE	78 47%	66 51%	** **	67 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	67 47%	** **
None of these	82 50%	59 46%	** **	78 52%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	72 50%	** **
Don't know	4 2%	4 3%	** **	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 3%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	39 2%	26 3% b	13 1%	5 2%	4 1%	10 3% g	12 3% g	1 1%	6 1%	15 3% l	9 2%	11 2% l	3 1%	23 3% n	16 1%	39 2% p	- -%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	28 1%	19 2% b	8 1%	4 1% h	6 2% h	6 2% h	12 3% gh	* *%	- -%	16 3% jl	4 1%	6 1%	2 *%	15 2%	13 1%	28 2% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	27 1%	17 2%	11 1%	7 2% gh	3 1%	8 2% g	7 2% g	- -%	2 1%	8 1%	7 1%	8 2%	4 1%	19 2% n	8 1%	27 2% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	16 1%	14 1% b	3 *% b	1 *% c	3 1% d	4 1% e	6 2% f	2 1% g	- -% h	7 1% i	3 1% j	5 1% k	1 *% l	12 1% m	4 *% n	16 1% o	- -% p
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	14 1% b	11 1% b	3 *% b	2 1% c	2 1% d	2 1% e	6 2% f	- -% g	2 1% h	10 2% i	1 *% j	3 1% k	1 *% l	4 1% m	10 1% n	14 1% o	- -% p
Browse the internet - such as shopping, emails or social media	13 1% c	10 1% d	3 *% e	3 1% f	2 1% g	2 1% h	5 1% i	- -% j	- -% k	4 1% l	3 *% m	3 1% n	3 1% o	7 1% p	6 *% q	13 1% r	- -% s
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	11 1% b	9 1% b	2 *% b	3 1% c	2 1% d	3 1% e	2 1% f	1 *% g	- -% h	4 1% i	* *% j	4 1% k	3 1% l	4 1% m	7 1% n	11 1% o	- -% p

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	8 *%	5 1%	3 *%	2 1%	- -%	3 1%	3 1%	- -%	- -%	5 1% l	1 *%	3 1%	- -%	5 1%	3 *%	8 *%	- -%
ANY OF THESE	78 4%	52 5% b	26 2%	15 5% gh	13 3%	13 3%	28 8% degh	3 1%	7 2%	33 6% jl	17 3%	18 4% l	10 2%	44 5% n	34 3%	78 5% p	- -%
None of these	82 4%	54 5% b	28 3%	11 4%	17 4% h	21 6% h	14 4%	12 4% h	7 2%	34 6% l	20 4%	14 3%	14 3%	35 4%	48 4%	82 5% p	- -%
Don't know	1947 92%	904 90%	1043 95% a	270 91%	361 93%	331 91%	322 89%	273 95% f	390 97% cdef	502 88%	532 94% i	410 93% i	503 95% i	721 90%	1227 94% m	1559 91%	387 100% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	39 2%	30 3% b	9 1%	34 2%	2 1%	2 2% g	* 1%	- -%	12 4% gjm	4 2% g	- -%	6 4% gjm	7 4% gjm	- -%	1 1%	5 2% g	36 2%	2 1%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	28 1%	27 2% b	* *%	23 1%	4 2%	1 1%	- -%	4 1%	7 2% jm	2 1%	- -%	2 1%	3 2%	- -%	2 3% fjm	3 1%	25 1%	3 1%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	27 1%	24 2% b	4 *%	26 2%	- -%	1 1%	- -%	5 2%	6 2%	2 1%	1 1%	3 2%	3 1%	- -%	1 1%	5 2%	22 1%	5 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	16 1%	16 1% b	- -%	16 1%	- -%	- -%	- -%	- -%	7 2% dgj	- -%	- -%	3 2%	4 2% dg	- -%	1 1%	1 1%	13 1%	3 1%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	14 1%	12 1% b	2 *%	13 1%	1 1%	- -%	- -%	2 1%	5 2%	- -%	2 1%	2 1%	- -%	- -%	1 1%	2 1%	9 1%	5 2% p
Browse the internet - such as shopping, emails or social media	13 1%	12 1% b	1 *%	12 1%	- -%	1 1%	- -%	- -%	5 2%	1 1%	- -%	3 2%	2 1%	- -%	1 1%	- -%	10 1%	3 1%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	11 1%	10 1% b	1 *%	11 1%	- -%	- -%	- -%	2 1%	3 1%	1 *%	- -%	1 1%	3 1%	- -%	* 1%	1 1%	7 *%	4 1% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14B (SHOWCARD) Which, if any, of these activities have you used your Blu-ray player for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	8 *%	7 1% b	1 *%	7 *%	- -%	1 1%	- -%	- -%	2 1%	- -%	- -%	1 1%	1 1%	- -%	1 1%	1 1%	6 *%	2 1%
ANY OF THESE	78 4%	66 6% b	12 1%	67 4% fm	5 3% m	4 4% fm	* 1%	7 3% m	19 6% fjm	9 5% fm	3 2% defgo	8 6% fm	12 6% fjm	- -%	4 4% fm	7 3% m	67 4%	10 4%
None of these	82 4%	59 5% b	23 2%	78 4% g	3 1%	1 1%	1 1%	3 1%	14 5% g	13 7% defgo	13 7% defgo	9 6% defgo	14 8% defgo	5 3%	4 4%	4 2%	72 4%	10 4%
Don't know	1947 92%	1052 89%	890 96% a	1617 92% l	175 96% hikl	98 95% ikl	57 98% chijkln	255 97% chikl	261 89%	159 88%	176 92%	130 88%	157 86%	175 97% chijkln	82 92%	221 95% hikl	1691 92%	257 93%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 46**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14C (SHOWCARD) Which, if any, of these activities have you used your Digital Media Player (Now TV/ Apple TV/ Roku/ Android TV/ Google TV/ Chromecast/ Amazon Fire) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku/ Chromecast/ Amazon Fire TV) to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	n	o	~p
Unweighted total	239	115	124	33	52	63	48	25	18	84	77	42	36	127	112	239	-
Effective Weighted Sample	211	103	109	29	46	56	44	22	16	79	69	37	32	112	99	211	-
Total	267	134	133	34	60	74	59	24	17	116	71	47	33	145	122	267	-
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	134	74	60	**	**	**	**	**	**	**	**	**	**	76	58	134	**
	50%	55%	45%	**	**	**	**	**	**	**	**	**	**	52%	47%	50%	**
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	132	66	66	**	**	**	**	**	**	**	**	**	**	67	65	132	**
	49%	49%	49%	**	**	**	**	**	**	**	**	**	**	46%	53%	49%	**
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	71	36	35	**	**	**	**	**	**	**	**	**	**	42	29	71	**
	26%	27%	26%	**	**	**	**	**	**	**	**	**	**	29%	24%	26%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 46**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14C (SHOWCARD) Which, if any, of these activities have you used your Digital Media Player (Now TV/ Apple TV/ Roku/ Android TV/ Google TV/ Chromecast/ Amazon Fire) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku/ Chromecast/ Amazon Fire TV) to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	n	o	~p
Unweighted total	239	115	124	33	52	63	48	25	18	84	77	42	36	127	112	239	-
Effective Weighted Sample	211	103	109	29	46	56	44	22	16	79	69	37	32	112	99	211	-
Total	267	134	133	34	60	74	59	24	17	116	71	47	33	145	122	267	-
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	69 26%	43 32% b	26 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	37 25%	32 26%	69 26%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	56 21%	33 24%	23 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	33 23%	23 19%	56 21%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	48 18%	31 23% b	17 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	27 19%	21 17%	48 18%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku/ Chromecast/ Amazon Fire TV) to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	n	o	~p
Unweighted total	239	115	124	33	52	63	48	25	18	84	77	42	36	127	112	239	-
Effective Weighted Sample	211	103	109	29	46	56	44	22	16	79	69	37	32	112	99	211	-
Total	267	134	133	34	60	74	59	24	17	116	71	47	33	145	122	267	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	46 17%	33 25% b	12 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 18%	19 16%	46 17%	** **
Browse the internet - such as shopping, emails or social media	41 15%	23 17%	18 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 18%	15 12%	41 15%	** **
ANY OF THESE	237 89%	121 90%	117 88%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	135 93% n	102 84%	237 89%	** **
None of these	23 8%	11 8%	11 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	17 14% m	23 8%	** **
Don't know	7 3%	2 1%	5 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 3%	3 2%	7 3%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku/ Chromecast/ Amazon Fire TV) to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	239	164	74	199	13	14	13	21	20	23	18	24	32	19	20	22	199	40
Effective Weighted Sample	211	146	65	181	13	14	13	20	20	22	17	22	30	18	20	21	178	35
Total	267	193	73	237	15	10	5	29	33	28	21	23	38	20	12	32	231	36
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	134 50%	104 54%	**	118 50%	**	**	**	**	**	**	**	**	**	**	**	**	114 49%	**
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	132 49%	92 48%	**	118 50%	**	**	**	**	**	**	**	**	**	**	**	**	120 52%	**
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	71 26%	56 29%	**	63 27%	**	**	**	**	**	**	**	**	**	**	**	**	63 27%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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**Q14C (SHOWCARD) Which, if any, of these activities have you used your Digital Media Player (Now TV/ Apple TV/ Roku/ Android TV/ Google TV/ Chromecast/ Amazon Fire) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku/ Chromecast/ Amazon Fire TV) to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	239	164	74	199	13	14	13	21	20	23	18	24	32	19	20	22	199	40
Effective Weighted Sample	211	146	65	181	13	14	13	20	20	22	17	22	30	18	20	21	178	35
Total	267	193	73	237	15	10	5	29	33	28	21	23	38	20	12	32	231	36
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	69 26%	54 28%	** **	63 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	57 25%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	56 21%	42 22%	** **	53 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	49 21%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	48 18%	37 19%	** **	45 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	45 19%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	46 17%	35 18%	** **	44 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	42 18%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku/ Chromecast/ Amazon Fire TV) to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	239	164	74	199	13	14	13	21	20	23	18	24	32	19	20	22	199	40
Effective Weighted Sample	211	146	65	181	13	14	13	20	20	22	17	22	30	18	20	21	178	35
Total	267	193	73	237	15	10	5	29	33	28	21	23	38	20	12	32	231	36
Browse the internet - such as shopping, emails or social media	41	28	**	36	**	**	**	**	**	**	**	**	**	**	**	**	32	**
	15%	14%	**	15%	**	**	**	**	**	**	**	**	**	**	**	**	14%	**
ANY OF THESE	237	173	**	209	**	**	**	**	**	**	**	**	**	**	**	**	206	**
	89%	90%	**	88%	**	**	**	**	**	**	**	**	**	**	**	**	89%	**
None of these	23	14	**	22	**	**	**	**	**	**	**	**	**	**	**	**	20	**
	8%	7%	**	9%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**
Don't know	7	5	**	6	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	3%	3%	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



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Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	134 6%	74 7%	60 5%	15 5% h	40 10% cgh	40 11% cgh	25 7% h	12 4% h	2 *% h	61 11% jkl	35 6% l	19 4%	18 3%	76 10% n	58 4%	134 8% p	- -%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	132 6%	66 7%	66 6%	18 6% h	32 8% h	26 7% h	31 9% h	17 6% h	7 2%	54 9% kl	41 7% l	22 5%	15 3%	67 8% n	65 5%	132 8% p	- -%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	71 3%	36 4%	35 3%	7 2% h	22 6% gh	19 5% h	15 4% h	6 2% h	2 1%	31 6% jl	17 3%	16 4% l	7 1%	42 5% n	29 2%	71 4% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	69 3%	43 4% b	26 2%	12 4% h	17 4% h	15 4% h	18 5% gh	5 2% h	1 *% n	32 6% jkl	14 2%	10 2%	13 2%	37 5% n	32 2%	69 4% p	- -%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	56 3%	33 3%	23 2%	10 3% gh	17 4% gh	13 3% gh	13 4% gh	1 *% n	2 1%	25 4% l	12 2%	10 2%	9 2%	33 4% n	23 2%	56 3% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	48 2%	31 3% b	17 2%	5 2% h	21 5% cfgh	10 3% h	8 2% h	3 1%	1 *% n	16 3%	16 3%	8 2%	8 1%	27 3% n	21 2%	48 3% p	- -%

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Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
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Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	46 2%	33 3% b	12 1%	4 1%	13 3% gh	16 4% cgh	10 3% gh	1 1%	1 *%	22 4% l	10 2%	8 2%	5 1%	26 3% n	19 1%	46 3% p	- -%
Browse the internet - such as shopping, emails or social media	41 2%	23 2%	18 2%	9 3% h	9 2% h	12 3% gh	7 2%	3 1%	2 *%	15 3%	7 1%	9 2%	10 2%	26 3% n	15 1%	41 2% p	- -%
ANY OF THESE	237 11%	121 12%	117 11%	32 11% h	55 14% gh	63 17% cgh	55 15% gh	20 7% h	12 3%	101 18% jkl	65 11% l	42 9% l	30 6%	135 17% n	102 8%	237 14% p	- -%
None of these	23 1%	11 1%	11 1%	* *% e	4 1%	6 2%	3 1%	5 2%	4 1%	12 2% j	3 *%	4 1%	4 1%	6 1%	17 1%	23 1% p	- -%
Don't know	1847 88%	878 87%	969 88%	265 89% e	330 85%	297 81%	305 84%	264 92% def	386 96% cdefg	456 80%	500 88% i	397 90% i	493 94% ijk	658 82%	1189 91% m	1459 85%	387 100% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	134 6%	104 9% b	29 3%	118 7%	7 4%	7 6%	3 4%	11 4%	12 4%	13 7%	14 7%	16 11% dfgh	16 9%	9 5%	5 6%	22 9% dh	114 6%	20 7%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	132 6%	92 8% b	39 4%	118 7%	8 4%	4 4%	2 3%	17 7%	18 6%	17 10% fj	5 3%	13 9% fj	9 5%	11 6%	8 9% fj	18 8% j	120 7%	11 4%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	71 3%	56 5% b	14 1%	63 4%	3 1%	2 2%	3 5%	10 4%	12 4%	2 1%	3 2%	9 6% dijm	11 6% dijm	2 1%	5 5%	9 4%	63 3%	8 3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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**Q14C (SHOWCARD) Which, if any, of these activities have you used your Digital Media Player (Now TV/ Apple TV/ Roku/ Android TV/ Google TV/ Chromecast/ Amazon Fire) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	69 3%	54 5% b	14 1%	63 4% d	1 1%	3 3%	1 3%	5 2%	6 2%	13 7% cdghj	2 1%	5 4%	7 4% d	8 4% d	6 6% dghj	11 5% dj	57 3%	11 4%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	56 3%	42 4% b	13 1%	53 3% d	- -%	2 2%	1 2%	8 3% d	6 2%	9 5% dj	1 1%	6 4% dj	7 4% d	8 4% dj	3 3% d	5 2%	49 3%	7 3%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	48 2%	37 3% b	10 1%	45 3% d	- -%	2 2%	1 1%	3 1%	5 2%	5 3% d	2 1%	8 6% cdfghj	8 4% d	4 2% d	3 4% d	6 3% d	45 2%	4 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 47**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14C (SHOWCARD) Which, if any, of these activities have you used your Digital Media Player (Now TV/ Apple TV/ Roku/ Android TV/ Google TV/ Chromecast/ Amazon Fire) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	46 2%	35 3% b	9 1%	44 2% d	- -%	1 1%	* 1%	1 1%	5 2%	3 2%	3 2%	9 6% cdefghijm	8 4% dfg	2 1%	2 2%	11 5% dfg	42 2%	4 1%
Browse the internet - such as shopping, emails or social media	41 2%	28 2%	12 1%	36 2%	1 *%	3 3%	* 1%	2 1%	6 2%	1 1%	1 1%	5 3%	7 4% d	8 4% dfgij	4 4% dfgij	3 1%	32 2%	9 3%
ANY OF THESE	237 11%	173 15% b	63 7%	209 12%	15 8%	9 9%	4 7%	26 10%	30 10%	25 14%	20 10%	22 15% f	29 16% df	16 9%	12 13%	29 12%	206 11%	31 11%
None of these	23 1%	14 1%	8 1%	22 1%	- -%	- -%	1 1%	3 1%	3 1%	2 1%	1 1%	1 1%	5 3% dn	4 2%	- -%	3 1%	20 1%	3 1%
Don't know	1847 88%	989 84%	854 92% a	1531 87%	168 92% kl	94 91% l	53 92% l	234 89%	261 89%	154 85%	171 89%	124 84%	149 82%	159 89%	78 87%	201 86%	1604 88%	243 88%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 48**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their games player to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	d	~e	~f	~g	~h	~i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	430	221	209	91	113	92	85	35	14	92	132	102	104	282	148	430	-
Effective Weighted Sample	385	199	187	80	103	83	78	32	12	86	120	92	92	252	134	385	-
Total	490	258	232	97	133	107	108	32	14	130	133	119	109	320	171	490	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	126 26%	77 30% b	49 21%	** **	36 27%	** **	** **	** **	** **	** **	36 27%	36 30%	28 26%	76 24%	50 29%	126 26%	** **
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	113 23%	61 24%	52 22%	** **	42 31%	** **	** **	** **	** **	** **	27 20%	34 28%	22 20%	72 22%	42 24%	113 23%	** **
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	89 18%	53 20%	36 16%	** **	28 21%	** **	** **	** **	** **	** **	18 14%	22 19%	25 23%	63 20%	26 15%	89 18%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 48**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their games player to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	d	~e	~f	~g	~h	~i	j	k	l	m	n	o	~p
Unweighted total	430	221	209	91	113	92	85	35	14	92	132	102	104	282	148	430	-
Effective Weighted Sample	385	199	187	80	103	83	78	32	12	86	120	92	92	252	134	385	-
Total	490	258	232	97	133	107	108	32	14	130	133	119	109	320	171	490	-
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	84 17%	49 19%	34 15%	** **	25 19%	** **	** **	** **	** **	** **	19 15%	25 21%	18 17%	52 16%	32 19%	84 17%	** **
Browse the internet - such as shopping, emails or social media	55 11%	37 14%	19 8%	** **	18 14%	** **	** **	** **	** **	** **	15 11%	13 11%	11 10%	38 12%	17 10%	55 11%	** **
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	53 11%	34 13%	19 8%	** **	12 9%	** **	** **	** **	** **	** **	14 10%	18 15%	9 8%	31 10%	22 13%	53 11%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	31 6%	20 8%	11 5%	** **	14 11%	** **	** **	** **	** **	** **	8 6%	9 7%	7 6%	21 7%	10 6%	31 6%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 48**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their games player to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	d	~e	~f	~g	~h	~i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	430	221	209	91	113	92	85	35	14	92	132	102	104	282	148	430	-
Effective Weighted Sample	385	199	187	80	103	83	78	32	12	86	120	92	92	252	134	385	-
Total	490	258	232	97	133	107	108	32	14	130	133	119	109	320	171	490	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23	19	5	**	10	**	**	**	**	**	7	3	9	12	11	23	**
	5%	7%	2%	**	7%	**	**	**	**	**	5%	2%	8%	4%	7%	5%	**
		b															
ANY OF THESE	232	134	98	**	75	**	**	**	**	**	67	57	55	150	82	232	**
	47%	52%	42%	**	56%	**	**	**	**	**	50%	48%	51%	47%	48%	47%	**
None of these	248	120	128	**	58	**	**	**	**	**	64	56	51	163	85	248	**
	51%	47%	55%	**	44%	**	**	**	**	**	48%	47%	47%	51%	50%	51%	**
Don't know	11	5	6	**	-	**	**	**	**	**	2	6	3	7	4	11	**
	2%	2%	3%	**	-%	**	**	**	**	**	2%	5%	3%	2%	2%	2%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 48**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their games player to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	430	288	140	345	42	25	18	30	48	33	48	34	38	43	34	37	368	62
Effective Weighted Sample	385	262	124	316	40	25	18	29	48	32	46	32	36	41	34	36	334	54
Total	490	350	138	417	48	19	7	42	78	40	59	32	42	51	20	51	438	52
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	126 26%	91 26%	34 25%	116 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	116 26%	** **
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	113 23%	84 24%	29 21%	98 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	103 24%	** **
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	89 18%	58 16%	30 22%	86 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	82 19%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	84 17%	57 16%	26 19%	79 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	76 17%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 48**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their games player to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	430	288	140	345	42	25	18	30	48	33	48	34	38	43	34	37	368	62
Effective Weighted Sample	385	262	124	316	40	25	18	29	48	32	46	32	36	41	34	36	334	54
Total	490	350	138	417	48	19	7	42	78	40	59	32	42	51	20	51	438	52
Browse the internet - such as shopping, emails or social media	55 11%	36 10%	17 12%	48 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	46 11%	** **
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	53 11%	39 11%	14 10%	48 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	48 11%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	31 6%	20 6%	11 8%	31 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	31 7%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 5%	14 4%	9 6%	23 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 5%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 48**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their games player to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	430	288	140	345	42	25	18	30	48	33	48	34	38	43	34	37	368	62
Effective Weighted Sample	385	262	124	316	40	25	18	29	48	32	46	32	36	41	34	36	334	54
Total	490	350	138	417	48	19	7	42	78	40	59	32	42	51	20	51	438	52
ANY OF THESE	232	164	65	202	**	**	**	**	**	**	**	**	**	**	**	**	209	**
	47%	47%	47%	49%	**	**	**	**	**	**	**	**	**	**	**	**	48%	**
None of these	248	179	69	205	**	**	**	**	**	**	**	**	**	**	**	**	220	**
	51%	51%	50%	49%	**	**	**	**	**	**	**	**	**	**	**	**	50%	**
Don't know	11	7	4	9	**	**	**	**	**	**	**	**	**	**	**	**	9	**
	2%	2%	3%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	126 6%	77 8% b	49 4%	37 12% efgh	36 9% gh	21 6% gh	26 7% gh	5 2% h	* *%	26 5%	36 6%	36 8% i	28 5%	76 9% n	50 4%	126 7% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	113 5%	61 6%	52 5%	29 10% gh	42 11% efgh	20 5% gh	22 6% gh	1 *%	1 *%	31 5%	27 5%	34 8% l	22 4%	72 9% n	42 3%	113 7% p	- -%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	89 4%	53 5% b	36 3%	26 9% efgh	28 7% gh	15 4% gh	20 6% gh	1 *%	- -%	24 4%	18 3%	22 5%	25 5%	63 8% n	26 2%	89 5% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	84 4%	49 5%	34 3%	24 8% gh	25 7% gh	15 4% gh	17 5% gh	1 *% gh	1 *% gh	22 4%	19 3%	25 6%	18 3%	52 6% n	32 2%	84 5% p	- -%
Browse the internet - such as shopping, emails or social media	55 3%	37 4% b	19 2%	17 6% fgh	18 5% fgh	12 3% gh	5 1%	1 *% gh	1 *% gh	16 3%	15 3%	13 3%	11 2%	38 5% n	17 1%	55 3% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	53 3%	34 3% b	19 2%	15 5% gh	12 3% gh	11 3% h	13 4% gh	2 1%	- -%	13 2%	14 2%	18 4% l	9 2%	31 4% n	22 2%	53 3% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	31 1%	20 2%	11 1%	8 3% gh	14 4% egh	4 1% h	5 1% gh	- -%	- -%	9 2%	8 1%	9 2%	7 1%	21 3% n	10 1%	31 2% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 1%	19 2% b	5 *% b	7 2% eh	10 3% egh	1 *% h	4 1% h	2 1%	- -%	5 1%	7 1%	3 1%	9 2%	12 1%	11 1%	23 1% p	- -%
ANY OF THESE	232 11% b	134 13% b	98 9% b	63 21% efgh	75 19% efgh	36 10% gh	47 13% gh	8 3% h	2 1%	53 9%	67 12%	57 13%	55 10%	150 19% n	82 6%	232 13% p	- -%
None of these	248 12%	120 12%	128 12%	31 10% h	58 15% gh	68 19% cgh	60 16% cgh	21 7% h	10 3%	77 14%	64 11%	56 13%	51 10%	163 20% n	85 6%	248 14% p	- -%
Don't know	1627 77%	757 75%	871 79% a	203 68%	256 66%	262 72%	257 71%	259 90% cdef	390 97% cdefg	439 77%	438 77%	329 74%	421 80%	486 61%	1141 87% m	1239 72%	387 100% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	126 6%	91 8% b	34 4%	116 7% f	6 3%	3 3%	1 1%	12 5%	24 8% df	8 4%	14 7% f	15 10% defl	7 4%	13 7% f	8 9% def	15 7% f	116 6%	10 4%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	113 5%	84 7% b	29 3%	98 6%	11 6%	3 3%	1 2%	6 2%	16 6%	8 4%	15 8% fg	12 8% efg	8 5%	17 9% efgo	6 7% fg	9 4%	103 6%	10 4%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	89 4%	58 5%	30 3%	86 5% ef	3 2%	1 1%	- -%	8 3% f	10 3% f	7 4% f	8 4% f	14 10% cdefghilo	6 4% f	18 10% cdefghijlo	6 7% def	9 4% f	82 4%	8 3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	84 4%	57 5% b	26 3%	79 4% d	2 1%	1 1%	1 1%	7 3%	8 3%	7 4%	13 7% def	10 7% def	6 3%	16 9% cdefghlo	5 6% def	7 3%	76 4%	7 3%
Browse the internet - such as shopping, emails or social media	55 3%	36 3%	17 2%	48 3%	6 3% e	- -%	1 2%	1 1%	3 1%	3 2%	8 4% eg	9 6% ceghio	8 4% eg	7 4% eg	4 5% egh	4 2%	46 3%	9 3%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	53 3%	39 3% b	14 2%	48 3% e	5 3%	- -%	* 1%	2 1%	10 3% e	1 1%	8 4% efgi	8 5% efgi	6 3% e	5 3% e	4 4% eg	4 2%	48 3%	5 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 49**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14D (SHOWCARD) Which, if any, of these activities have you used your Games player (Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	31 1%	20 2%	11 1%	31 2%	- -%	- -%	- -%	3 1%	2 1%	3 2%	5 3% df	8 5% cdefghlo	2 1%	4 2%	2 2%	3 1%	31 2%	1 *%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 1%	14 1%	9 1%	23 1%	- -%	- -%	* 1%	- -%	5 2%	1 1%	3 2%	7 5% cdefgilo	1 *%	4 2%	1 1%	- -%	22 1%	1 *%
ANY OF THESE	232 11%	164 14% b	65 7%	202 11% ef	22 12% f	6 6%	2 3%	19 7%	40 14% efg	17 9% f	24 13% ef	19 13% ef	19 10% f	29 16% efg	14 16% efg	21 9% f	209 11%	23 8%
None of these	248 12%	179 15% b	69 7%	205 12%	26 14% fn	13 13%	4 7%	23 9%	38 13%	22 12%	35 18% cfgkn	12 8%	21 11%	19 11%	6 7%	28 12%	220 12%	28 10%
Don't know	1627 77%	833 71%	792 86% a	1355 77% j	136 74%	85 82% j	52 90% cdhijklmno	222 84% cdhjm	216 73%	141 78%	133 69%	116 79%	143 78%	131 73%	69 77%	183 79% j	1401 77%	226 82%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 50**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	n	o	~p
Unweighted total	230	134	96	40	44	44	43	26	33	58	79	45	48	107	123	230	-
Effective Weighted Sample	204	118	86	35	39	40	38	23	31	52	71	42	42	96	109	204	-
Total	254	146	108	46	50	50	53	23	32	74	77	57	46	126	128	254	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	109 43%	67 46%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	50 40%	59 46%	109 43%	** **
Browse the internet - such as shopping, emails or social media	105 41%	65 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	58 46%	47 36%	105 41%	** **
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	92 36%	56 39%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	52 42%	40 31%	92 36%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	88 35%	53 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	48 38%	40 32%	88 35%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 50**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	n	o	~p
Unweighted total	230	134	96	40	44	44	43	26	33	58	79	45	48	107	123	230	-
Effective Weighted Sample	204	118	86	35	39	40	38	23	31	52	71	42	42	96	109	204	-
Total	254	146	108	46	50	50	53	23	32	74	77	57	46	126	128	254	-
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	45 18%	29 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 16%	25 19%	45 18%	** **
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	40 16%	25 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 15%	21 16%	40 16%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	22 9%	18 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 5%	15 12%	22 9%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 50**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	n	o	~p
Unweighted total	230	134	96	40	44	44	43	26	33	58	79	45	48	107	123	230	-
Effective Weighted Sample	204	118	86	35	39	40	38	23	31	52	71	42	42	96	109	204	-
Total	254	146	108	46	50	50	53	23	32	74	77	57	46	126	128	254	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	20 8%	16 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 9%	8 7%	20 8%	** **
ANY OF THESE	211 83%	123 84%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	114 90%	97 76%	211 83%	** **
None of these	41 16%	23 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 10%	29 22%	41 16%	** **
Don't know	2 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	2 2%	2 1%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 50**

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**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	230	127	102	194	16	12	8	20	34	24	26	24	16	10	21	19	197	33
Effective Weighted Sample	204	114	91	175	15	11	8	19	33	23	25	22	15	10	21	18	176	30
Total	254	155	98	224	17	10	3	29	54	27	28	22	15	10	13	27	226	28
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	109 43%	64 41%	45 46%	97 43%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	94 42%	** **
Browse the internet - such as shopping, emails or social media	105 41%	65 42%	40 40%	93 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	94 42%	** **
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	92 36%	55 35%	37 37%	87 39%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	85 38%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	88 35%	53 34%	34 35%	83 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	78 35%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	230	127	102	194	16	12	8	20	34	24	26	24	16	10	21	19	197	33
Effective Weighted Sample	204	114	91	175	15	11	8	19	33	23	25	22	15	10	21	18	176	30
Total	254	155	98	224	17	10	3	29	54	27	28	22	15	10	13	27	226	28
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	45 18%	28 18%	16 17%	42 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	41 18%	** **
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	40 16%	21 13%	18 18%	34 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	34 15%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	22 9%	11 7%	10 10%	19 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 8%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 50**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	230	127	102	194	16	12	8	20	34	24	26	24	16	10	21	19	197	33
Effective Weighted Sample	204	114	91	175	15	11	8	19	33	23	25	22	15	10	21	18	176	30
Total	254	155	98	224	17	10	3	29	54	27	28	22	15	10	13	27	226	28
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	20 8%	9 6%	11 11%	17 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	16 7%	** **
ANY OF THESE	211 83%	132 85%	79 80%	187 83%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	186 82%	** **
None of these	41 16%	21 14%	19 20%	36 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	39 17%	** **
Don't know	2 1%	2 1%	- -%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 51**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	109 5%	67 7% b	42 4%	25 8% gh	19 5%	16 4%	26 7% gh	9 3%	15 4%	32 6%	37 7% l	22 5%	18 3%	50 6%	59 4%	109 6% p	- -%
Browse the internet - such as shopping, emails or social media	105 5%	65 6% b	39 4%	22 7% gh	21 5%	23 6% gh	20 6% h	8 3%	11 3%	29 5%	33 6%	24 5%	19 4%	58 7% n	47 4%	105 6% p	- -%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	92 4%	56 6% b	36 3%	23 8% gh	18 5% h	15 4% h	24 7% gh	6 2%	6 1%	23 4%	33 6%	17 4%	19 4%	52 7% n	40 3%	92 5% p	- -%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	88 4%	53 5% b	36 3%	20 7% gh	19 5% gh	20 6% gh	17 5% gh	5 2%	7 2%	21 4%	28 5%	20 5%	19 4%	48 6% n	40 3%	88 5% p	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 51**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	45 2%	29 3%	16 1%	13 4%	12 3%	13 4%	2 1%	1 *%	3 1%	16 3%	18 3%	5 1%	6 1%	20 3%	25 2%	45 3%	- -%
		b		fgh	fgh	fgh					l					p	
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	40 2%	25 2%	15 1%	8 3%	7 2%	10 3%	9 2%	- -%	6 2%	17 3%	8 1%	7 2%	8 1%	19 2%	21 2%	40 2%	- -%
				g	g	g	g		g							p	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	22 1%	18 2%	4 *%	1 *%	8 2%	6 2%	2 1%	2 1%	2 *%	9 2%	5 1%	3 1%	4 1%	6 1%	15 1%	22 1%	- -%
		b			h											p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 51**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	20 1%	16 2%	4 *%	6 2%	5 1%	5 1%	4 1%	1 *%	1 *%	4 1%	6 1%	5 1%	5 1%	12 1%	8 1%	20 1%	- -%
		b		gh												p	
ANY OF THESE	211 10%	123 12%	88 8%	43 14%	41 10%	42 11%	45 12%	18 6%	24 6%	61 11%	68 12%	44 10%	39 7%	114 14%	97 7%	211 12%	- -%
		b		gh	h	gh	gh				l			n		p	
None of these	41 2%	23 2%	18 2%	1 *%	9 2%	8 2%	8 2%	5 2%	9 2%	13 2%	9 2%	11 2%	8 1%	12 2%	29 2%	41 2%	- -%
																p	
Don't know	1855 88%	864 86%	991 90%	253 85%	340 87%	315 86%	311 85%	265 92%	371 92%	495 87%	492 86%	388 88%	480 91%	673 84%	1182 90%	1467 85%	387 100%
			a					cef	cdef				ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 51**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	109 5%	64 5%	45 5%	97 6%	6 3%	4 4%	2 3%	10 4%	23 8% m	15 8% dm	7 3%	10 7%	7 4%	5 3%	6 7%	12 5%	94 5%	15 5%
Browse the internet - such as shopping, emails or social media	105 5%	65 6%	40 4%	93 5%	4 2%	6 5%	2 4%	16 6%	19 7% d	11 6%	5 3%	10 7% d	10 5%	5 3%	8 9% djm	9 4%	94 5%	10 4%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	92 4%	55 5%	37 4%	87 5% d	2 1%	2 2%	1 2%	18 7% defj	20 7% defj	8 4%	4 2%	10 6% df	7 4%	4 2%	7 8% defjm	9 4%	85 5%	7 3%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	88 4%	53 5%	34 4%	83 5% d	2 1%	2 2%	1 3%	17 7% dm	16 6% d	9 5% d	6 3%	8 6% d	7 4%	3 2%	6 7% dm	9 4%	78 4%	10 4%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 51**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	45 2%	28 2%	16 2%	42 2%	1 1%	1 1%	* 1%	2 1%	10 3% l	8 4% dfgl	4 2%	9 6% cdefglm	1 *%	2 1%	3 4% l	5 2%	41 2%	4 2%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	40 2%	21 2%	18 2%	34 2%	3 2%	1 1%	1 1%	1 1%	9 3%	3 1%	4 2%	4 3%	2 1%	1 1%	3 3%	7 3%	34 2%	5 2%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	22 1%	11 1%	10 1%	19 1%	1 *%	1 1%	1 1%	- -%	8 3% g	3 2%	1 *%	2 1%	1 *%	1 1%	2 2% g	3 1%	18 1%	4 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 51**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14E (SHOWCARD) Which, if any, of these activities have you used your Desktop/ Laptop computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	20 1%	9 1%	11 1%	17 1%	2 1%	1 1%	* 1%	2 1%	4 1%	3 2%	2 1%	3 2%	- -	1 1%	2 2%	- -	16 1%	4 2%
ANY OF THESE	211 10%	132 11%	79 9%	187 11% fm	12 6%	10 10%	3 5%	26 10% m	47 16% cdfjlmo	22 12% fm	17 9%	20 14% dfm	13 7%	7 4%	12 13% dfm	21 9%	186 10%	26 9%
None of these	41 2%	21 2%	19 2%	36 2%	5 3% f	- -	- -	3 1%	6 2%	5 3% ef	10 5% cefgkln	2 1%	1 1%	3 2%	1 1%	4 2%	39 2%	2 1%
Don't know	1855 88%	1023 87%	827 89%	1540 87% h	166 91% h	94 90% h	55 95% chijkn	235 89% h	241 82%	153 85%	165 86%	125 85%	168 92% hik	169 94% chijkn	77 86%	207 89% h	1606 88%	249 90%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 52**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their tablet computer to the TV and the home broadband service

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Significance Level: 95%																	
Unweighted total	167	82	85	25	38	41	34	17	12	45	56	26	40	86	81	167	-
Effective Weighted Sample	150	72	77	22	34	37	31	15	12	40	52	24	36	77	73	150	-
Total	182	89	93	27	42	47	40	14	12	55	60	30	36	97	85	182	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	94 52%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	94 52%	** **
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	80 44%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	80 44%	** **
Browse the internet - such as shopping, emails or social media	72 39%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	72 39%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	66 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	66 37%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 52**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their tablet computer to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	167	82	85	25	38	41	34	17	12	45	56	26	40	86	81	167	-
Effective Weighted Sample	150	72	77	22	34	37	31	15	12	40	52	24	36	77	73	150	-
Total	182	89	93	27	42	47	40	14	12	55	60	30	36	97	85	182	-
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25%	**
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	20%	**
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 52**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their tablet computer to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	167	82	85	25	38	41	34	17	12	45	56	26	40	86	81	167	-
Effective Weighted Sample	150	72	77	22	34	37	31	15	12	40	52	24	36	77	73	150	-
Total	182	89	93	27	42	47	40	14	12	55	60	30	36	97	85	182	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	18 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18 10%	**
ANY OF THESE	158 87%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	158 87%	**
None of these	23 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23 13%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 52**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their tablet computer to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	167	104	62	138	10	13	6	4	22	15	17	25	17	7	17	14	148	19
Effective Weighted Sample	150	95	56	126	10	12	6	4	22	14	16	23	17	7	17	13	133	17
Total	182	123	58	157	11	11	2	6	34	17	20	23	19	8	11	18	164	18
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	94 52%	65 53%	**	88 56%	**	**	**	**	**	**	**	**	**	**	**	**	84 51%	**
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	80 44%	59 48%	**	72 46%	**	**	**	**	**	**	**	**	**	**	**	**	69 42%	**
Browse the internet - such as shopping, emails or social media	72 39%	48 39%	**	62 39%	**	**	**	**	**	**	**	**	**	**	**	**	62 38%	**
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	66 37%	49 39%	**	59 38%	**	**	**	**	**	**	**	**	**	**	**	**	59 36%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 52**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their tablet computer to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	167	104	62	138	10	13	6	4	22	15	17	25	17	7	17	14	148	19
Effective Weighted Sample	150	95	56	126	10	12	6	4	22	14	16	23	17	7	17	13	133	17
Total	182	123	58	157	11	11	2	6	34	17	20	23	19	8	11	18	164	18
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	45	34	**	41	**	**	**	**	**	**	**	**	**	**	**	**	37	**
	25%	28%	**	26%	**	**	**	**	**	**	**	**	**	**	**	**	23%	**
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	36	21	**	33	**	**	**	**	**	**	**	**	**	**	**	**	32	**
	20%	17%	**	21%	**	**	**	**	**	**	**	**	**	**	**	**	19%	**
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	18	11	**	16	**	**	**	**	**	**	**	**	**	**	**	**	14	**
	10%	9%	**	10%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 52**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their tablet computer to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	167	104	62	138	10	13	6	4	22	15	17	25	17	7	17	14	148	19
Effective Weighted Sample	150	95	56	126	10	12	6	4	22	14	16	23	17	7	17	13	133	17
Total	182	123	58	157	11	11	2	6	34	17	20	23	19	8	11	18	164	18
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	18 10%	12 10%	** **	16 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 9%	** **
ANY OF THESE	158 87%	111 90%	** **	138 88%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	143 87%	** **
None of these	23 13%	12 10%	** **	19 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	21 13%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 53**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	94 4%	47 5%	47 4%	13 4% h	22 6% h	22 6% h	25 7% gh	8 3%	5 1%	26 5%	35 6% l	16 4%	18 3%	50 6% n	44 3%	94 5% p	- -%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	80 4%	44 4%	36 3%	15 5% gh	21 5% gh	23 6% gh	14 4% h	4 1%	2 1%	23 4%	29 5% l	14 3%	14 3%	39 5%	41 3%	80 5% p	- -%
Browse the internet - such as shopping, emails or social media	72 3%	41 4%	30 3%	14 5% gh	16 4%	18 5% gh	13 4%	4 1%	7 2%	19 3%	27 5%	12 3%	14 3%	34 4%	38 3%	72 4% p	- -%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	66 3%	38 4%	29 3%	18 6% gh	17 4% gh	14 4% gh	15 4% gh	1 *%	2 1%	20 3%	17 3%	14 3%	16 3%	34 4% n	32 2%	66 4% p	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 53**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	45 2%	22 2%	23 2%	6 2% gh	12 3% gh	18 5% fgh	7 2% gh	1 *% %	2 *% %	16 3%	14 3%	7 2%	8 1%	20 3%	25 2%	45 3% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	36 2%	22 2%	14 1%	9 3% gh	5 1% g	9 2% g	10 3% gh	- -%	3 1%	9 2%	8 1%	6 1%	12 2%	17 2%	19 1%	36 2% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	18 1%	10 1%	8 1%	3 1%	4 1% h	6 2% gh	6 2% gh	- -%	- -%	2 *%	4 1%	4 1%	8 2%	8 1%	10 1%	18 1% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 53**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	18 1%	14 1%	4 *%	3 1%	7 2%	7 2%	2 *%	- -%	- -%	3 1%	5 1%	6 1%	3 1%	7 1%	11 1%	18 1%	- -%
		b			gh	gh										p	
ANY OF THESE	158 8%	79 8%	79 7%	23 8%	37 9%	41 11%	35 10%	11 4%	11 3%	47 8%	56 10%	25 6%	31 6%	80 10%	78 6%	158 9%	- -%
				h	gh	gh	gh				kl			n		p	
None of these	23 1%	10 1%	13 1%	3 1%	5 1%	6 2%	4 1%	3 1%	1 *%	8 1%	4 1%	6 1%	6 1%	16 2%	7 1%	23 1%	- -%
						h								n		p	
Don't know	1925 91%	921 91%	1004 92%	270 91%	347 89%	319 87%	324 89%	274 95%	391 97%	514 90%	509 90%	412 93%	490 93%	702 88%	1223 94%	1538 89%	387 100%
								def	cdef				j		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 53**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	94 4%	65 6% b	29 3%	88 5% df	1 1%	4 4% d	1 1%	5 2%	23 8% dfgj	10 6% df	6 3%	12 8% dfg	8 4% d	7 4% d	7 7% dfg	11 5% d	84 5%	11 4%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	80 4%	59 5% b	20 2%	72 4%	4 2%	2 1%	1 2%	5 2%	15 5% o	8 4%	7 3%	12 8% cdefgo	10 6% o	7 4%	7 7% defgo	3 1%	69 4%	11 4%
Browse the internet - such as shopping, emails or social media	72 3%	48 4%	23 3%	62 4%	3 1%	5 5% jo	2 3%	5 2%	14 5% j	5 3%	2 1%	9 6% dgjo	13 7% cdgjo	6 3%	6 7% cdgjo	3 1%	62 3%	10 4%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	66 3%	49 4% b	17 2%	59 3%	3 2%	3 3%	1 2%	3 1%	9 3%	6 3%	4 2%	9 6% dgo	12 7% cdfgo	7 4%	6 7% cdfgjo	3 1%	59 3%	7 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	45 2%	34 3% b	10 1%	41 2% g	2 1%	1 1%	* 1%	- -%	8 3% g	3 2%	3 2%	9 6% cdefgijio	6 4% g	4 2%	4 4% fg	4 2%	37 2%	7 3%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	36 2%	21 2%	14 2%	33 2%	1 1%	2 1%	* 1%	- -%	10 3% gj	1 1%	- -%	4 3% gj	6 3% gj	5 3% gj	2 3% gj	4 2%	32 2%	4 1%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	18 1%	11 1%	6 1%	16 1%	- -%	2 1%	* 1%	- -%	6 2% go	- -%	1 1%	4 3% cdgio	1 *%	2 1%	2 2% g	- -%	14 1%	4 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 53**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14F (SHOWCARD) Which, if any, of these activities have you used your tablet computer for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	18 1%	12 1%	5 1%	16 1%	- -%	1 1%	* 1%	- -%	4 1%	- -%	- -%	5 4% cdgijo	1 1%	2 1%	3 3% cdgijo	- -%	14 1%	3 1%
ANY OF THESE	158 8%	111 9% b	46 5% fg	138 8% fg	9 5% fg	10 9% fg	2 3% fg	6 2% dfgm	33 11% dfgm	15 8% g	14 7% g	17 12% dfgm	19 11% dfgm	7 4% dfgm	10 11% dfgm	17 7% g	143 8%	16 6%
None of these	23 1%	12 1%	11 1%	19 1%	2 1%	1 1%	* 1%	- -%	2 1%	2 1%	6 3% cgl	6 4% cghlmo	- -%	1 1%	1 1%	2 1%	21 1%	2 1%
Don't know	1925 91%	1053 90%	868 94% a	1605 91% k	172 94% k	93 89%	56 96% cehijkln	258 98% cehijklno	260 88%	163 90%	172 90%	124 84%	163 89%	171 95% hkn	79 88%	214 92% k	1666 91%	259 94%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 54**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their smartphone to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	162	81	81	37	45	30	29	15	6	35	44	43	40	92	70	162	-
Effective Weighted Sample	144	72	71	32	40	27	27	14	6	32	40	38	35	82	61	144	-
Total	181	94	88	41	50	36	37	11	7	47	48	50	37	104	77	181	-
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	80 44%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	80 44%	** **
Browse the internet - such as shopping, emails or social media	79 44%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	79 44%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	70 39%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	70 39%	** **
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	51 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	51 28%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 54**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their smartphone to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	162	81	81	37	45	30	29	15	6	35	44	43	40	92	70	162	-
Effective Weighted Sample	144	72	71	32	40	27	27	14	6	32	40	38	35	82	61	144	-
Total	181	94	88	41	50	36	37	11	7	47	48	50	37	104	77	181	-
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15%	**
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 54**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their smartphone to the TV and the home broadband service

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	162	81	81	37	45	30	29	15	6	35	44	43	40	92	70	162	-
Effective Weighted Sample	144	72	71	32	40	27	27	14	6	32	40	38	35	82	61	144	-
Total	181	94	88	41	50	36	37	11	7	47	48	50	37	104	77	181	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10 5%	**
ANY OF THESE	150 82%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	150 82%	**
None of these	32 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32 18%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 54**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their smartphone to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	162	103	58	137	10	8	7	15	19	15	9	24	14	10	20	11	144	18
Effective Weighted Sample	144	93	50	124	10	7	7	15	19	15	9	22	14	10	20	11	129	16
Total	181	121	58	160	12	7	3	23	31	19	10	22	15	12	12	16	166	16
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	80 44%	50 41%	** **	71 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	72 44%	** **
Browse the internet - such as shopping, emails or social media	79 44%	52 43%	** **	70 44%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	69 42%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	70 39%	42 34%	** **	64 40%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	67 41%	** **
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	51 28%	29 24%	** **	49 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	48 29%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 54**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their smartphone to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	162	103	58	137	10	8	7	15	19	15	9	24	14	10	20	11	144	18
Effective Weighted Sample	144	93	50	124	10	7	7	15	19	15	9	22	14	10	20	11	129	16
Total	181	121	58	160	12	7	3	23	31	19	10	22	15	12	12	16	166	16
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	28	23	**	26	**	**	**	**	**	**	**	**	**	**	**	**	21	**
	15%	19%	**	16%	**	**	**	**	**	**	**	**	**	**	**	**	13%	**
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	24	12	**	23	**	**	**	**	**	**	**	**	**	**	**	**	23	**
	13%	10%	**	14%	**	**	**	**	**	**	**	**	**	**	**	**	14%	**
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	11	5	**	10	**	**	**	**	**	**	**	**	**	**	**	**	9	**
	6%	4%	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 54**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : Those who have connected their smartphone to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	162	103	58	137	10	8	7	15	19	15	9	24	14	10	20	11	144	18
Effective Weighted Sample	144	93	50	124	10	7	7	15	19	15	9	22	14	10	20	11	129	16
Total	181	121	58	160	12	7	3	23	31	19	10	22	15	12	12	16	166	16
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10 5%	4 3%	**	9 6%	**	**	**	**	**	**	**	**	**	**	**	**	8 5%	**
ANY OF THESE	150 82%	98 80%	**	134 84%	**	**	**	**	**	**	**	**	**	**	**	**	137 83%	**
None of these	32 18%	24 20%	**	26 16%	**	**	**	**	**	**	**	**	**	**	**	**	29 17%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 55**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	80 4%	40 4%	40 4%	24 8% fgh	21 5% gh	18 5% gh	13 4% gh	1 *% gh	3 1% gh	14 3% gh	24 4% gh	21 5% gh	20 4% gh	45 6% n	34 3% n	80 5% p	- -% p
Browse the internet - such as shopping, emails or social media	79 4%	43 4%	37 3%	15 5% gh	24 6% gh	20 6% gh	12 3% h	4 1% h	4 1% h	17 3% h	22 4% h	20 5% h	20 4% h	44 6% n	35 3% n	79 5% p	- -% p
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	70 3%	42 4%	28 3%	20 7% gh	20 5% gh	16 4% gh	11 3% gh	1 *% gh	3 1% gh	14 2% gh	21 4% gh	16 4% gh	20 4% gh	42 5% n	29 2% n	70 4% p	- -% p
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	51 2%	26 3%	25 2%	16 6% egh	12 3% h	7 2% h	9 3% h	4 1% h	2 1% h	8 1% h	14 2% h	16 4% h	13 3% h	31 4% n	20 2% n	51 3% p	- -% p

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 55**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	28 1%	18 2%	10 1%	5 2% h	11 3% gh	7 2% h	4 1% h	1 *% h	- -%	7 1%	6 1%	6 1%	8 1%	12 2%	16 1%	28 2% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	24 1%	16 2%	8 1%	6 2% gh	8 2% gh	5 1% gh	5 1% gh	- -%	- -%	2 *%	7 1%	6 1%	10 2% i	15 2% n	10 1%	24 1% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	11 1%	7 1%	4 *%	2 1%	5 1% h	2 *%	2 1%	- -%	- -%	- -%	5 1%	2 *%	4 1%	6 1%	5 *%	11 1%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 55**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10 *%	7 1%	2 *%	2 1%	3 1%	3 1%	2 *%	- -%	- -%	- -%	4 1%	2 *%	5 1%	4 1%	5 *%	10 1%	- -%
ANY OF THESE	150 7%	76 8%	74 7%	37 12% gh	42 11% gh	31 8% gh	27 7% gh	7 2%	6 1%	34 6%	45 8%	38 9%	32 6%	87 11% n	62 5%	150 9% p	- -%
None of these	32 2%	18 2%	14 1%	4 1%	7 2% h	5 1%	10 3% h	4 1%	2 *%	13 2% j	3 *%	12 3% jl	5 1%	17 2%	15 1%	32 2% p	- -%
Don't know	1926 91%	916 91%	1009 92%	256 86%	340 87%	330 90%	327 90%	277 96% cdef	396 98% cdef	522 92%	520 92%	392 89%	490 93% k	695 87%	1231 94% m	1538 89%	387 100% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 55**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	80 4%	50 4%	28 3%	71 4%	4 2%	3 3%	1 3%	12 5%	10 3%	6 3%	4 2%	9 6% j	8 5%	10 6%	7 8% cdfjo	5 2%	72 4%	7 3%
Browse the internet - such as shopping, emails or social media	79 4%	52 4%	27 3%	70 4% j	3 2%	4 4% j	2 3%	12 5% j	12 4% j	5 3%	1 1%	11 7% djo	11 6% djo	9 5% j	6 7% djo	3 1%	69 4%	11 4%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	70 3%	42 4%	27 3%	64 4%	1 1%	4 4%	1 2%	13 5% dio	10 3%	2 1%	3 1%	12 8% cdfijo	6 3%	10 6% dijo	6 7% cdfijo	3 1%	67 4% q	3 1%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	51 2%	29 2%	21 2%	49 3%	1 1%	1 1%	* 1%	6 2%	11 4%	3 2%	5 3%	7 5% defl	2 1%	5 3%	3 3%	5 2%	48 3%	3 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 55**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	28 1%	23 2% b	4 *%	26 1%	1 1%	1 1%	* 1%	1 *%	6 2%	2 1%	2 1%	5 4% g	1 1%	2 1%	3 4% cg	2 1%	21 1%	7 2%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	24 1%	12 1%	12 1%	23 1%	1 1%	- -%	* 1%	2 1%	6 2%	1 1%	- -%	4 3% jo	2 1%	5 3% ejo	2 3% jo	- -%	23 1%	2 1%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	11 1%	5 *%	6 1%	10 1%	- -%	1 1%	* 1%	1 *%	4 1%	- -%	- -%	2 1%	- -%	1 1%	2 2% c	- -%	9 *%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 55**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q14G (SHOWCARD) Which, if any, of these activities have you used your smartphone for in the last 12 months, when connected to a TV? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10 *%	4 *%	6 1%	9 1%	- -%	- -%	* 1%	- -%	4 1%	- -%	1 1%	2 1%	- -%	1 1%	1 1%	- -%	8 *%	2 1%
ANY OF THESE	150 7%	98 8% b	50 5%	134 8%	8 4%	5 5%	2 4%	19 7%	24 8%	12 7%	8 4%	20 14% cdefijmo	14 8%	12 6%	10 11% dfj	14 6%	137 7%	13 5%
None of these	32 2%	24 2% b	8 1%	26 1%	4 2%	1 1%	* 1%	3 1%	7 2%	6 4%	2 1%	2 1%	1 1%	1 1%	2 3%	2 1%	29 2%	3 1%
Don't know	1926 91%	1055 90%	867 94% a	1602 91% k	171 94% kn	97 94% kn	55 95% hkn	241 91%	263 89%	162 90%	182 95% kn	126 85%	167 92%	167 93% kn	77 86%	217 93% kn	1664 91%	262 94% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 56**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : Those with a connected Smart TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	AB i	C1 j	C2 ~k	DE ~l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	449	232	217	62	92	91	92	67	45	143	144	89	73	207	242	449	-
Effective Weighted Sample	403	209	194	55	82	84	84	61	41	133	130	80	66	186	217	403	-
Total	506	263	243	70	112	108	112	61	44	192	143	97	74	240	266	506	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	307 61%	158 60%	149 61%	** **	** **	** **	** **	** **	** **	123 64%	82 57%	** **	** **	135 56%	171 65%	307 61%	** **
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	157 31%	85 33%	72 29%	** **	** **	** **	** **	** **	** **	64 34%	40 28%	** **	** **	84 35%	73 28%	157 31%	** **
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	143 28%	84 32%	59 24%	** **	** **	** **	** **	** **	** **	58 30%	37 25%	** **	** **	66 27%	77 29%	143 28%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 56**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : Those with a connected Smart TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	AB i	C1 j	C2 ~k	DE ~l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	449	232	217	62	92	91	92	67	45	143	144	89	73	207	242	449	-
Effective Weighted Sample	403	209	194	55	82	84	84	61	41	133	130	80	66	186	217	403	-
Total	506	263	243	70	112	108	112	61	44	192	143	97	74	240	266	506	-
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	126 25%	70 27%	56 23%	** **	** **	** **	** **	** **	** **	46 24%	43 30%	** **	** **	63 26%	64 24%	126 25%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	119 24%	69 26%	50 21%	** **	** **	** **	** **	** **	** **	49 25%	31 22%	** **	** **	58 24%	61 23%	119 24%	** **
Browse the internet - such as shopping, emails or social media	94 19%	53 20%	41 17%	** **	** **	** **	** **	** **	** **	36 19%	28 19%	** **	** **	45 19%	49 18%	94 19%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	69 14%	38 14%	31 13%	** **	** **	** **	** **	** **	** **	34 18%	16 11%	** **	** **	43 18%	26 10%	69 14%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 56**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : Those with a connected Smart TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	449	232	217	62	92	91	92	67	45	143	144	89	73	207	242	449	-
Effective Weighted Sample	403	209	194	55	82	84	84	61	41	133	130	80	66	186	217	403	-
Total	506	263	243	70	112	108	112	61	44	192	143	97	74	240	266	506	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	41 8%	22 8%	18 8%	** **	** **	** **	** **	** **	** **	14 7%	11 8%	** **	** **	19 8%	22 8%	41 8%	** **
ANY OF THESE	419 83%	221 84%	198 81%	** **	** **	** **	** **	** **	** **	156 81%	119 83%	** **	** **	200 83%	219 82%	419 83%	** **
None of these	75 15%	39 15%	36 15%	** **	** **	** **	** **	** **	** **	28 15%	21 14%	** **	** **	35 14%	40 15%	75 15%	** **
Don't know	12 2%	3 1%	9 4%	** **	** **	** **	** **	** **	** **	8 4%	4 3%	** **	** **	6 3%	6 2%	12 2%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 56**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : Those with a connected Smart TV

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	449	291	158	368	40	25	16	43	53	41	41	46	45	37	30	32	374	75
Effective Weighted Sample	403	264	142	337	38	24	16	42	51	39	39	43	42	36	30	31	336	68
Total	506	349	157	439	42	19	6	64	83	49	48	44	51	41	18	41	434	72
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	307 61%	212 61%	95 60%	270 62%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	269 62%	** **
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	157 31%	120 34% b	38 24%	139 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	131 30%	** **
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	143 28%	110 31% b	33 21%	122 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	116 27%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 56**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : Those with a connected Smart TV

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	449	291	158	368	40	25	16	43	53	41	41	46	45	37	30	32	374	75
Effective Weighted Sample	403	264	142	337	38	24	16	42	51	39	39	43	42	36	30	31	336	68
Total	506	349	157	439	42	19	6	64	83	49	48	44	51	41	18	41	434	72
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	126 25%	88 25%	38 24%	113 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	115 27%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	119 24%	82 23%	37 24%	104 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	105 24%	** **
Browse the internet - such as shopping, emails or social media	94 19%	69 20%	25 16%	77 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	77 18%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	69 14%	55 16%	14 9%	63 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	57 13%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 56**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : Those with a connected Smart TV

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	449	291	158	368	40	25	16	43	53	41	41	46	45	37	30	32	374	75
Effective Weighted Sample	403	264	142	337	38	24	16	42	51	39	39	43	42	36	30	31	336	68
Total	506	349	157	439	42	19	6	64	83	49	48	44	51	41	18	41	434	72
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	41 8%	28 8%	12 8%	36 8%	**	**	**	**	**	**	**	**	**	**	**	**	37 9%	**
ANY OF THESE	419 83%	296 85%	122 78%	361 82%	**	**	**	**	**	**	**	**	**	**	**	**	360 83%	**
None of these	75 15%	46 13%	29 18%	67 15%	**	**	**	**	**	**	**	**	**	**	**	**	64 15%	**
Don't know	12 2%	7 2%	6 4%	11 2%	**	**	**	**	**	**	**	**	**	**	**	**	10 2%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 57**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	307 15%	158 16%	149 14%	47 16% h	59 15% h	62 17% h	70 19% gh	36 12%	33 8%	123 22% jkl	82 14% l	59 13% l	42 8%	135 17% n	171 13%	307 18% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	157 7%	85 8%	72 7%	26 9% gh	40 10% gh	40 11% gh	33 9% gh	8 3%	10 2%	64 11% jkl	40 7% l	31 7%	22 4%	84 11% n	73 6%	157 9% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	143 7%	84 8% b	59 5%	27 9% gh	27 7% h	36 10% gh	33 9% gh	13 5% h	7 2%	58 10% jl	37 6% l	34 8% l	13 3%	66 8%	77 6%	143 8% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 57**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	126 6%	70 7%	56 5%	25 8% h	35 9% fgh	27 7% h	17 5%	13 5%	10 2%	46 8% kl	43 8% l	20 4%	18 3%	63 8% n	64 5%	126 7% p	- -%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	119 6%	69 7% b	50 5%	26 9% gh	29 7% h	24 7% h	21 6% h	11 4%	9 2%	49 9% l	31 5%	24 5%	16 3%	58 7% n	61 5%	119 7% p	- -%
Browse the internet - such as shopping, emails or social media	94 4%	53 5%	41 4%	12 4%	21 5% h	17 5%	24 7% h	11 4%	9 2%	36 6% l	28 5%	16 4%	14 3%	45 6%	49 4%	94 5% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	69 3%	38 4%	31 3%	10 3% h	11 3% h	19 5% h	18 5% h	7 2%	3 1%	34 6% jkl	16 3%	13 3%	7 1%	43 5% n	26 2%	69 4% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 57**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	41 2%	22 2%	18 2%	9 3% h	8 2%	12 3% h	4 1%	3 1%	3 1%	14 3%	11 2%	9 2%	7 1%	19 2%	22 2%	41 2% p	- -%
ANY OF THESE	419 20%	221 22% b	198 18%	63 21% h	89 23% gh	90 25% gh	96 26% gh	44 15% h	37 9%	156 27% jkl	119 21% l	83 19% l	62 12%	200 25% n	219 17%	419 24% p	- -%
None of these	75 4%	39 4%	36 3%	5 2%	18 5% ch	16 4% h	14 4%	16 5% ch	6 2%	28 5% l	21 4%	13 3%	13 2%	35 4%	40 3%	75 4% p	- -%
Don't know	1613 77%	751 74%	863 79% a	229 77%	283 73%	259 71%	254 70%	229 79% ef	360 89% cdefg	385 68%	429 75% i	347 78% i	453 86% ijk	565 71%	1049 80% m	1225 71%	387 100% o
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 57**

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**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	307 15%	212 18% b	95 10%	270 15% efno	25 14%	8 7%	4 7%	37 14% f	59 20% efno	34 19% efno	27 14% f	25 17% efn	34 19% efno	25 14%	7 7%	23 10%	269 15%	38 14%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	157 7%	120 10% b	38 4%	139 8%	12 7%	4 3%	3 5%	16 6%	21 7%	12 7%	19 10% en	15 10% en	20 11% efn	16 9%	4 4%	18 8%	131 7%	26 10%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	143 7%	110 9% b	33 4%	122 7% o	15 8% io	4 4%	2 4%	17 6%	19 7%	6 3%	24 12% cefino	12 8% o	19 10% efino	16 9% io	4 4%	6 3%	116 6%	26 10% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 57**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	126 6%	88 7% b	38 4%	113 6% f	6 3%	7 6%	1 2%	14 5%	20 7% f	15 8% dfj	6 3%	11 7% f	19 10% dfjn	13 7% f	3 3%	13 6%	115 6%	11 4%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	119 6%	82 7% b	37 4%	104 6%	9 5%	5 4%	2 3%	18 7%	15 5%	8 5%	9 4%	10 7%	18 10% fn	13 7%	3 3%	11 5%	105 6%	14 5%
Browse the internet - such as shopping, emails or social media	94 4%	69 6% b	25 3%	77 4%	6 3%	8 7% gijn	3 5% n	6 2%	11 4%	4 2%	3 2%	6 4%	19 11% cdghijkno	16 9% cdghijn	1 1%	9 4%	77 4%	17 6%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	69 3%	55 5% b	14 1%	63 4%	5 3%	1 1%	1 2%	8 3%	8 3%	6 3%	10 5% e	8 6% eno	10 5% eo	8 4% e	1 1%	3 1%	57 3%	12 4%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 57**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	41 2%	28 2%	12 1%	36 2%	2 1%	2 2%	1 1%	- -%	10 3%	1 *%	1 1%	4 3%	8 4%	5 3%	3 3%	4 2%	37 2%	4 1%
ANY OF THESE	419 20%	296 25%	122 13%	361 21%	37 20%	14 14%	6 10%	53 20%	70 24%	38 21%	38 20%	36 24%	43 24%	34 19%	11 13%	38 16%	360 20%	59 21%
None of these	75 4%	46 4%	29 3%	67 4%	4 2%	3 3%	* 1%	9 3%	12 4%	8 5%	8 4%	8 6%	6 3%	7 4%	6 7%	3 1%	64 3%	11 4%
Don't know	1613 77%	834 71%	774 84%	1334 76%	141 77%	86 83%	52 89%	202 76%	213 72%	134 74%	146 76%	103 70%	133 73%	139 77%	72 80%	192 83%	1406 77%	208 75%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 58**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
TV service	703	333	370	94	159	134	161	81	74	236	195	156	116	348	355	703	**
	57%	55%	59%	51%	64% ch	55%	62% ch	54%	51%	58%	55%	61%	54%	60%	54%	57%	**
Smart TV	307	158	149	47	59	62	70	36	33	123	82	59	42	135	171	307	**
	25%	26%	24%	26%	24%	26%	27%	24%	22%	30% jl	23%	23%	20%	23%	26%	25%	**
Digital Media player	132	66	66	18	32	26	31	17	7	54	41	22	15	67	65	132	**
	11%	11%	10%	10%	13% h	11%	12% h	11% h	5%	13% l	11%	9%	7%	12%	10%	11%	**
Games player	126	77	49	37	36	21	26	5	*	26	36	36	28	76	50	126	**
	10%	13% b	8%	20% efgh	15% gh	9% gh	10% gh	3%	*%	6%	10%	14% i	13% i	13% n	8%	10%	**
Desktop/ laptop	109	67	42	25	19	16	26	9	15	32	37	22	18	50	59	109	**
	9%	11% b	7%	14% eg	8%	7%	10%	6%	10%	8%	11%	9%	8%	9%	9%	9%	**
Tablet	94	47	47	13	22	22	25	8	5	26	35	16	18	50	44	94	**
	8%	8%	8%	7%	9% h	9% h	10% h	6%	3%	7%	10%	6%	8%	9%	7%	8%	**
Smartphone	51	26	25	16	12	7	9	4	2	8	14	16	13	31	20	51	**
	4%	4%	4%	9% efgh	5%	3%	4%	3%	2%	2%	4%	6% i	6% i	5%	3%	4%	**
Blu-ray player	39	26	13	5	4	10	12	1	6	15	9	11	3	23	16	39	**
	3%	4% b	2%	3%	2%	4%	5%	1%	4%	4%	3%	4%	2%	4%	2%	3%	**
ANY OF THESE DEVICES	908	441	467	126	197	181	206	105	93	315	263	184	145	439	469	908	**
	74%	73%	74%	68%	80% cgh	74% h	80% cgh	70%	64%	78% l	74%	72%	67%	76%	72%	74%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 58**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO:** Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	322	160	162	58	51	63	52	45	52	88	91	72	71	137	184	322	**
	26%	27%	26%	32% df	20%	26%	20%	30% df	36% def	22%	26%	28%	33% i	24%	28%	26%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 58**

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**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO:** Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT-LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
TV service	703	477	224	585	**	**	**	**	109	**	70	59	65	**	**	**	635	68
	57%	59%	53%	57%	**	**	**	**	60%	**	57%	65%	58%	**	**	**	59%	45%
																	q	
Smart TV	307	212	95	270	**	**	**	**	59	**	27	25	34	**	**	**	269	38
	25%	26%	23%	26%	**	**	**	**	32%	**	22%	28%	30%	**	**	**	25%	25%
Digital Media player	132	92	39	118	**	**	**	**	18	**	5	13	9	**	**	**	120	11
	11%	11%	9%	11%	**	**	**	**	10%	**	4%	15%	8%	**	**	**	11%	7%
				j								j						
Games player	126	91	34	116	**	**	**	**	24	**	14	15	7	**	**	**	116	10
	10%	11%	8%	11%	**	**	**	**	13%	**	11%	17%	6%	**	**	**	11%	7%
												l						
Desktop/ laptop	109	64	45	97	**	**	**	**	23	**	7	10	7	**	**	**	94	15
	9%	8%	11%	9%	**	**	**	**	13%	**	5%	11%	7%	**	**	**	9%	10%
Tablet	94	65	29	88	**	**	**	**	23	**	6	12	8	**	**	**	84	11
	8%	8%	7%	9%	**	**	**	**	13%	**	5%	13%	7%	**	**	**	8%	7%
									j			j						
Smartphone	51	29	21	49	**	**	**	**	11	**	5	7	2	**	**	**	48	3
	4%	4%	5%	5%	**	**	**	**	6%	**	4%	8%	2%	**	**	**	4%	2%
												l						
Blu-ray player	39	30	9	34	**	**	**	**	12	**	-	6	7	**	**	**	36	2
	3%	4%	2%	3%	**	**	**	**	6%	**	-%	6%	6%	**	**	**	3%	2%
									j			j	j					
ANY OF THESE DEVICES	908	622	283	763	**	**	**	**	151	**	84	75	83	**	**	**	802	106
	74%	77%	67%	74%	**	**	**	**	82%	**	68%	83%	73%	**	**	**	74%	70%
		b							j			j						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 58**

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**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO:** Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	322	184	138	263	**	**	**	**	32	**	39	15	30	**	**	**	277	45
	26%	23%	33% a	26%	**	**	**	**	18%	**	32% hk	17%	27%	**	**	**	26%	30%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 59**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand**

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
TV service	397	194	202	53	102	87	90	45	20	132	119	89	57	212	184	397	**
	32%	32%	32%	29%	41%	36%	35%	30%	14%	33%	34%	35%	26%	37%	28%	32%	**
				h	cgh	h	h	h						n			
Smart TV	143	84	59	27	27	36	33	13	7	58	37	34	13	66	77	143	**
	12%	14%	9%	15%	11%	15%	13%	9%	5%	14%	10%	13%	6%	11%	12%	12%	**
		b		h		h	h			l		l					
Digital Media player	71	36	35	7	22	19	15	6	2	31	17	16	7	42	29	71	**
	6%	6%	6%	4%	9%	8%	6%	4%	1%	8%	5%	6%	3%	7%	4%	6%	**
					h	h	h			l							
Games player	53	34	19	15	12	11	13	2	-	13	14	18	9	31	22	53	**
	4%	6%	3%	8%	5%	4%	5%	2%	-%	3%	4%	7%	4%	5%	3%	4%	**
		b		gh	h	h	h					i					
Desktop/ laptop	40	25	15	8	7	10	9	-	6	17	8	7	8	19	21	40	**
	3%	4%	2%	4%	3%	4%	3%	-%	4%	4%	2%	3%	4%	3%	3%	3%	**
				g	g	g	g		g								
Tablet	36	22	14	9	5	9	10	-	3	9	8	6	12	17	19	36	**
	3%	4%	2%	5%	2%	4%	4%	-%	2%	2%	2%	2%	6%	3%	3%	3%	**
				g		g	g						j				
Blu-ray player	28	19	8	4	6	6	12	*	-	16	4	6	2	15	13	28	**
	2%	3%	1%	2%	2%	2%	5%	*%	-%	4%	1%	2%	1%	3%	2%	2%	**
		b					gh			j							
Smartphone	24	16	8	6	8	5	5	-	-	2	7	6	10	15	10	24	**
	2%	3%	1%	3%	3%	2%	2%	-%	-%	*%	2%	2%	5%	3%	2%	2%	**
				gh	gh								i				
ANY OF THESE DEVICES	515	259	255	76	121	117	123	50	27	185	146	114	70	273	241	515	**
	42%	43%	41%	41%	49%	48%	48%	34%	18%	46%	41%	45%	32%	47%	37%	42%	**
				h	gh	gh	gh	h		l	l	l		n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 59**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	715	341	374	108	127	127	135	100	119	218	209	142	147	303	412	715	**
	58%	57%	59%	59%	51%	52%	52%	66% def	82% cdefg	54%	59%	55%	68% ijk	53%	63% m	58%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 59**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
TV service	397	293	103	326	**	**	**	**	47	**	40	30	49	**	**	**	352	44
	32%	36% b	25%	32%	**	**	**	**	26%	**	33%	33%	44% ch	**	**	**	33%	29%
Smart TV	143	110	33	122	**	**	**	**	19	**	24	12	19	**	**	**	116	26
	12%	14% b	8%	12%	**	**	**	**	10%	**	19% c	13%	17%	**	**	**	11%	18% p
Digital Media player	71	56	14	63	**	**	**	**	12	**	3	9	11	**	**	**	63	8
	6%	7% b	3%	6%	**	**	**	**	7%	**	2%	10% j	9% j	**	**	**	6%	5%
Games player	53	39	14	48	**	**	**	**	10	**	8	8	6	**	**	**	48	5
	4%	5%	3%	5%	**	**	**	**	6%	**	7%	8%	5%	**	**	**	4%	4%
Desktop/ laptop	40	21	18	34	**	**	**	**	9	**	4	4	2	**	**	**	34	5
	3%	3%	4%	3%	**	**	**	**	5%	**	3%	5%	2%	**	**	**	3%	4%
Tablet	36	21	14	33	**	**	**	**	10	**	-	4	6	**	**	**	32	4
	3%	3%	3%	3%	**	**	**	**	5% j	**	-%	5% j	6% j	**	**	**	3%	3%
Blu-ray player	28	27	*	23	**	**	**	**	7	**	-	2	3	**	**	**	25	3
	2%	3% b	*%	2%	**	**	**	**	4% j	**	-%	2%	3%	**	**	**	2%	2%
Smartphone	24	12	12	23	**	**	**	**	6	**	-	4	2	**	**	**	23	2
	2%	2%	3%	2%	**	**	**	**	3%	**	-%	5% j	2%	**	**	**	2%	1%
ANY OF THESE DEVICES	515	382	132	433	**	**	**	**	77	**	51	41	59	**	**	**	452	62
	42%	47% b	31%	42%	**	**	**	**	42%	**	41%	46%	53%	**	**	**	42%	41%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 59**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	715	424	289	592	**	**	**	**	106	**	73	49	54	**	**	**	627	88
	58%	53%	69%	58%	**	**	**	**	58%	**	59%	54%	47%	**	**	**	58%	59%
			a															

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 60**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
TV service	163	83	80	17	38	47	41	13	7	51	56	33	22	99	64	163	**
	13%	14%	13%	9%	15% h	19% cgh	16% h	9%	5%	13%	16%	13%	10%	17% n	10%	13%	**
Smart TV	69	38	31	10	11	19	18	7	3	34	16	13	7	43	26	69	**
	6%	6%	5%	6%	5%	8% h	7% h	5%	2%	8% jl	4%	5%	3%	7% n	4%	6%	**
Digital Media player	46	33	12	4	13	16	10	1	1	22	10	8	5	26	19	46	**
	4%	6% b	2%	2%	5% gh	7% gh	4%	1%	1%	5%	3%	3%	2%	5%	3%	4%	**
Games player	23	19	5	7	10	1	4	2	-	5	7	3	9	12	11	23	**
	2%	3% b	1%	4% eh	4% eh	*% *	2%	1%	-%	1%	2%	1%	4%	2%	2%	2%	**
Desktop/ laptop	20	16	4	6	5	5	4	1	1	4	6	5	5	12	8	20	**
	2%	3% b	1%	3%	2%	2%	1%	*% *	1%	1%	2%	2%	2%	2%	1%	2%	**
Tablet	18	10	8	3	4	6	6	-	-	2	4	4	8	8	10	18	**
	1%	2%	1%	1%	2%	2%	2%	-%	-%	1%	1%	1%	4% ij	1%	2%	1%	**
Blu-ray player	14	11	3	2	2	2	6	-	2	10	1	3	1	4	10	14	**
	1%	2% b	*% *	1%	1%	1%	2%	-%	2%	3% j	*% *	1%	*% *	1%	2%	1%	**
Smartphone	10	7	2	2	3	3	2	-	-	-	4	2	5	4	5	10	**
	1%	1%	*% *	1%	1%	1%	1%	-%	-%	-%	1%	1%	2% i	1%	1%	1%	**
ANY OF THESE DEVICES	248	133	115	30	56	69	62	18	13	92	73	50	33	145	103	248	**
	20%	22%	18%	16%	23% gh	28% cgh	24% gh	12%	9%	23% l	21%	19%	15%	25% n	16%	20%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 60**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	981	467	514	154	191	175	196	132	132	311	281	206	183	431	550	981	**
	80%	78%	82%	84%	77%	72%	76%	88%	91%	77%	79%	81%	85%	75%	84%	80%	**
				e				def	def				i		m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 60**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
TV service	163	116	46	138	**	**	**	**	20	**	21	19	23	**	**	**	151	12
	13%	14%	11%	13%	**	**	**	**	11%	**	17%	21% ch	20%	**	**	**	14% q	8%
Smart TV	69	55	14	63	**	**	**	**	8	**	10	8	10	**	**	**	57	12
	6%	7% b	3%	6%	**	**	**	**	5%	**	8%	9%	9%	**	**	**	5%	8%
Digital Media player	46	35	9	44	**	**	**	**	5	**	3	9	8	**	**	**	42	4
	4%	4%	2%	4%	**	**	**	**	3%	**	3%	10% chj	7%	**	**	**	4%	2%
Games player	23	14	9	23	**	**	**	**	5	**	3	7	1	**	**	**	22	1
	2%	2%	2%	2%	**	**	**	**	3%	**	3%	8% cl	1%	**	**	**	2%	1%
Desktop/ laptop	20	9	11	17	**	**	**	**	4	**	2	3	-	**	**	**	16	4
	2%	1%	3%	2%	**	**	**	**	2%	**	2%	3%	-%	**	**	**	1%	3%
Tablet	18	11	6	16	**	**	**	**	6	**	1	4	1	**	**	**	14	4
	1%	1%	2%	2%	**	**	**	**	3%	**	1%	5% c	1%	**	**	**	1%	3%
Blu-ray player	14	12	2	13	**	**	**	**	5	**	2	2	-	**	**	**	9	5
	1%	1%	1%	1%	**	**	**	**	3%	**	2%	2%	-%	**	**	**	1%	3% p
Smartphone	10	4	6	9	**	**	**	**	4	**	1	2	-	**	**	**	8	2
	1%	*%	1%	1%	**	**	**	**	2%	**	1%	2%	-%	**	**	**	1%	1%
ANY OF THESE DEVICES	248	181	67	218	**	**	**	**	33	**	31	30	34	**	**	**	224	25
	20%	22% b	16%	21%	**	**	**	**	18%	**	25%	34% ch	30% h	**	**	**	21%	16%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 60**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	981	625	353	807	**	**	**	**	150	**	93	59	79	**	**	**	855	126
	80%	78%	84%	79%	**	**	**	**	82%	**	75%	66%	70%	**	**	**	79%	84%
			a	k					kl									

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 61**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV**

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
TV service	325	145	180	58	83	69	80	23	12	120	86	75	45	182	142	325	**
	26%	24%	29%	32%	34%	28%	31%	15%	8%	30%	24%	29%	21%	32%	22%	26%	**
				gh	gh	gh	gh			l				n			
Smart TV	157	85	72	26	40	40	33	8	10	64	40	31	22	84	73	157	**
	13%	14%	11%	14%	16%	16%	13%	6%	7%	16%	11%	12%	10%	15%	11%	13%	**
				gh	gh	gh	g										
Digital Media player	134	74	60	15	40	40	25	12	2	61	35	19	18	76	58	134	**
	11%	12%	10%	8%	16%	16%	10%	8%	1%	15%	10%	7%	8%	13%	9%	11%	**
				h	cgh	cgh	h	h		jkl				n			
Games player	113	61	52	29	42	20	22	1	1	31	27	34	22	72	42	113	**
	9%	10%	8%	16%	17%	8%	8%	1%	1%	8%	8%	13%	10%	12%	6%	9%	**
				efgh	efgh	gh	gh					ij		n			
Desktop/ laptop	45	29	16	13	12	13	2	1	3	16	18	5	6	20	25	45	**
	4%	5%	3%	7%	5%	5%	1%	1%	2%	4%	5%	2%	3%	4%	4%	4%	**
				fgh	fg	fg											
Tablet	45	22	23	6	12	18	7	1	2	16	14	7	8	20	25	45	**
	4%	4%	4%	3%	5%	7%	3%	1%	1%	4%	4%	3%	4%	3%	4%	4%	**
					g	fgh											
Smartphone	28	18	10	5	11	7	4	1	-	7	6	6	8	12	16	28	**
	2%	3%	2%	3%	4%	3%	2%	1%	-%	2%	2%	2%	4%	2%	2%	2%	**
					gh	h											
Blu-ray player	27	17	11	7	3	8	7	-	2	8	7	8	4	19	8	27	**
	2%	3%	2%	4%	1%	3%	3%	-%	2%	2%	2%	3%	2%	3%	1%	2%	**
				g		g	g							n			
ANY OF THESE DEVICES	488	235	252	90	124	116	109	29	19	177	135	103	72	272	215	488	**
	40%	39%	40%	49%	50%	48%	42%	19%	13%	44%	38%	40%	33%	47%	33%	40%	**
				gh	gh	gh	gh			l				n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 61**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV**

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	742	365	377	94	123	128	149	121	126	227	219	152	144	304	437	742	**
	60%	61%	60%	51%	50%	52%	58%	81%	87%	56%	62%	60%	67%	53%	67%	60%	**
								cdef	cdef				i		m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 61**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV**

Base : Those with a connected TV through any device

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
TV service	325	240	83	269	**	**	**	**	31	**	39	30	37	**	**	**	293	32
	26%	30% b	20%	26% h	**	**	**	**	17%	**	32% h	34% h	32% h	**	**	**	27%	21%
Smart TV	157	120	38	139	**	**	**	**	21	**	19	15	20	**	**	**	131	26
	13%	15% b	9%	14%	**	**	**	**	11%	**	15%	17%	17%	**	**	**	12%	18%
Digital Media player	134	104	29	118	**	**	**	**	12	**	14	16	16	**	**	**	114	20
	11%	13% b	7%	11%	**	**	**	**	6%	**	11%	18% h	14%	**	**	**	11%	14%
Games player	113	84	29	98	**	**	**	**	16	**	15	12	8	**	**	**	103	10
	9%	10%	7%	10%	**	**	**	**	9%	**	12%	14%	7%	**	**	**	10%	7%
Desktop/ laptop	45	28	16	42	**	**	**	**	10	**	4	9	1	**	**	**	41	4
	4%	3%	4%	4%	**	**	**	**	5%	**	3%	10% cjl	1%	**	**	**	4%	3%
Tablet	45	34	10	41	**	**	**	**	8	**	3	9	6	**	**	**	37	7
	4%	4%	2%	4%	**	**	**	**	4%	**	3%	10% cj	6%	**	**	**	3%	5%
Smartphone	28	23	4	26	**	**	**	**	6	**	2	5	1	**	**	**	21	7
	2%	3% b	1%	2%	**	**	**	**	3%	**	2%	6%	1%	**	**	**	2%	4%
Blu-ray player	27	24	4	26	**	**	**	**	6	**	1	3	3	**	**	**	22	5
	2%	3% b	1%	3%	**	**	**	**	3%	**	1%	4%	2%	**	**	**	2%	4%
ANY OF THESE DEVICES	488	363	123	410	**	**	**	**	56	**	57	47	51	**	**	**	429	59
	40%	45% b	29%	40%	**	**	**	**	31%	**	46% h	53% ch	45% h	**	**	**	40%	39%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 61**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	742	443	298	616	**	**	**	**	127	**	67	42	62	**	**	**	650	92
	60%	55%	71%	60%	**	**	**	**	69%	**	54%	47%	55%	**	**	**	60%	61%
			a	k					jkl									

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 62**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
TV service	98	43	55	13	28	29	16	8	4	36	30	20	12	61	38	98	**
	8%	7%	9%	7%	11%	12%	6%	6%	3%	9%	9%	8%	6%	11%	6%	8%	**
					h	fgh								n			
Digital Media player	48	31	17	5	21	10	8	3	1	16	16	8	8	27	21	48	**
	4%	5%	3%	3%	9%	4%	3%	2%	1%	4%	5%	3%	4%	5%	3%	4%	**
		b			cfgh	h											
Smart TV	41	22	18	9	8	12	4	3	3	14	11	9	7	19	22	41	**
	3%	4%	3%	5%	3%	5%	2%	2%	2%	4%	3%	3%	3%	3%	3%	3%	**
Games player	31	20	11	8	14	4	5	-	-	9	8	9	7	21	10	31	**
	3%	3%	2%	5%	6%	2%	2%	-%	-%	2%	2%	3%	3%	4%	2%	3%	**
				gh	efgh									n			
Desktop/ laptop	22	18	4	1	8	6	2	2	2	9	5	3	4	6	15	22	**
	2%	3%	1%	1%	3%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	**
		b															
Tablet	18	14	4	3	7	7	2	-	-	3	5	6	3	7	11	18	**
	1%	2%	1%	1%	3%	3%	1%	-%	-%	1%	1%	2%	2%	1%	2%	1%	**
		b			gh	gh											
Smartphone	11	7	4	2	5	2	2	-	-	-	5	2	4	6	5	11	**
	1%	1%	1%	1%	2%	1%	1%	-%	-%	-%	1%	1%	2%	1%	1%	1%	**
													i				
Blu-ray player	8	5	3	2	-	3	3	-	-	5	1	3	-	5	3	8	**
	1%	1%	1%	1%	-%	1%	1%	-%	-%	1%	1%	1%	-%	1%	1%	1%	**
ANY OF THESE DEVICES	176	84	92	25	52	46	31	15	8	63	52	36	24	106	70	176	**
	14%	14%	15%	13%	21%	19%	12%	10%	6%	16%	15%	14%	11%	18%	11%	14%	**
				h	fgh	gh								n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 62**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play**

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	1053	516	537	159	195	198	227	136	137	340	302	219	192	471	583	1053	**
	86%	86%	85%	87%	79%	81%	88% d	90% de	94% cde	84%	85%	86%	89%	82%	89% m	86%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 62**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
TV service	98 8%	74 9%	23 5%	90 9%	** **	** **	** **	** **	13 7%	** **	1 1%	14 16%	18 16%	** **	** **	** **	91 8%	8 5%
Digital Media player	48 4%	37 5%	10 2%	45 4%	** **	** **	** **	** **	5 3%	** **	2 2%	8 9%	8 7%	** **	** **	** **	45 4%	4 2%
Smart TV	41 3%	28 4%	12 3%	36 4%	** **	** **	** **	** **	10 5%	** **	1 1%	4 4%	8 7%	** **	** **	** **	37 3%	4 2%
Games player	31 3%	20 3%	11 3%	31 3%	** **	** **	** **	** **	2 1%	** **	5 4%	8 9%	2 2%	** **	** **	** **	31 3%	1 1%
Desktop/ laptop	22 2%	11 1%	10 2%	19 2%	** **	** **	** **	** **	8 4%	** **	1 1%	2 2%	1 1%	** **	** **	** **	18 2%	4 3%
Tablet	18 1%	12 1%	5 1%	16 2%	** **	** **	** **	** **	4 2%	** **	- -%	5 6%	1 1%	** **	** **	** **	14 1%	3 2%
Smartphone	11 1%	5 1%	6 1%	10 1%	** **	** **	** **	** **	4 2%	** **	- -%	2 2%	- -%	** **	** **	** **	9 1%	2 1%
Blu-ray player	8 1%	7 1%	1 *%	7 1%	** **	** **	** **	** **	2 1%	** **	- -%	1 1%	1 1%	** **	** **	** **	6 1%	2 1%
ANY OF THESE DEVICES	176 14%	129 16%	45 11%	163 16%	** **	** **	** **	** **	26 14%	** **	8 6%	24 26%	29 25%	** **	** **	** **	161 15%	15 10%
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q			b j chj chj														

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 62**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	1053	676	375	863	**	**	**	**	157	**	116	66	84	**	**	**	918	136
	86%	84%	89%	84%	**	**	**	**	86%	**	94%	74%	75%	**	**	**	85%	90%
			a	kl					kl		ckl							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 63**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
TV service	260	133	126	48	64	60	54	22	12	93	72	60	35	152	108	260	**
	21%	22%	20%	26%	26%	24%	21%	15%	8%	23%	20%	23%	16%	26%	16%	21%	**
				gh	gh	gh	h							n			
Smart TV	126	70	56	25	35	27	17	13	10	46	43	20	18	63	64	126	**
	10%	12%	9%	14%	14%	11%	7%	9%	7%	11%	12%	8%	8%	11%	10%	10%	**
				f	fh												
Desktop/ laptop	92	56	36	23	18	15	24	6	6	23	33	17	19	52	40	92	**
	8%	9%	6%	12%	7%	6%	9%	4%	4%	6%	9%	7%	9%	9%	6%	8%	**
		b		gh													
Games player	89	53	36	26	28	15	20	1	-	24	18	22	25	63	26	89	**
	7%	9%	6%	14%	11%	6%	8%	1%	0%	6%	5%	9%	11%	11%	4%	7%	**
				egh	gh	gh	gh						ij	n			
Smartphone	80	40	40	24	21	18	13	1	3	14	24	21	20	45	34	80	**
	6%	7%	6%	13%	8%	7%	5%	1%	2%	4%	7%	8%	9%	8%	5%	6%	**
				fgh	gh	gh	g					i	i				
Tablet	80	44	36	15	21	23	14	4	2	23	29	14	14	39	41	80	**
	6%	7%	6%	8%	8%	9%	6%	3%	1%	6%	8%	5%	6%	7%	6%	6%	**
				gh	gh	gh											
Digital Media player	69	43	26	12	17	15	18	5	1	32	14	10	13	37	32	69	**
	6%	7%	4%	7%	7%	6%	7%	3%	1%	8%	4%	4%	6%	6%	5%	6%	**
		b		h	h	h	h			j							
Blu-ray player	16	14	3	1	3	4	6	2	-	7	3	5	1	12	4	16	**
	1%	2%	1%	1%	1%	2%	2%	1%	0%	2%	1%	2%	1%	2%	1%	1%	**
		b															
ANY OF THESE DEVICES	442	229	213	87	115	93	87	39	22	152	133	88	69	251	192	442	**
	36%	38%	34%	47%	46%	38%	34%	26%	15%	38%	38%	35%	32%	43%	29%	36%	**
				fgh	fgh	gh	h	h						n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 63**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	787	371	416	97	133	151	171	111	123	252	221	167	147	326	461	787	**
	64%	62%	66%	53%	54%	62%	66% cd	74% cde	85% cdefg	62%	62%	65%	68%	57%	71% m	64%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 63**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
TV service	260	183	75	235	**	**	**	**	41	**	28	25	23	**	**	**	235	25
	21%	23%	18%	23%	**	**	**	**	22%	**	22%	28%	20%	**	**	**	22%	16%
Smart TV	126	88	38	113	**	**	**	**	20	**	6	11	19	**	**	**	115	11
	10%	11%	9%	11%	**	**	**	**	11%	**	5%	12%	16%	**	**	**	11%	7%
Desktop/ laptop	92	55	37	87	**	**	**	**	20	**	4	10	7	**	**	**	85	7
	8%	7%	9%	9%	**	**	**	**	11%	**	3%	11%	6%	**	**	**	8%	5%
Games player	89	58	30	86	**	**	**	**	10	**	8	14	6	**	**	**	82	8
	7%	7%	7%	8%	**	**	**	**	5%	**	6%	16%	6%	**	**	**	8%	5%
Smartphone	80	50	28	71	**	**	**	**	10	**	4	9	8	**	**	**	72	7
	6%	6%	7%	7%	**	**	**	**	5%	**	3%	11%	7%	**	**	**	7%	5%
Tablet	80	59	20	72	**	**	**	**	15	**	7	12	10	**	**	**	69	11
	6%	7%	5%	7%	**	**	**	**	8%	**	5%	13%	9%	**	**	**	6%	7%
Digital Media player	69	54	14	63	**	**	**	**	6	**	2	5	7	**	**	**	57	11
	6%	7%	3%	6%	**	**	**	**	3%	**	1%	6%	6%	**	**	**	5%	7%
Blu-ray player	16	16	-	16	**	**	**	**	7	**	-	3	4	**	**	**	13	3
	1%	2%	-%	2%	**	**	**	**	4%	**	-%	3%	4%	**	**	**	1%	2%
ANY OF THESE DEVICES	442	309	130	396	**	**	**	**	68	**	34	40	46	**	**	**	398	45
	36%	38%	31%	39%	**	**	**	**	37%	**	28%	45%	41%	**	**	**	37%	30%
Columns Tested:		a,b	c,d,e,f,g,h,i,j,k,l,m,n,o	p,q														

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 63**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	787	497	290	630	**	**	**	**	115	**	89	49	67	**	**	**	681	106
	64%	62%	69%	61%	**	**	**	**	63%	**	72% ck	55%	59%	**	**	**	63%	70%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 64**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
TV service	201	108	93	41	56	43	40	11	11	81	51	42	27	120	81	201	**
	16%	18%	15%	22%	23%	18%	15%	7%	8%	20%	15%	16%	13%	21%	12%	16%	**
				gh	gh	gh	gh			l				n			
Smart TV	119	69	50	26	29	24	21	11	9	49	31	24	16	58	61	119	**
	10%	12%	8%	14%	12%	10%	8%	7%	6%	12%	9%	9%	7%	10%	9%	10%	**
				h													
Desktop/ laptop	88	53	36	20	19	20	17	5	7	21	28	20	19	48	40	88	**
	7%	9%	6%	11%	8%	8%	7%	3%	5%	5%	8%	8%	9%	8%	6%	7%	**
				g													
Games player	84	49	34	24	25	15	17	1	1	22	19	25	18	52	32	84	**
	7%	8%	5%	13%	10%	6%	7%	1%	1%	5%	5%	10%	8%	9%	5%	7%	**
				efgh	gh	gh	gh							n			
Smartphone	70	42	28	20	20	16	11	1	3	14	21	16	20	42	29	70	**
	6%	7%	4%	11%	8%	7%	4%	1%	2%	3%	6%	6%	9%	7%	4%	6%	**
				fgh	gh	gh	g						i	n			
Tablet	66	38	29	18	17	14	15	1	2	20	17	14	16	34	32	66	**
	5%	6%	5%	10%	7%	6%	6%	1%	1%	5%	5%	5%	7%	6%	5%	5%	**
				gh	gh	gh	gh										
Digital Media player	56	33	23	10	17	13	13	1	2	25	12	10	9	33	23	56	**
	5%	5%	4%	5%	7%	5%	5%	1%	2%	6%	3%	4%	4%	6%	3%	5%	**
				g	gh	g	g										
Blu-ray player	11	9	2	3	2	3	2	1	-	4	*	4	3	4	7	11	**
	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	**
		b															
ANY OF THESE DEVICES	378	202	176	82	102	81	71	22	20	143	100	75	61	206	171	378	**
	31%	34%	28%	44%	41%	33%	28%	14%	14%	35%	28%	29%	28%	36%	26%	31%	**
		b		efgh	fgh	gh	gh							n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 64**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)**

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	852	398	454	102	146	163	187	129	125	261	254	181	156	370	481	852	**
	69%	66%	72%	56%	59%	67%	72%	86%	86%	65%	72%	71%	72%	64%	74%	69%	**
			a			c	cd	cdef	cdef						m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 64**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
TV service	201	137	63	178	**	**	**	**	31	**	19	16	17	**	**	**	190	12
	16%	17%	15%	17%	**	**	**	**	17%	**	15%	18%	15%	**	**	**	18%	8%
																	q	
Smart TV	119	82	37	104	**	**	**	**	15	**	9	10	18	**	**	**	105	14
	10%	10%	9%	10%	**	**	**	**	8%	**	7%	11%	16%	**	**	**	10%	9%
Desktop/ laptop	88	53	34	83	**	**	**	**	16	**	6	8	7	**	**	**	78	10
	7%	7%	8%	8%	**	**	**	**	9%	**	5%	9%	6%	**	**	**	7%	7%
Games player	84	57	26	79	**	**	**	**	8	**	13	10	6	**	**	**	76	7
	7%	7%	6%	8%	**	**	**	**	4%	**	10%	11%	5%	**	**	**	7%	5%
Smartphone	70	42	27	64	**	**	**	**	10	**	3	12	6	**	**	**	67	3
	6%	5%	6%	6%	**	**	**	**	5%	**	2%	13%	5%	**	**	**	6%	2%
												cj					q	
Tablet	66	49	17	59	**	**	**	**	9	**	4	9	12	**	**	**	59	7
	5%	6%	4%	6%	**	**	**	**	5%	**	3%	10%	11%	**	**	**	5%	5%
												j						
Digital Media player	56	42	13	53	**	**	**	**	6	**	1	6	7	**	**	**	49	7
	5%	5%	3%	5%	**	**	**	**	3%	**	1%	7%	6%	**	**	**	5%	5%
												j						
Blu-ray player	11	10	1	11	**	**	**	**	3	**	-	1	3	**	**	**	7	4
	1%	1%	*%	1%	**	**	**	**	2%	**	-%	1%	2%	**	**	**	1%	3%
																	p	
ANY OF THESE DEVICES	378	258	116	334	**	**	**	**	54	**	29	34	37	**	**	**	343	34
	31%	32%	28%	33%	**	**	**	**	30%	**	24%	38%	33%	**	**	**	32%	23%
												j					q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 64**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	852	548	304	692	**	**	**	**	129	**	94	55	76	**	**	**	735	116
	69%	68%	72%	67%	**	**	**	**	70%	**	76% k	62%	67%	**	**	**	68%	77% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 65**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
TV service	217	111	106	38	43	48	45	20	22	81	69	42	25	113	104	217	**
	18%	18%	17%	21%	17%	20%	17%	13%	15%	20%	19%	16%	12%	20%	16%	18%	**
Desktop/ laptop	105	65	39	22	21	23	20	8	11	29	33	24	19	58	47	105	**
	9%	11%	6%	12%	8%	9%	8%	5%	7%	7%	9%	9%	9%	10%	7%	9%	**
		b		g													
Smart TV	94	53	41	12	21	17	24	11	9	36	28	16	14	45	49	94	**
	8%	9%	7%	7%	8%	7%	9%	7%	6%	9%	8%	6%	7%	8%	8%	8%	**
Smartphone	79	43	37	15	24	20	12	4	4	17	22	20	20	44	35	79	**
	6%	7%	6%	8%	10%	8%	5%	2%	3%	4%	6%	8%	9%	8%	5%	6%	**
				gh	gh	gh							i				
Tablet	72	41	30	14	16	18	13	4	7	19	27	12	14	34	38	72	**
	6%	7%	5%	7%	6%	7%	5%	3%	5%	5%	8%	5%	7%	6%	6%	6%	**
Games player	55	37	19	17	18	12	5	1	1	16	15	13	11	38	17	55	**
	4%	6%	3%	9%	7%	5%	2%	1%	1%	4%	4%	5%	5%	7%	3%	4%	**
		b		fgh	fgh	gh								n			
Digital Media player	41	23	18	9	9	12	7	3	2	15	7	9	10	26	15	41	**
	3%	4%	3%	5%	3%	5%	3%	2%	1%	4%	2%	3%	5%	4%	2%	3%	**
Blu-ray player	13	10	3	3	2	2	5	-	-	4	3	3	3	7	6	13	**
	1%	2%	1%	2%	1%	1%	2%	-%	-%	1%	1%	1%	1%	1%	1%	1%	**
ANY OF THESE DEVICES	403	216	187	76	87	92	80	34	34	137	127	78	61	213	190	403	**
	33%	36%	30%	41%	35%	38%	31%	22%	24%	34%	36%	31%	28%	37%	29%	33%	**
		b		fgh	gh	gh								n			
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	827	385	442	108	161	152	179	117	111	267	227	178	156	364	463	827	**
	67%	64%	70%	59%	65%	62%	69%	78%	76%	66%	64%	69%	72%	63%	71%	67%	**
			a				c	cde	cde						m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 65**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
TV service	217	148	68	179	**	**	**	**	31	**	19	16	22	**	**	**	196	21
	18%	18%	16%	17%	**	**	**	**	17%	**	15%	17%	20%	**	**	**	18%	14%
Desktop/ laptop	105	65	40	93	**	**	**	**	19	**	5	10	10	**	**	**	94	10
	9%	8%	9%	9%	**	**	**	**	11%	**	4%	11%	8%	**	**	**	9%	7%
Smart TV	94	69	25	77	**	**	**	**	11	**	3	6	19	**	**	**	77	17
	8%	9%	6%	7%	**	**	**	**	6%	**	3%	7%	17%	**	**	**	7%	11%
Smartphone	79	52	27	70	**	**	**	**	12	**	1	11	11	**	**	**	69	11
	6%	7%	6%	7%	**	**	**	**	7%	**	1%	12%	10%	**	**	**	6%	7%
Tablet	72	48	23	62	**	**	**	**	14	**	2	9	13	**	**	**	62	10
	6%	6%	6%	6%	**	**	**	**	8%	**	2%	10%	11%	**	**	**	6%	7%
Games player	55	36	17	48	**	**	**	**	3	**	8	9	8	**	**	**	46	9
	4%	4%	4%	5%	**	**	**	**	2%	**	6%	10%	7%	**	**	**	4%	6%
Digital Media player	41	28	12	36	**	**	**	**	6	**	1	5	7	**	**	**	32	9
	3%	3%	3%	4%	**	**	**	**	3%	**	1%	5%	6%	**	**	**	3%	6%
Blu-ray player	13	12	1	12	**	**	**	**	5	**	-	3	2	**	**	**	10	3
	1%	1%	*%	1%	**	**	**	**	3%	**	-%	3%	2%	**	**	**	1%	2%
ANY OF THESE DEVICES	403	268	131	337	**	**	**	**	61	**	30	34	53	**	**	**	351	51
	33%	33%	31%	33%	**	**	**	**	33%	**	24%	38%	46%	**	**	**	33%	34%
Columns Tested:		a,b	c,d,e,f,g,h,i,j,k,l,m,n,o	p,q								j	chj					



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 65**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	827	537	290	689	**	**	**	**	122	**	94	55	61	**	**	**	727	100
	67%	67%	69%	67%	**	**	**	**	67%	**	76%	62%	54%	**	**	**	67%	66%
				l					l		kl							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 66**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	908 74%	441 73%	467 74%	126 68%	197 80% cgh	181 74% h	206 80% cgh	105 70%	93 64%	315 78% l	263 74%	184 72%	145 67%	439 76%	469 72%	908 74%	** **
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	515 42%	259 43%	255 41%	76 41% h	121 49% gh	117 48% gh	123 48% gh	50 34% h	27 18%	185 46% l	146 41% l	114 45% l	70 32%	273 47% n	241 37%	515 42%	** **
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	488 40%	235 39%	252 40%	90 49% gh	124 50% gh	116 48% gh	109 42% gh	29 19%	19 13%	177 44% l	135 38%	103 40%	72 33%	272 47% n	215 33%	488 40%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 66**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	442 36%	229 38%	213 34%	87 47% fgh	115 46% fgh	93 38% gh	87 34% h	39 26% h	22 15%	152 38%	133 38%	88 35%	69 32%	251 43% n	192 29%	442 36%	** **
Browse the internet - such as shopping, emails or social media	403 33%	216 36% b	187 30%	76 41% fgh	87 35% gh	92 38% gh	80 31%	34 22%	34 24%	137 34%	127 36%	78 31%	61 28%	213 37% n	190 29%	403 33%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	378 31%	202 34% b	176 28%	82 44% efgh	102 41% fgh	81 33% gh	71 28% gh	22 14%	20 14%	143 35%	100 28%	75 29%	61 28%	206 36% n	171 26%	378 31%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	248 20%	133 22%	115 18%	30 16%	56 23% gh	69 28% cgh	62 24% gh	18 12%	13 9%	92 23% l	73 21%	50 19%	33 15%	145 25% n	103 16%	248 20%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 66**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	1154	564	590	170	211	215	222	174	162	314	375	243	222	504	650	1154	-
Effective Weighted Sample	1010	492	517	147	188	191	195	155	148	285	331	213	194	445	568	1010	-
Total	1230	600	629	184	248	244	258	150	145	404	354	256	216	577	653	1230	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	176	84	92	25	52	46	31	15	8	63	52	36	24	106	70	176	**
	14%	14%	15%	13%	21%	19%	12%	10%	6%	16%	15%	14%	11%	18%	11%	14%	**
				h	fgh	gh								n			
MADE ANY OF THESE USES	1074	525	549	167	228	218	232	120	110	368	317	212	176	518	556	1074	**
	87%	87%	87%	91%	92%	89%	90%	80%	75%	91%	90%	83%	82%	90%	85%	87%	**
				gh	gh	gh	gh			kl	kl			n			
HAVE CONNECTED TV BUT NOT MADE ANY OF THESE USES	156	76	80	17	20	26	26	30	36	36	37	43	40	59	97	156	**
	13%	13%	13%	9%	8%	11%	10%	20%	25%	9%	10%	17%	18%	10%	15%	13%	**
								cdef	cdef			ij	ij		m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 66**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	908 74%	622 77% b	283 67%	763 74%	** **	** **	** **	** **	151 82% j	** **	84 68%	75 83% j	83 73%	** **	** **	** **	802 74%	106 70%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	515 42%	382 47% b	132 31%	433 42%	** **	** **	** **	** **	77 42%	** **	51 41%	41 46%	59 53%	** **	** **	** **	452 42%	62 41%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	488 40%	363 45% b	123 29%	410 40%	** **	** **	** **	** **	56 31%	** **	57 46% h	47 53% ch	51 45% h	** **	** **	** **	429 40%	59 39%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 66**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	442 36%	309 38% b	130 31%	396 39% j	** **	** **	** **	** **	68 37%	** **	34 28%	40 45% j	46 41%	** **	** **	** **	398 37%	45 30%
Browse the internet - such as shopping, emails or social media	403 33%	268 33%	131 31%	337 33%	** **	** **	** **	** **	61 33%	** **	30 24%	34 38% j	53 46% chj	** **	** **	** **	351 33%	51 34%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	378 31%	258 32%	116 28%	334 33%	** **	** **	** **	** **	54 30%	** **	29 24%	34 38% j	37 33%	** **	** **	** **	343 32% q	34 23%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	248 20%	181 22% b	67 16%	218 21%	** **	** **	** **	** **	33 18%	** **	31 25%	30 34% ch	34 30% h	** **	** **	** **	224 21%	25 16%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 66**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	j	k	l	~m	~n	~o	p	q
Unweighted total	1154	701	450	890	99	83	82	93	118	97	107	100	106	91	84	94	969	185
Effective Weighted Sample	1010	619	399	805	94	79	82	89	115	92	101	93	99	85	83	90	858	161
Total	1230	806	420	1026	110	63	31	132	183	109	124	89	113	103	49	124	1079	151
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	176 14%	129 16% b	45 11%	163 16% j	** **	** **	** **	** **	26 14%	** **	8 6%	24 26% chj	29 25% chj	** **	** **	** **	161 15%	15 10%
MADE ANY OF THESE USES	1074 87%	724 90% b	346 82%	893 87%	** **	** **	** **	** **	163 89%	** **	103 83%	84 94% j	101 89%	** **	** **	** **	940 87%	134 89%
HAVE CONNECTED TV BUT NOT MADE ANY OF THESE USES	156 13%	81 10%	74 18% a	133 13%	** **	** **	** **	** **	20 11%	** **	21 17% k	6 6%	12 11%	** **	** **	** **	139 13%	17 11%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 67**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	908 43%	441 44%	467 43%	126 42% h	197 51% gh	181 50% gh	206 57% cgh	105 37% h	93 23%	315 55% jkl	263 46% l	184 42% l	145 28%	439 55% n	469 36%	908 53% p	- -%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	515 24%	259 26%	255 23%	76 26% gh	121 31% gh	117 32% gh	123 34% cgh	50 18% h	27 7%	185 33% jkl	146 26% l	114 26% l	70 13%	273 34% n	241 18%	515 30% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	488 23%	235 23%	252 23%	90 30% gh	124 32% gh	116 32% gh	109 30% gh	29 10% h	19 5%	177 31% jkl	135 24% l	103 23% l	72 14%	272 34% n	215 16%	488 28% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 67**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	442 21%	229 23%	213 19%	87 29% gh	115 29% gh	93 25% gh	87 24% gh	39 14% h	22 6%	152 27% kl	133 23% l	88 20% l	69 13%	251 31% n	192 15%	442 26% p	- -%
Browse the internet - such as shopping, emails or social media	403 19%	216 21% b	187 17%	76 26% gh	87 22% gh	92 25% gh	80 22% gh	34 12%	34 8%	137 24% kl	127 22% l	78 18% l	61 11%	213 27% n	190 15%	403 23% p	- -%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	378 18%	202 20% b	176 16%	82 28% fgh	102 26% gh	81 22% gh	71 20% gh	22 8%	20 5%	143 25% jkl	100 18% l	75 17% l	61 11%	206 26% n	171 13%	378 22% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	248 12%	133 13%	115 11%	30 10% h	56 14% gh	69 19% cgh	62 17% cgh	18 6% h	13 3%	92 16% kl	73 13% l	50 11% l	33 6%	145 18% n	103 8%	248 14% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 67**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	176 8%	84 8%	92 8%	25 8%	52 13%	46 12%	31 8%	15 5%	8 2%	63 11%	52 9%	36 8%	24 5%	106 13%	70 5%	176 10%	- -%
				h	gh	gh	h	h		l	l	l		n		p	
MADE ANY OF THESE USES	1074 51%	525 52%	549 50%	167 56%	228 58%	218 60%	232 64%	120 42%	110 27%	368 65%	317 56%	212 48%	176 33%	518 65%	556 42%	1074 62%	- -%
				gh	gh	gh	gh	h		jkl	kl	l		n		p	
HAVE CONNECTED TV BUT NOT MADE ANY OF THESE USES	156 7%	76 7%	80 7%	17 6%	20 5%	26 7%	26 7%	30 10%	36 9%	36 6%	37 7%	43 10%	40 8%	59 7%	97 7%	156 9%	- -%
								d								p	
NO DEVICES CONNECTED TO TV SET AND HOME BROADBAND	877 42%	410 41%	468 43%	113 38%	142 36%	121 33%	106 29%	138 48%	258 64%	165 29%	214 38%	187 42%	311 59%	222 28%	655 50%	489 28%	387 100%
				f				cdef	cdefg		i	i	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 67**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	908 43%	622 53% b	283 31%	763 43% fg	87 47% fg	41 40%	17 30%	88 33%	151 51% cefgno	85 47% fg	84 44% fg	75 51% fgno	83 45% fg	76 42% f	34 38%	87 37%	802 44%	106 38%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	515 24%	382 32% b	132 14%	433 25%	46 25%	23 22%	13 22%	51 19%	77 26%	38 21%	51 27%	41 28%	59 33% cefgio	47 26%	22 24%	47 20%	452 25%	62 23%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	488 23%	363 31% b	123 13%	410 23% g	46 25% g	19 18%	12 21%	38 15%	56 19%	47 26% g	57 30% egh	47 32% cefgno	51 28% egh	41 23%	20 23%	52 22%	429 23%	59 21%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 67**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	442 21%	309 26% b	130 14%	396 22% df	24 13%	17 17% f	5 8%	62 23% df	68 23% df	41 23% df	34 18% f	40 27% defjo	46 25% df	40 22% df	22 25% df	42 18% f	398 22% q	45 16%
Browse the internet - such as shopping, emails or social media	403 19%	268 23% b	131 14%	337 19%	28 15%	28 27% cdfgjo	9 15%	40 15%	61 21%	33 18%	30 16%	34 23% o	53 29% cdfgijo	36 20%	18 20%	32 14%	351 19%	51 18%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	378 18%	258 22% b	116 13%	334 19% df	21 12%	18 17% f	5 8%	64 24% dfjo	54 18% f	31 17% f	29 15% f	34 23% dfo	37 20% df	39 21% df	14 16% f	31 13%	343 19% q	34 12%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	248 12%	181 15% b	67 7%	218 12% fg	18 10% f	10 9%	2 4%	18 7%	33 11% f	24 13% f	31 16% fgm	30 21% cdefghmno	34 19% cdefghmo	14 8%	10 12% f	24 10% f	224 12%	25 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 67**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	176 8%	129 11%	45 5%	163 9%	4 2%	8 7%	2 3%	12 5%	26 9%	18 10%	8 4%	24 16%	29 16%	18 10%	11 12%	18 8%	161 9%	15 5%
MADE ANY OF THESE USES	1074 51%	724 62%	346 37%	893 51%	104 57%	53 52%	24 41%	121 46%	163 55%	93 51%	103 54%	84 57%	101 55%	86 48%	40 44%	102 44%	940 51%	134 48%
HAVE CONNECTED TV BUT NOT MADE ANY OF THESE USES	156 7%	81 7%	74 8%	133 8%	6 3%	9 9%	8 13%	11 4%	20 7%	16 9%	21 11%	6 4%	12 7%	17 9%	10 11%	22 9%	139 8%	17 6%
NO DEVICES CONNECTED TO TV SET AND HOME BROADBAND	877 42%	371 32%	505 55%	736 42%	74 40%	41 39%	27 46%	131 50%	111 38%	72 40%	68 36%	58 39%	69 38%	77 43%	40 45%	109 47%	751 41%	126 46%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 68**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q16 You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services for?**  
**IF NECESSARY - Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE)**

Base : Those using broadcaster catch-up services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	832	404	428	113	164	159	173	122	101	240	275	168	149	374	458	832	-
Effective Weighted Sample	736	356	381	101	148	141	155	110	92	221	246	149	131	336	402	736	-
Total	908	441	467	126	197	181	206	105	93	315	263	184	145	439	469	908	-
I missed the programme/ film when it was on TV and I use it to catch up	661	306	355	81	149	137	148	76	71	205	201	141	113	323	338	661	**
	73%	69%	76%	65%	75%	76%	72%	72%	76%	65%	76%	77%	78%	74%	72%	73%	**
			a								i	i	i				
I want to watch the programme/ film at a time that suits me	319	161	159	34	80	71	73	37	25	118	93	71	37	169	150	319	**
	35%	36%	34%	27%	41%	39%	36%	35%	27%	37%	35%	39%	25%	39%	32%	35%	**
					ch					l	l	l					
I use it when there is nothing on 'normal' TV that I want to watch	282	148	133	52	59	59	55	37	21	92	95	63	31	133	148	282	**
	31%	34%	29%	41%	30%	32%	27%	35%	22%	29%	36%	34%	21%	30%	32%	31%	**
				fh				h			l	l					
The programme/ film was recommended to me by someone I know	89	41	48	9	23	16	23	8	10	35	27	21	6	39	49	89	**
	10%	9%	10%	7%	12%	9%	11%	7%	11%	11%	10%	12%	4%	9%	11%	10%	**
										l	l	l					
Somebody was watching something else on the TV at the time it was on so I used it to catch up	84	44	41	11	18	16	17	8	14	35	24	18	8	39	45	84	**
	9%	10%	9%	9%	9%	9%	8%	8%	15%	11%	9%	10%	5%	9%	10%	9%	**
Just to pass some time/ relax	73	49	24	11	23	11	16	8	3	26	16	15	16	36	37	73	**
	8%	11%	5%	9%	12%	6%	8%	7%	3%	8%	6%	8%	11%	8%	8%	8%	**
		b			h												

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 68**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q16 You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services for?**  
**IF NECESSARY - Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE)**

Base : Those using broadcaster catch-up services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	832	404	428	113	164	159	173	122	101	240	275	168	149	374	458	832	-
Effective Weighted Sample	736	356	381	101	148	141	155	110	92	221	246	149	131	336	402	736	-
Total	908	441	467	126	197	181	206	105	93	315	263	184	145	439	469	908	-
There is a good choice of programmes/ films	62 7%	35 8%	27 6%	5 4%	19 9%	17 9%	14 7%	4 4%	4 4%	21 7%	26 10% l	12 7%	3 2%	32 7%	30 6%	62 7%	** **
There are older programmes (such as classic TV shows) or films available that I want to watch	24 3%	16 4%	8 2%	3 3%	6 3%	8 4% f	1 *% f	4 3%	2 2%	7 2%	9 3%	6 3%	2 1%	7 2%	17 4%	24 3%	** **
I thought I had recorded it	23 2%	12 3%	11 2%	4 3%	4 2%	3 2%	5 2%	2 2%	3 4%	9 3%	7 3%	4 2%	3 2%	8 2%	15 3%	23 2%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	11 1%	9 2%	2 *% f	2 2%	3 1%	1 1%	2 1%	2 2%	- -%	2 *% f	4 2%	4 2%	1 1%	6 1%	5 1%	11 1%	** **
To skip/ fast forward through adverts	8 1%	3 1%	5 1%	- -%	1 1%	1 1%	4 2%	1 1%	1 1%	3 1%	1 *% f	- -%	4 3% k	4 1%	4 1%	8 1%	** **
Don't know	8 1%	6 1%	2 *% f	2 1%	4 2%	- -%	- -%	- -%	2 2%	5 2%	2 1%	- -%	1 1%	2 1%	6 1%	8 1%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 68**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q16 You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services for?**  
**IF NECESSARY - Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE)**

Base : Those using broadcaster catch-up services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	832	531	298	655	78	53	46	62	96	74	72	84	77	66	57	67	708	124
Effective Weighted Sample	736	475	265	595	74	51	46	59	94	70	68	79	72	62	56	64	632	110
Total	908	622	283	763	87	41	17	88	151	85	84	75	83	76	34	87	802	106
I missed the programme/ film when it was on TV and I use it to catch up	661 73%	456 73%	205 73%	558 73%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	583 73%	78 73%
I want to watch the programme/ film at a time that suits me	319 35%	240 39% b	78 28%	263 35%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	287 36%	32 30%
I use it when there is nothing on 'normal' TV that I want to watch	282 31%	187 30%	93 33%	222 29%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	261 33% q	20 19%
The programme/ film was recommended to me by someone I know	89 10%	63 10%	26 9%	74 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	78 10%	11 10%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	84 9%	49 8%	35 13% a	70 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	75 9%	9 8%
Just to pass some time/ relax	73 8%	55 9%	18 6%	56 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	66 8%	7 6%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 68**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q16 You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services for?**  
**IF NECESSARY - Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE)**

Base : Those using broadcaster catch-up services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	832	531	298	655	78	53	46	62	96	74	72	84	77	66	57	67	708	124
Effective Weighted Sample	736	475	265	595	74	51	46	59	94	70	68	79	72	62	56	64	632	110
Total	908	622	283	763	87	41	17	88	151	85	84	75	83	76	34	87	802	106
There is a good choice of programmes/ films	62	49	13	42	**	**	**	**	**	**	**	**	**	**	**	**	56	6
	7%	8%	4%	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	5%
There are older programmes (such as classic TV shows) or films available that I want to watch	24	19	5	20	**	**	**	**	**	**	**	**	**	**	**	**	21	2
	3%	3%	2%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	2%
I thought I had recorded it	23	14	8	22	**	**	**	**	**	**	**	**	**	**	**	**	21	1
	2%	2%	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	1%
It didn't record properly/ cut the beginning/ cut the end of the programme	11	7	4	11	**	**	**	**	**	**	**	**	**	**	**	**	10	1
	1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	1%
To skip/ fast forward through adverts	8	6	2	7	**	**	**	**	**	**	**	**	**	**	**	**	8	1
	1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	1%
Don't know	8	2	5	8	**	**	**	**	**	**	**	**	**	**	**	**	8	-
	1%	*%	2%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	-%
			a															

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 69**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster catch-up services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	832	404	428	113	164	159	173	122	101	240	275	168	149	374	458	832	-
Effective Weighted Sample	736	356	381	101	148	141	155	110	92	221	246	149	131	336	402	736	-
Total	908	441	467	126	197	181	206	105	93	315	263	184	145	439	469	908	-
I missed the programme/ film when it was on TV and I use it to catch up	499	221	278	62	111	102	112	55	58	146	158	99	96	242	257	499	**
	55%	50%	59% a	49%	56%	56%	54%	52%	62%	46%	60% i	54%	66% ik	55%	55%	55%	**
I want to watch the programme/ film at a time that suits me	182	101	81	21	45	41	39	22	13	81	45	39	18	97	85	182	**
	20%	23%	17%	17%	23%	23%	19%	21%	14%	26% jl	17%	21%	12%	22%	18%	20%	**
I use it when there is nothing on 'normal' TV that I want to watch	135	66	68	29	17	26	30	23	10	48	40	29	18	57	77	135	**
	15%	15%	15%	23% dh	9%	14%	15%	22% dh	11%	15%	15%	16%	12%	13%	17%	15%	**
Just to pass some time/ relax	22	16	5	3	5	3	7	1	2	12	1	4	5	12	9	22	**
	2%	4% b	1%	3%	2%	2%	3%	1%	2%	4% j	*%	2%	3% j	3%	2%	2%	**
There is a good choice of programmes/ films	20	13	6	2	10	1	5	1	1	9	8	2	-	7	12	20	**
	2%	3%	1%	2%	5% e	1%	2%	1%	1%	3% l	3% l	1%	-%	2%	3%	2%	**
Somebody was watching something else on the TV at the time it was on so I used it to catch up	19	8	11	3	1	4	2	2	6	7	3	7	2	8	11	19	**
	2%	2%	2%	3%	1%	2%	1%	2%	7% df	2%	1%	4%	1%	2%	2%	2%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 69**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster catch-up services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	832	404	428	113	164	159	173	122	101	240	275	168	149	374	458	832	-
Effective Weighted Sample	736	356	381	101	148	141	155	110	92	221	246	149	131	336	402	736	-
Total	908	441	467	126	197	181	206	105	93	315	263	184	145	439	469	908	-
The programme/ film was recommended to me by someone I know	9	2	7	2	*	2	3	1	1	3	4	2	-	6	4	9	**
	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	2%	1%	-%	1%	1%	1%	**
I thought I had recorded it	6	3	3	-	1	1	2	-	1	2	2	-	1	3	3	6	**
	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	**
There are older programmes (such as classic TV shows) or films available that I want to watch	5	2	3	2	2	-	1	-	-	2	1	-	2	1	4	5	**
	1%	*%	1%	1%	1%	-%	*%	-%	-%	1%	*%	-%	1%	*%	1%	1%	**
To skip/ fast forward through adverts	3	-	3	-	-	1	2	-	-	1	-	-	2	2	1	3	**
	*%	-%	1%	-%	-%	*%	1%	-%	-%	*%	-%	-%	1%	*%	*%	*%	**
It didn't record properly/ cut the beginning/ cut the end of the programme	2	2	-	-	-	-	2	-	-	-	-	2	-	2	-	2	**
	*%	*%	-%	-%	-%	-%	1%	-%	-%	-%	-%	1%	-%	*%	-%	*%	**
Don't know	8	6	2	2	4	-	-	-	2	5	2	-	1	2	6	8	**
	1%	1%	*%	1%	2%	-%	-%	-%	2%	2%	1%	-%	1%	1%	1%	1%	**
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 69**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster catch-up services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	832	531	298	655	78	53	46	62	96	74	72	84	77	66	57	67	708	124
Effective Weighted Sample	736	475	265	595	74	51	46	59	94	70	68	79	72	62	56	64	632	110
Total	908	622	283	763	87	41	17	88	151	85	84	75	83	76	34	87	802	106
I missed the programme/ film when it was on TV and I use it to catch up	499	336	163	424	**	**	**	**	**	**	**	**	**	**	**	**	436	63
	55%	54%	58%	56%	**	**	**	**	**	**	**	**	**	**	**	**	54%	59%
I want to watch the programme/ film at a time that suits me	182	140	41	152	**	**	**	**	**	**	**	**	**	**	**	**	163	19
	20%	22% b	15%	20%	**	**	**	**	**	**	**	**	**	**	**	**	20%	18%
I use it when there is nothing on 'normal' TV that I want to watch	135	85	48	108	**	**	**	**	**	**	**	**	**	**	**	**	127	8
	15%	14%	17%	14%	**	**	**	**	**	**	**	**	**	**	**	**	16% q	8%
Just to pass some time/ relax	22	15	6	18	**	**	**	**	**	**	**	**	**	**	**	**	20	2
	2%	2%	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	2%
There is a good choice of programmes/ films	20	16	3	12	**	**	**	**	**	**	**	**	**	**	**	**	16	4
	2%	3%	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	4%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	19	10	9	19	**	**	**	**	**	**	**	**	**	**	**	**	16	3
	2%	2%	3%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 69**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster catch-up services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	832	531	298	655	78	53	46	62	96	74	72	84	77	66	57	67	708	124
Effective Weighted Sample	736	475	265	595	74	51	46	59	94	70	68	79	72	62	56	64	632	110
Total	908	622	283	763	87	41	17	88	151	85	84	75	83	76	34	87	802	106
The programme/ film was recommended to me by someone I know	9 1%	7 1%	3 1%	8 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	4 4% p
I thought I had recorded it	6 1%	5 1%	1 *%	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	1 1%
There are older programmes (such as classic TV shows) or films available that I want to watch	5 1%	3 1%	2 1%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	1 1%
To skip/ fast forward through adverts	3 *%	2 *%	- -%	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	1 1%
It didn't record properly/ cut the beginning/ cut the end of the programme	2 *%	- -%	2 1%	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	- -%
Don't know	8 1%	2 *%	5 2% a	8 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 1%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 70**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18 You said you use the free Video On Demand services from your TV service provider. What would you say are the reasons that you use the free Video On-demand content available through your TV service provider?  
IF NECESSARY - Services such as Virgin On Demand, Sky On Demand (MULTI CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 ~c	25-34 d	35-44 e	45-54 f	55-64 ~g	65+ ~h	AB i	C1 j	C2 k	DE ~l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	471	235	236	71	101	107	102	60	30	139	153	103	76	237	234	471	-
Effective Weighted Sample	414	206	208	61	91	95	91	55	27	127	139	90	66	211	204	414	-
Total	515	259	255	76	121	117	123	50	27	185	146	114	70	273	241	515	-
I missed the programme/ film when it was on TV and I use it to catch up	233 45%	119 46%	114 45%	** **	60 49%	51 43%	63 51%	** **	** **	75 40%	75 52%	53 47%	** **	117 43%	116 48%	233 45%	** **
I use it when there is nothing on 'normal' TV that I want to watch	175 34%	80 31%	95 37%	** **	40 33%	38 32%	35 28%	** **	** **	68 37%	50 34%	38 33%	** **	86 31%	90 37%	175 34%	** **
I want to watch the programme/ film at a time that suits me	156 30%	93 36% b	63 25%	** **	38 32%	46 40%	33 27%	** **	** **	52 28%	51 35%	33 29%	** **	87 32%	69 28%	156 30%	** **
Just to pass some time/ relax	65 13%	39 15%	26 10%	** **	18 15%	13 11%	18 14%	** **	** **	22 12%	18 12%	15 13%	** **	38 14%	27 11%	65 13%	** **
The programme/ film was recommended to me by someone I know	40 8%	20 8%	20 8%	** **	5 4%	8 7%	16 13% d	** **	** **	19 10%	13 9%	9 8%	** **	20 7%	20 8%	40 8%	** **
There is a good choice of programmes/ films	37 7%	19 7%	18 7%	** **	17 14% e	4 4%	7 5%	** **	** **	11 6%	13 9%	6 5%	** **	15 5%	22 9%	37 7%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 70**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18 You said you use the free Video On Demand services from your TV service provider. What would you say are the reasons that you use the free Video On-demand content available through your TV service provider?  
IF NECESSARY - Services such as Virgin On Demand, Sky On Demand (MULTI CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	d	e	f	~g	~h	i	j	k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	471	235	236	71	101	107	102	60	30	139	153	103	76	237	234	471	-
Effective Weighted Sample	414	206	208	61	91	95	91	55	27	127	139	90	66	211	204	414	-
Total	515	259	255	76	121	117	123	50	27	185	146	114	70	273	241	515	-
Somebody was watching something else on the TV at the time it was on so I used it to catch up	24 5%	12 5%	12 5%	** **	4 3%	6 5%	4 3%	** **	** **	10 5%	5 4%	6 6%	** **	9 3%	16 7%	24 5%	** **
There are older programmes (such as classic TV shows) or films available that I want to watch	13 2%	7 3%	5 2%	** **	4 3%	1 1%	1 1%	** **	** **	3 2%	6 4%	1 *%	** **	5 2%	8 3%	13 2%	** **
I thought I had recorded it	6 1%	4 1%	2 1%	** **	* *%	1 1%	2 2%	** **	** **	3 2%	1 *%	2 1%	** **	2 1%	4 2%	6 1%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	5 1%	4 1%	1 *%	** **	1 1%	1 1%	2 1%	** **	** **	1 1%	1 *%	2 1%	** **	2 1%	2 1%	5 1%	** **
To skip/ fast forward through adverts	1 *%	1 *%	- -%	** **	- -%	- -%	- -%	** **	** **	- -%	- -%	1 *%	** **	- -%	1 *%	1 *%	** **
Don't know	3 1%	1 1%	2 1%	** **	- -%	1 1%	1 1%	** **	** **	1 1%	- -%	1 1%	** **	1 *%	3 1%	3 1%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 70**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18 You said you use the free Video On Demand services from your TV service provider. What would you say are the reasons that you use the free Video On-demand content available through your TV service provider?  
IF NECESSARY - Services such as Virgin On Demand, Sky On Demand (MULTI CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	471	328	142	367	41	30	33	34	47	32	43	45	54	40	36	36	402	69
Effective Weighted Sample	414	291	126	333	39	29	33	33	46	31	41	42	51	38	36	34	355	60
Total	515	382	132	433	46	23	13	51	77	38	51	41	59	47	22	47	452	62
I missed the programme/ film when it was on TV and I use it to catch up	233 45%	174 45%	60 45%	193 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	207 46%	** **
I use it when there is nothing on 'normal' TV that I want to watch	175 34%	129 34%	46 35%	145 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	159 35%	** **
I want to watch the programme/ film at a time that suits me	156 30%	121 32%	34 26%	133 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	137 30%	** **
Just to pass some time/ relax	65 13%	50 13%	14 11%	58 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	61 13%	** **
The programme/ film was recommended to me by someone I know	40 8%	31 8%	9 7%	36 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	31 7%	** **
There is a good choice of programmes/ films	37 7%	26 7%	11 8%	25 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	35 8%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 70**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18 You said you use the free Video On Demand services from your TV service provider. What would you say are the reasons that you use the free Video On-demand content available through your TV service provider?  
IF NECESSARY - Services such as Virgin On Demand, Sky On Demand (MULTI CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	471	328	142	367	41	30	33	34	47	32	43	45	54	40	36	36	402	69
Effective Weighted Sample	414	291	126	333	39	29	33	33	46	31	41	42	51	38	36	34	355	60
Total	515	382	132	433	46	23	13	51	77	38	51	41	59	47	22	47	452	62
Somebody was watching something else on the TV at the time it was on so I used it to catch up	24 5%	16 4%	9 7%	21 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	21 5%	** **
There are older programmes (such as classic TV shows) or films available that I want to watch	13 2%	8 2%	5 3%	12 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 3%	** **
I thought I had recorded it	6 1%	2 1%	4 3%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	5 1%	1 *%	3 2%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	** **
To skip/ fast forward through adverts	1 *%	1 *%	- -%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **
Don't know	3 1%	- -%	3 3%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 71**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	~l	m	n	o	~p
Unweighted total	471	235	236	71	101	107	102	60	30	139	153	103	76	237	234	471	-
Effective Weighted Sample	414	206	208	61	91	95	91	55	27	127	139	90	66	211	204	414	-
Total	515	259	255	76	121	117	123	50	27	185	146	114	70	273	241	515	-
I missed the programme/ film when it was on TV and I use it to catch up	169	81	88	**	45	36	50	**	**	49	59	39	**	89	80	169	**
	33%	31%	34%	**	37%	31%	41%	**	**	26%	41%	35%	**	33%	33%	33%	**
											i						
I use it when there is nothing on 'normal' TV that I want to watch	128	57	71	**	25	26	23	**	**	52	32	27	**	61	67	128	**
	25%	22%	28%	**	21%	22%	19%	**	**	28%	22%	24%	**	22%	28%	25%	**
I want to watch the programme/ film at a time that suits me	113	62	51	**	27	36	22	**	**	43	31	23	**	65	47	113	**
	22%	24%	20%	**	23%	30%	18%	**	**	23%	21%	20%	**	24%	20%	22%	**
						f											
Just to pass some time/ relax	42	27	14	**	12	6	13	**	**	14	10	11	**	28	13	42	**
	8%	10%	6%	**	10%	5%	10%	**	**	8%	7%	10%	**	10%	5%	8%	**
There is a good choice of programmes/ films	24	13	11	**	11	3	3	**	**	9	5	3	**	12	12	24	**
	5%	5%	4%	**	9%	3%	2%	**	**	5%	4%	3%	**	4%	5%	5%	**
					f												
The programme/ film was recommended to me by someone I know	18	10	8	**	-	4	10	**	**	10	4	4	**	9	9	18	**
	4%	4%	3%	**	-%	3%	8%	**	**	6%	3%	3%	**	3%	4%	4%	**
						d											

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 71**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	d	e	f	~g	~h	i	j	k	~l	m	n	o	~p
Unweighted total	471	235	236	71	101	107	102	60	30	139	153	103	76	237	234	471	-
Effective Weighted Sample	414	206	208	61	91	95	91	55	27	127	139	90	66	211	204	414	-
Total	515	259	255	76	121	117	123	50	27	185	146	114	70	273	241	515	-
Somebody was watching something else on the TV at the time it was on so I used it to catch up	13 2%	6 2%	6 3%	** **	- -%	3 2%	1 1%	** **	** **	5 3%	1 1%	5 4%	** **	5 2%	8 3%	13 2%	** **
There are older programmes (such as classic TV shows) or films available that I want to watch	3 1%	2 1%	1 *%	** **	1 1%	- -%	- -%	** **	** **	- -%	3 2%	- -%	** **	2 1%	1 *%	3 1%	** **
I thought I had recorded it	1 *%	- -%	1 1%	** **	- -%	1 1%	- -%	** **	** **	1 1%	- -%	- -%	** **	- -%	1 1%	1 *%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	1 *%	- -%	1 *%	** **	- -%	1 1%	- -%	** **	** **	- -%	- -%	- -%	** **	1 *%	- -%	1 *%	** **
To skip/ fast forward through adverts	1 *%	1 *%	- -%	** **	- -%	- -%	- -%	** **	** **	- -%	- -%	1 *%	** **	- -%	1 *%	1 *%	** **
Don't know	3 1%	1 1%	2 1%	** **	- -%	1 1%	1 1%	** **	** **	1 1%	- -%	1 1%	** **	1 *%	3 1%	3 1%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 71**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	471	328	142	367	41	30	33	34	47	32	43	45	54	40	36	36	402	69
Effective Weighted Sample	414	291	126	333	39	29	33	33	46	31	41	42	51	38	36	34	355	60
Total	515	382	132	433	46	23	13	51	77	38	51	41	59	47	22	47	452	62
I missed the programme/ film when it was on TV and I use it to catch up	169 33%	128 34%	41 31%	144 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	149 33%	** **
I use it when there is nothing on 'normal' TV that I want to watch	128 25%	90 24%	37 28%	105 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	117 26%	** **
I want to watch the programme/ film at a time that suits me	113 22%	86 22%	26 20%	99 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	97 21%	** **
Just to pass some time/ relax	42 8%	34 9%	8 6%	36 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	39 9%	** **
There is a good choice of programmes/ films	24 5%	16 4%	8 6%	14 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 5%	** **
The programme/ film was recommended to me by someone I know	18 4%	16 4%	2 1%	17 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 2%	** **
Somebody was watching something else on the TV at the time it was on so I used it to catch up	13 2%	8 2%	5 4%	13 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 2%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 71**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	471	328	142	367	41	30	33	34	47	32	43	45	54	40	36	36	402	69
Effective Weighted Sample	414	291	126	333	39	29	33	33	46	31	41	42	51	38	36	34	355	60
Total	515	382	132	433	46	23	13	51	77	38	51	41	59	47	22	47	452	62
There are older programmes (such as classic TV shows) or films available that I want to watch	3 1%	2 1%	1 1%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	** **
I thought I had recorded it	1 *%	1 *%	- -%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	1 *%	- -%	1 1%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **
To skip/ fast forward through adverts	1 *%	1 *%	- -%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **
Don't know	3 1%	- -%	3 3%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	** **
Columns Tested:			a															

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 72**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20 Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Improved	294	142	151	52	62	53	51	44	31	87	92	55	60	136	158	260	34
	14%	15%	14%	18%	17%	15%	14%	16%	8%	16%	17%	13%	12%	17%	12%	16%	9%
				h	h	h	h	h			l			n		p	
Got worse	591	283	308	52	82	86	97	108	166	140	159	130	162	173	418	448	142
	29%	29%	29%	18%	22%	24%	27%	38%	42%	26%	29%	30%	32%	22%	33%	27%	38%
							c	cdef	cdef				i		m		o
Stayed about the same	1108	515	594	163	217	209	202	127	191	308	297	225	278	445	663	917	191
	54%	53%	55%	58%	58%	59%	57%	45%	48%	56%	53%	52%	54%	57%	52%	55%	51%
				gh	gh	gh	gh										
Don't know	52	31	20	15	11	8	6	3	9	13	8	20	10	25	27	45	7
	3%	3%	2%	5%	3%	2%	2%	1%	2%	2%	1%	5%	2%	3%	2%	3%	2%
				fg								jl					

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 72**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20 Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)**

Base : Those with any TV sets

		WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017		1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895		1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906		1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Improved	294	182	110		244	35	8	7	36	44	14	26	26	20	42	10	27	259	34
	14%	16%	12%		14%	20%	8%	12%	15%	15%	8%	14%	18%	11%	24%	12%	12%	15%	13%
		b			ei	eilo				ei			ei	cefg hijlno					
Got worse	591	268	323		489	41	48	14	38	73	61	57	44	51	52	32	80	499	93
	29%	24%	36%		29%	23%	47%	24%	16%	25%	35%	30%	31%	28%	30%	36%	35%	28%	34%
			a		g	cd fghijklmo				g	dfg	g	g	g	g	dfgh	dfgh		p
Stayed about the same	1108	654	453		923	103	45	37	158	155	96	98	72	107	78	44	115	970	138
	54%	58%	50%		54%	58%	44%	64%	66%	54%	55%	52%	50%	59%	44%	50%	51%	55%	51%
		b			em	em	ce jk m n o		ce h i j k m n o					em					
Don't know	52	30	20		50	-	1	*	10	16	4	6	2	2	4	1	4	45	7
	3%	3%	2%		3%	-%	1%	1%	4%	6%	2%	3%	1%	1%	2%	2%	2%	3%	2%
					d				d	dfkl	d	d							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 73**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21 In what ways do you think that television programmes have improved over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have improved over the past year

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	m	n	o	~p
Unweighted total	274	133	141	49	55	44	43	46	37	66	95	50	63	116	158	235	39
Effective Weighted Sample	243	118	124	43	48	40	39	41	34	62	86	45	54	104	141	210	35
Total	294	142	151	52	62	53	51	44	31	87	92	55	60	136	158	260	34
Improved quality	153	83	70	**	**	**	**	**	**	**	**	**	**	67	86	143	**
	52%	58%	46%	**	**	**	**	**	**	**	**	**	**	49%	55%	55%	**
Wider range/ type of programmes	129	69	60	**	**	**	**	**	**	**	**	**	**	66	63	113	**
	44%	49%	40%	**	**	**	**	**	**	**	**	**	**	49%	40%	44%	**
More/ better dramas	102	44	58	**	**	**	**	**	**	**	**	**	**	35	67	93	**
	35%	31%	38%	**	**	**	**	**	**	**	**	**	**	26%	42%	36%	**
														m			
More interesting/ entertaining	89	55	34	**	**	**	**	**	**	**	**	**	**	47	42	75	**
	30%	38%	23%	**	**	**	**	**	**	**	**	**	**	35%	26%	29%	**
		b															
More/ better films	34	19	14	**	**	**	**	**	**	**	**	**	**	19	15	29	**
	11%	14%	10%	**	**	**	**	**	**	**	**	**	**	14%	10%	11%	**
More up to date	31	18	13	**	**	**	**	**	**	**	**	**	**	19	11	26	**
	10%	12%	9%	**	**	**	**	**	**	**	**	**	**	14%	7%	10%	**
More content aimed at specific groups (children, young people, ethnic minorities etc.)	18	8	10	**	**	**	**	**	**	**	**	**	**	13	5	15	**
	6%	6%	7%	**	**	**	**	**	**	**	**	**	**	10%	3%	6%	**
														n			
Better actors	15	9	6	**	**	**	**	**	**	**	**	**	**	6	9	12	**
	5%	6%	4%	**	**	**	**	**	**	**	**	**	**	5%	6%	5%	**
Other ways	6	1	5	**	**	**	**	**	**	**	**	**	**	1	4	5	**
	2%	1%	3%	**	**	**	**	**	**	**	**	**	**	1%	3%	2%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 73**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21 In what ways do you think that television programmes have improved over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have improved over the past year

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Significance Level: 95%																		
Unweighted total	274	154	119	213	32	11	18	27	30	13	25	25	19	37	17	20	230	44
Effective Weighted Sample	243	139	106	195	30	11	18	26	29	13	23	23	18	35	17	19	207	39
Total	294	182	110	244	35	8	7	36	44	14	26	26	20	42	10	27	259	34
Improved quality	153	105	47	127	**	**	**	**	**	**	**	**	**	**	**	**	135	**
	52%	58%	43%	52%	**	**	**	**	**	**	**	**	**	**	**	**	52%	**
		b																
Wider range/ type of programmes	129	88	39	99	**	**	**	**	**	**	**	**	**	**	**	**	114	**
	44%	49%	36%	41%	**	**	**	**	**	**	**	**	**	**	**	**	44%	**
		b																
More/ better dramas	102	61	41	83	**	**	**	**	**	**	**	**	**	**	**	**	88	**
	35%	33%	38%	34%	**	**	**	**	**	**	**	**	**	**	**	**	34%	**
More interesting/ entertaining	89	52	35	74	**	**	**	**	**	**	**	**	**	**	**	**	79	**
	30%	29%	32%	30%	**	**	**	**	**	**	**	**	**	**	**	**	31%	**
More/ better films	34	21	11	28	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	11%	12%	10%	11%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**
More up to date	31	20	9	23	**	**	**	**	**	**	**	**	**	**	**	**	27	**
	10%	11%	8%	10%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**
More content aimed at specific groups (children, young people, ethnic minorities etc.)	18	13	5	18	**	**	**	**	**	**	**	**	**	**	**	**	17	**
	6%	7%	5%	8%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
Better actors	15	11	4	14	**	**	**	**	**	**	**	**	**	**	**	**	14	**
	5%	6%	4%	6%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**
Other ways	6	2	4	5	**	**	**	**	**	**	**	**	**	**	**	**	5	**
	2%	1%	3%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	634	300	334	49	72	78	85	137	213	121	178	142	193	157	477	453	180
Effective Weighted Sample	552	260	291	43	64	69	78	123	195	108	155	125	171	139	418	396	160
Total	591	283	308	52	82	86	97	108	166	140	159	130	162	173	418	448	142
More repeats	368	156	213	**	**	**	**	72	112	78	93	89	108	105	263	263	105
	62%	55%	69%	**	**	**	**	66%	67%	56%	59%	69%	66%	61%	63%	59%	73%
			a									i					o
Lack of variety	248	116	132	**	**	**	**	36	58	69	74	45	60	80	168	197	51
	42%	41%	43%	**	**	**	**	33%	35%	49%	47%	35%	37%	46%	40%	44%	36%
										kl	k						
General lack of quality	204	103	101	**	**	**	**	36	48	50	65	51	39	69	136	167	36
	35%	36%	33%	**	**	**	**	34%	29%	36%	41%	39%	24%	40%	32%	37%	26%
																p	
Too many reality shows	174	89	85	**	**	**	**	34	45	49	51	38	36	47	127	142	32
	29%	32%	27%	**	**	**	**	32%	27%	35%	32%	29%	22%	27%	30%	32%	22%
																p	
More bad language	53	23	29	**	**	**	**	8	21	15	24	10	5	10	43	35	18
	9%	8%	10%	**	**	**	**	8%	13%	11%	15%	7%	3%	6%	10%	8%	13%
More sex/ content with sexual connotations/ sexually explicit content	47	19	28	**	**	**	**	7	14	11	20	8	7	10	36	37	10
	8%	7%	9%	**	**	**	**	6%	9%	8%	13%	6%	5%	6%	9%	8%	7%
More violence	42	18	24	**	**	**	**	10	17	9	15	6	12	6	36	27	15
	7%	6%	8%	**	**	**	**	9%	10%	6%	10%	5%	7%	4%	9%	6%	10%
More antisocial behaviour	28	10	18	**	**	**	**	5	8	3	19	3	3	5	23	21	7
	5%	3%	6%	**	**	**	**	4%	5%	2%	12%	2%	2%	3%	5%	5%	5%
											ikl						

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	634	300	334	49	72	78	85	137	213	121	178	142	193	157	477	453	180
Effective Weighted Sample	552	260	291	43	64	69	78	123	195	108	155	125	171	139	418	396	160
Total	591	283	308	52	82	86	97	108	166	140	159	130	162	173	418	448	142
More nakedness/ naked bodies/ body parts	19 3%	6 2%	12 4%	** **	** **	** **	** **	2 2%	6 4%	2 2%	12 8% ikl	1 1%	3 2%	2 1%	17 4%	15 3%	3 2%
Less sport available	6 1%	6 2% b	- -%	** **	** **	** **	** **	1 1%	2 1%	- -%	3 2%	1 1%	2 1%	- -%	6 2%	5 1%	1 1%
Invasion of privacy/ not respecting people's privacy	6 1%	2 1%	4 1%	** **	** **	** **	** **	3 3%	2 1%	2 2%	2 1%	1 1%	1 *%	- -%	6 1%	4 1%	2 1%
Disability - Discriminatory treatment or portrayal of people based on disability	5 1%	1 *%	4 1%	** **	** **	** **	** **	- -%	2 1%	- -%	4 2%	1 1%	- -%	1 1%	4 1%	5 1%	- -%
Poor sound quality/ can't hear dialogue/ music too noisy	4 1%	2 1%	2 1%	** **	** **	** **	** **	- -%	4 2%	1 1%	1 *%	2 1%	- -%	- -%	4 1%	4 1%	- -%
Biased/ politically biased/ news is biased	3 1%	3 1%	- -%	** **	** **	** **	** **	1 1%	1 1%	1 1%	- -%	2 2%	- -%	- -%	3 1%	3 1%	- -%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	3 1%	- -%	3 1%	** **	** **	** **	** **	- -%	2 1%	- -%	3 2%	- -%	- -%	- -%	3 1%	3 1%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	634	300	334	49	72	78	85	137	213	121	178	142	193	157	477	453	180
Effective Weighted Sample	552	260	291	43	64	69	78	123	195	108	155	125	171	139	418	396	160
Total	591	283	308	52	82	86	97	108	166	140	159	130	162	173	418	448	142
Age - Discriminatory treatment or portrayal of people based on age	3	1	2	**	**	**	**	-	2	-	3	-	-	-	3	3	-
	1%	*%	1%	**	**	**	**	-%	1%	-%	2%	-%	-%	-%	1%	1%	-%
Race - Discriminatory treatment or portrayal of people based on race	3	1	2	**	**	**	**	1	1	-	2	1	-	-	3	3	-
	1%	*%	1%	**	**	**	**	1%	1%	-%	1%	1%	-%	-%	1%	1%	-%
Religion - Discriminatory treatment or portrayal of people based on religion	3	1	2	**	**	**	**	1	1	-	3	-	-	-	3	3	-
	*%	*%	1%	**	**	**	**	1%	1%	-%	2%	-%	-%	-%	1%	1%	-%
Too much sport/ football	3	1	2	**	**	**	**	1	2	-	1	1	1	-	3	2	1
	*%	*%	1%	**	**	**	**	1%	1%	-%	*%	1%	1%	-%	1%	*%	*%
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	2	1	2	**	**	**	**	-	2	1	2	-	-	-	2	2	1
	*%	*%	1%	**	**	**	**	-%	1%	1%	1%	-%	-%	-%	1%	*%	1%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	634	300	334	49	72	78	85	137	213	121	178	142	193	157	477	453	180
Effective Weighted Sample	552	260	291	43	64	69	78	123	195	108	155	125	171	139	418	396	160
Total	591	283	308	52	82	86	97	108	166	140	159	130	162	173	418	448	142
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	2 *%	1 *%	1 *%	**	**	**	**	-	1 1%	-	2 1%	-	- -%	-	2 *%	2 *%	- -%
Too many game shows	* *%	-	* *%	**	**	**	**	-	* *%	-	-	-	* *%	-	* *%	-	* *%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 74**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	634	246	388	486	44	67	37	30	51	59	56	56	55	54	58	67	511	123
Effective Weighted Sample	552	217	346	433	41	64	37	28	50	55	51	52	49	50	58	64	449	107
Total	591	268	323	489	41	48	14	38	73	61	57	44	51	52	32	80	499	93
More repeats	368	149	219	293	**	**	**	**	**	**	**	**	**	**	**	**	313	56
	62%	56%	68%	60%	**	**	**	**	**	**	**	**	**	**	**	**	63%	60%
Lack of variety	248	119	129	201	**	**	**	**	**	**	**	**	**	**	**	**	210	38
	42%	45%	40%	41%	**	**	**	**	**	**	**	**	**	**	**	**	42%	41%
General lack of quality	204	102	102	166	**	**	**	**	**	**	**	**	**	**	**	**	177	28
	35%	38%	32%	34%	**	**	**	**	**	**	**	**	**	**	**	**	35%	30%
Too many reality shows	174	88	85	145	**	**	**	**	**	**	**	**	**	**	**	**	142	32
	29%	33%	26%	30%	**	**	**	**	**	**	**	**	**	**	**	**	28%	34%
More bad language	53	22	31	43	**	**	**	**	**	**	**	**	**	**	**	**	43	10
	9%	8%	10%	9%	**	**	**	**	**	**	**	**	**	**	**	**	9%	11%
More sex/ content with sexual connotations/ sexually explicit content	47	20	26	38	**	**	**	**	**	**	**	**	**	**	**	**	38	9
	8%	8%	8%	8%	**	**	**	**	**	**	**	**	**	**	**	**	8%	10%
More violence	42	15	27	30	**	**	**	**	**	**	**	**	**	**	**	**	37	6
	7%	6%	8%	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	6%
More antisocial behaviour	28	16	12	22	**	**	**	**	**	**	**	**	**	**	**	**	24	4
	5%	6%	4%	5%	**	**	**	**	**	**	**	**	**	**	**	**	5%	5%
More nakedness/ naked bodies/ body parts	19	8	10	16	**	**	**	**	**	**	**	**	**	**	**	**	14	4
	3%	3%	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	5%
Less sport available	6	1	5	6	**	**	**	**	**	**	**	**	**	**	**	**	6	-
	1%	1%	2%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	634	246	388	486	44	67	37	30	51	59	56	56	55	54	58	67	511	123
Effective Weighted Sample	552	217	346	433	41	64	37	28	50	55	51	52	49	50	58	64	449	107
Total	591	268	323	489	41	48	14	38	73	61	57	44	51	52	32	80	499	93
Invasion of privacy/ not respecting people's privacy	6 1%	2 1%	4 1%	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	1 1%
Disability - Discriminatory treatment or portrayal of people based on disability	5 1%	1 *%	4 1%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	- -%
Poor sound quality/ can't hear dialogue/ music too noisy	4 1%	- -%	4 1%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	1 1%
Biased/ politically biased/ news is biased	3 1%	2 1%	1 *%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	1 1%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	3 1%	1 *%	2 1%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	- -%
Age - Discriminatory treatment or portrayal of people based on age	3 1%	1 *%	2 1%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)**

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	634	246	388	486	44	67	37	30	51	59	56	56	55	54	58	67	511	123
Effective Weighted Sample	552	217	346	433	41	64	37	28	50	55	51	52	49	50	58	64	449	107
Total	591	268	323	489	41	48	14	38	73	61	57	44	51	52	32	80	499	93
Race - Discriminatory treatment or portrayal of people based on race	3 1%	2 1%	1 *%	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	- -%
Religion - Discriminatory treatment or portrayal of people based on religion	3 *%	2 1%	1 *%	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	- -%
Too much sport/ football	3 *%	1 *%	2 1%	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	2 2% p
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	2 *%	- -%	2 1%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	1 1%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	2 *%	1 *%	1 *%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	- -%
Too many game shows	* *%	- -%	* *%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* *%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 75**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q23 (SHOWCARD WITH PRODUCT PLACEMENT LOGO) 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? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Product placement/ company has paid for product to be featured in the programme	280	153	127	34	76	48	63	34	24	94	84	56	46	117	163	261	18
	14%	16%	12%	12%	20%	13%	18%	12%	6%	17%	15%	13%	9%	15%	13%	16%	5%
		b		h	cegh	h	h	h		l	l					p	
Other response	27	12	16	5	8	1	2	8	4	9	5	6	8	13	15	22	5
	1%	1%	1%	2%	2%	*%	1%	3%	1%	2%	1%	1%	2%	2%	1%	1%	1%
					e			ef									
Aware of symbol, don't know what it is used for	435	185	250	83	93	82	72	52	53	100	127	96	112	181	254	351	84
	21%	19%	23%	30%	25%	23%	20%	19%	13%	18%	23%	22%	22%	23%	20%	21%	22%
		a		fgh	h	h	h										
No, not aware of symbol	1303	622	681	159	194	225	219	189	316	345	340	272	346	469	834	1036	266
	64%	64%	63%	57%	52%	63%	62%	67%	80%	63%	61%	63%	68%	60%	66%	62%	71%
						d	d	cd	cdefg				j		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 75**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q23 (SHOWCARD WITH PRODUCT PLACEMENT LOGO) 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? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Product placement/ company has paid for product to be featured in the programme	280 14%	208 18% b	71 8% a	242 14% k	21 12% d	12 11% e	5 9% f	43 18% fik	47 16% ik	15 9% i	23 12% j	9 6% k	40 22% cdefijkno	30 17% ik	10 11% n	26 11% o	254 14% q	26 10% r
Other response	27 1%	8 1%	19 2% a	23 1%	3 2% d	2 2% e	- -% f	3 1% g	- -% h	4 2% i	- -% j	7 5% k	2 1% l	- -% m	- -% n	7 3% o	25 1% p	3 1% q
Aware of symbol, don't know what it is used for	435 21% b	261 23% b	174 19% a	356 21% e	47 26% eh	13 13% ceghijklno	18 32% f	44 18% g	50 17% h	44 25% e	41 22% e	29 20% k	38 21% l	46 26% eh	19 22% n	44 19% o	382 22% p	53 20% q
No, not aware of symbol	1303 64%	657 58%	642 71% a	1085 64%	108 60%	76 74% cdfglm	34 59% f	150 62% g	192 67% h	112 64% i	123 66% j	98 68% k	101 56% l	100 57% m	60 68% n	150 66% o	1113 63% p	190 70% q

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 76**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q24 (SHOWCARD) Which of the following, if any, are you aware of on television? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Trailers or promotions for particular TV programmes	1490 73%	703 72%	787 73%	189 67%	264 71%	277 78% ch	264 74%	225 80% cdh	271 68%	440 80% jkl	411 74% l	304 71%	336 66%	577 74%	914 72%	1260 75% p	230 62%
Programme sponsorship announcements	1211 59%	598 62%	613 57%	148 53%	213 57%	228 64% ch	228 64% ch	178 63% ch	214 54%	368 67% jkl	335 60% l	257 60% l	251 49%	469 60%	741 59%	1048 63% p	163 44%
Trailers or promotions for particular TV channels	1187 58%	581 60%	606 56%	156 55% h	234 63% h	227 64% h	218 61% h	167 59% h	184 46%	363 66% jkl	323 58% l	249 58% l	252 49%	497 64% n	690 55%	1027 61% p	159 43%
Trailers or promotions for websites or other online services provided by TV channels	778 38%	414 43% b	365 34%	109 39% h	159 43% h	171 48% cgh	155 43% gh	99 35% h	85 21%	262 48% jkl	214 39% l	153 36%	149 29%	339 43% n	439 35%	707 42% p	71 19%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	689 34%	358 37% b	331 31%	89 32% h	162 44% cgh	135 38% gh	134 38% gh	82 29% h	86 22%	239 44% jkl	198 36% l	132 31% l	120 24%	296 38% n	393 31%	639 38% p	50 13%
ANY OF THESE	1711 84%	807 83%	904 84%	225 80%	310 83%	309 87% ch	305 86% h	251 89% ch	310 78%	480 87% l	470 85% l	365 85% l	396 77%	663 85%	1048 83%	1440 86% p	270 72%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 76**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q24 (SHOWCARD) Which of the following, if any, are you aware of on television? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
None of these	281	135	146	49	52	39	43	26	72	62	69	53	97	96	185	198	83
	14%	14%	14%	17%	14%	11%	12%	9%	18%	11%	12%	12%	19%	12%	15%	12%	22%
				eg				efg					ijk				o
Don't know	53	30	23	7	10	7	9	5	15	6	17	12	18	21	32	32	21
	3%	3%	2%	3%	3%	2%	2%	2%	4%	1%	3%	3%	4%	3%	3%	2%	6%
											i		i				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 76**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q24 (SHOWCARD) Which of the following, if any, are you aware of on television? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Trailers or promotions for particular TV programmes	1490	869	619	1249	127	76	38	118	204	149	133	109	134	148	63	191	1286	204
	73%	77%	68%	73%	71%	74%	66%	49%	71%	85%	71%	76%	74%	84%	72%	85%	73%	75%
		b		fg	g	g	g		g	cdefghjkl	g	g	g	cdefghjln	g	cdefghjkl		
Programme sponsorship announcements	1211	742	465	1010	117	62	22	94	186	101	124	82	96	128	46	153	1046	165
	59%	65%	51%	59%	65%	60%	39%	39%	65%	58%	66%	57%	53%	73%	52%	68%	59%	61%
		b		fg	fgln	fg			fgln	fg	fgln	fg	fg	cefgikln	fg	cfgkln		
Trailers or promotions for particular TV channels	1187	717	466	1007	103	52	25	102	161	125	106	93	98	115	48	160	1037	150
	58%	63%	51%	59%	57%	51%	43%	42%	56%	71%	57%	65%	54%	65%	54%	71%	58%	55%
		b		fg	fg				fg	cdefghjln	fg	efg	fg	efg	g	cdefghjln		
Trailers or promotions for websites or other online services provided by TV channels	778	512	265	679	69	18	12	76	115	90	75	61	46	83	38	95	691	87
	38%	45%	29%	40%	39%	18%	20%	31%	40%	52%	40%	43%	25%	47%	43%	42%	39%	32%
		b		efgl	efl			ef	efl	cdefghjl	efl	efgl		efgl	efgl	efgl	q	
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	689	461	226	610	53	18	8	86	99	80	68	59	55	58	36	71	607	82
	34%	41%	25%	36%	30%	18%	13%	36%	34%	46%	36%	41%	30%	33%	41%	31%	34%	30%
		b		ef	ef			ef	ef	cdefhlmo	ef	defl	ef	ef	def	ef		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 76**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q24 (SHOWCARD) Which of the following, if any, are you aware of on television? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
ANY OF THESE	1711	994	713	1417	156	90	47	145	246	158	155	122	153	154	73	211	1480	231
	84%	88%	79%	83%	87%	88%	81%	60%	85%	91%	83%	85%	85%	88%	83%	93%	83%	85%
		b		g	g	g	g		g	cfgjn	g	g	g	g	g	cfghjkl		
None of these	281	117	164	243	19	9	10	76	34	16	28	19	24	21	14	11	243	38
	14%	10%	18%	14%	11%	9%	17%	31%	12%	9%	15%	13%	13%	12%	16%	5%	14%	14%
			a	o			o	cdefhijklmn	o		o	o	o	o	o	o		
Don't know	53	23	28	46	3	3	1	20	9	-	5	2	4	1	2	4	50	3
	3%	2%	3%	3%	2%	2%	2%	8%	3%	-%	3%	1%	2%	1%	2%	2%	3%	1%
				i		i		cdefhijklmn	i		i							
								o										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 77**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
No, do not have any concerns	1285	627	658	225	256	224	233	143	205	326	335	275	349	513	772	1049	235
	63%	65%	61%	80%	69%	63%	65%	50%	52%	59%	60%	64%	68%	66%	61%	63%	63%
				defgh	gh	gh	gh						ij	n			
<b>CONCERNS MENTIONED</b>																	
Too many advertising breaks	430	204	226	32	70	66	76	72	114	113	128	82	107	147	283	334	96
	21%	21%	21%	11%	19%	18%	21%	26%	29%	21%	23%	19%	21%	19%	22%	20%	26%
					c	c	c	ce	cdef								o
Advertising breaks go on for too long	193	103	89	12	32	28	29	31	61	44	53	46	50	60	133	148	45
	9%	11%	8%	4%	9%	8%	8%	11%	15%	8%	9%	11%	10%	8%	10%	9%	12%
								c	cdef								
Payday loans/ credit advertising	110	46	63	5	19	18	23	20	24	46	30	19	14	38	72	101	9
	5%	5%	6%	2%	5%	5%	6%	7%	6%	8%	5%	5%	3%	5%	6%	6%	2%
							c	c	c	kl	l					p	
Gambling advertising	101	51	50	4	14	14	25	21	24	41	32	15	13	35	66	95	6
	5%	5%	5%	1%	4%	4%	7%	7%	6%	7%	6%	3%	3%	4%	5%	6%	2%
							c	c	c	kl	l					p	
Junk food advertising	58	24	34	4	13	10	10	10	11	24	16	8	10	22	36	52	6
	3%	2%	3%	1%	4%	3%	3%	3%	3%	4%	3%	2%	2%	3%	3%	3%	2%
										l							
Inappropriate advertising in children's programming/ before the watershed	54	17	38	4	10	14	5	12	9	20	19	8	7	30	24	50	4
	3%	2%	3%	1%	3%	4%	1%	4%	2%	4%	3%	2%	1%	4%	2%	3%	1%
			a					f		l	l			n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 77**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Adverts are noisier/ louder than the programmes	42 2%	21 2%	22 2%	4 1%	9 2%	4 1%	5 1%	6 2%	15 4% e	10 2%	15 3%	9 2%	8 2%	12 2%	30 2%	30 2%	12 3%
Alcohol advertising	41 2%	15 2%	25 2%	3 1%	7 2%	7 2%	5 1%	9 3%	10 2%	14 3%	12 2%	6 1%	9 2%	17 2%	24 2%	38 2% p	2 1%
Poor quality/ poor production standards	40 2%	19 2%	22 2%	4 1%	6 2%	11 3%	6 2%	4 1%	9 2%	14 3%	14 3%	6 1%	6 1%	18 2%	22 2%	36 2%	5 1%
Encourages children to pester parents	40 2%	9 1%	31 3% a	2 1%	9 2%	10 3%	3 1%	7 3%	9 2%	12 2%	13 2%	8 2%	6 1%	18 2%	23 2%	34 2%	6 2%
Irritating/ annoying sponsorship messages	39 2%	21 2%	19 2%	3 1%	6 2%	5 1%	7 2%	10 4%	8 2%	15 3%	12 2%	6 1%	6 1%	11 1%	28 2%	35 2%	5 1%
Antisocial behaviour in adverts	21 1%	9 1%	12 1%	1 *%	3 1%	2 1%	6 2%	2 1%	6 2%	7 1%	8 1%	4 1%	2 *%	6 1%	15 1%	20 1%	1 *%
Other concerns	76 4%	41 4%	35 3%	6 2%	10 3%	14 4%	14 4%	16 6%	17 4%	26 5%	19 3%	15 3%	16 3%	28 4%	48 4%	67 4%	9 2%
ANY CONCERNS	715 35%	320 33%	395 37%	55 20%	106 28% c	127 36% c	116 33% c	132 47% cdef	180 45% cdef	212 39% l	205 37% l	145 34%	153 30%	252 32%	463 37%	585 35%	130 35%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 77**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
ANY OF PAYDAY LOANS/ ALCOHOL/ JUNK FOOD/ GAMBLING	175	70	106	9	28	29	37	35	37	67	54	29	25	59	116	161	14
	9%	7%	10%	3%	8%	8%	10%	12%	9%	12%	10%	7%	5%	8%	9%	10%	4%
		a			c	c	c	c	c	kl	l					p	
Don't know	45	24	20	1	11	5	8	9	12	11	15	10	9	14	30	36	9
	2%	3%	2%	*%	3%	1%	2%	3%	3%	2%	3%	2%	2%	2%	2%	2%	2%
					c			c	c								

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 77**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
No, do not have any concerns	1285	719	565	1078	107	55	45	180	162	100	114	87	113	118	66	138	1129	156
	63%	63%	62%	63%	60%	53%	78%	75%	56%	57%	61%	61%	62%	67%	75%	61%	64%	57%
				e			cdehijklmo	cdehijklmo						eh	cdehijklmo		q	
<b>CONCERNS MENTIONED</b>																		
Too many advertising breaks	430	227	201	348	49	24	10	37	65	39	37	22	38	34	12	63	374	56
	21%	20%	22%	20%	27%	23%	17%	16%	23%	23%	20%	15%	21%	19%	14%	28%	21%	21%
					cfgkn	n			n	n						cfgkn		
Advertising breaks go on for too long	193	94	97	150	27	11	4	12	27	11	22	13	15	17	5	30	167	26
	9%	8%	11%	9%	15%	11%	7%	5%	9%	6%	12%	9%	8%	9%	6%	13%	9%	9%
					cfgiln	g					g					gin		
Payday loans/ credit advertising	110	65	44	80	21	7	2	9	17	7	7	11	5	11	2	10	100	10
	5%	6%	5%	5%	11%	7%	3%	4%	6%	4%	4%	7%	3%	7%	2%	4%	6%	4%
					cfgijlno							n						
Gambling advertising	101	63	38	83	14	3	2	10	20	10	7	7	8	7	3	10	86	15
	5%	6%	4%	5%	8%	2%	3%	4%	7%	6%	4%	5%	5%	4%	4%	5%	5%	6%
					e													
Junk food advertising	58	36	22	45	9	4	-	7	12	8	2	4	4	4	-	2	54	4
	3%	3%	2%	3%	5%	4%	-%	3%	4%	4%	1%	3%	2%	2%	-%	1%	3%	1%
				fn	fjno	fn		fn	fn	fn		fn						
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 77**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Inappropriate advertising in children's programming/ before the watershed	54 3%	26 2%	28 3%	47 3%	5 3%	2 2%	* 1%	7 3%	13 5% fj	4 2%	2 1%	6 4% f	2 1%	4 2%	3 3%	6 2%	48 3%	6 2%
Adverts are noisier/ louder than the programmes	42 2%	19 2%	23 3%	34 2%	5 3% f	3 3% f	- -%	3 1%	3 1%	6 4% f	5 3%	2 1%	3 2%	10 5% c f g h k n o	1 1%	1 1%	35 2%	8 3%
Alcohol advertising	41 2%	24 2%	16 2%	35 2%	4 2%	1 1%	1 1%	5 2%	10 3% n	2 1%	4 2%	1 1%	4 2%	3 1%	- -%	7 3% n	36 2%	5 2%
Poor quality/ poor production standards	40 2%	22 2%	19 2%	34 2%	1 1%	5 5% c d f l m o	- -%	8 3% f l	7 2%	5 3% f	5 2%	3 2%	1 2%	2 1%	1 1%	3 1%	26 1%	14 5% p
Encourages children to pester parents	40 2%	20 2%	20 2%	33 2%	6 3% f	2 2%	- -%	2 1%	2 1%	7 4% f g h	5 2%	5 4% f h	2 1%	4 3%	2 2%	4 2%	38 2%	2 1%
Irritating/ annoying sponsorship messages	39 2%	22 2%	17 2%	33 2%	4 2%	3 3% f	- -%	4 2%	1 *%	5 3% f	4 2%	3 2%	3 2%	7 4% f h	2 2%	3 1%	31 2%	8 3%
Antisocial behaviour in adverts	21 1%	13 1%	8 1%	16 1%	2 1%	3 3% c l	* 1%	4 1%	2 1%	4 2%	1 *%	1 1%	- -%	2 1%	1 1%	2 1%	18 1%	3 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 77**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Other concerns	76 4%	44 4%	31 3%	69 4% d	1 *% d	5 5% d	1 1%	4 2%	13 5% d	10 6% dfg	13 7% dfgm	8 6% df	7 4% d	4 2%	3 4% d	7 3%	58 3%	18 7% p
ANY CONCERNS	715 35%	389 34%	323 36%	597 35% fgn	68 38% fgn	37 37% fgn	13 22%	60 25%	121 42% fgn	71 41% fgn	69 37% fgn	53 37% fgn	64 35% fgn	57 32% f	22 25%	79 35% fg	607 34%	108 40%
ANY OF PAYDAY LOANS/ ALCOHOL/ JUNK FOOD/ GAMBLING	175 9%	109 10%	66 7%	141 8% cflno	23 13% cflno	9 8%	2 4%	17 7%	33 11% fn	18 10% fn	15 8%	14 9%	11 6%	16 9%	4 4%	14 6%	152 9%	23 8%
Don't know	45 2%	27 2%	18 2%	31 2%	3 2%	10 10% cdfghijklmn o	* 1%	1 *% o	6 2%	3 2%	4 2%	3 2%	4 2%	1 *%	- -%	9 4% cfgmn	37 2%	8 3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25A (SHOWCARD) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned. (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Adverts for payday loans/ credit	603	288	315	47	85	104	118	117	132	190	157	132	123	218	385	523	80
	29%	30%	29%	17%	23%	29%	33%	41%	33%	35%	28%	31%	24%	28%	30%	31%	22%
						c	cd	cdefh	cd	jl		l				p	
Adverts for gambling/ bookmakers/ gambling websites	441	205	237	27	55	81	92	88	99	149	116	97	79	165	276	396	45
	22%	21%	22%	10%	15%	23%	26%	31%	25%	27%	21%	23%	15%	21%	22%	24%	12%
						cd	cd	cde	cd	jl	l	l				p	
Adverts offering compensation in no win no fee deals	280	143	137	15	39	43	52	60	70	104	72	60	43	84	196	250	30
	14%	15%	13%	5%	11%	12%	15%	21%	18%	19%	13%	14%	8%	11%	15%	15%	8%
					c	c	c	cdef	cde	jl	l	l			m	p	
Adverts for junk food/ unhealthy food/ food high in sugar/ fat/ salt	248	104	144	20	37	52	35	40	64	91	67	46	44	99	149	217	30
	12%	11%	13%	7%	10%	15%	10%	14%	16%	17%	12%	11%	9%	13%	12%	13%	8%
						c		c	cdf	kl						p	
Adverts for charities/ refugee appeals	241	107	134	15	33	37	49	43	63	55	70	46	70	79	162	206	34
	12%	11%	12%	5%	9%	10%	14%	15%	16%	10%	13%	11%	14%	10%	13%	12%	9%
						c	c	cd	cde								
Adverts for e-cigarettes/ vaping	192	95	97	16	27	47	29	37	37	75	58	29	30	92	101	173	19
	9%	10%	9%	6%	7%	13%	8%	13%	9%	14%	10%	7%	6%	12%	8%	10%	5%
						cd		cd		kl	l			n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25A (SHOWCARD) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned. (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Adverts for credit cards	176	83	93	9	29	34	25	36	43	59	48	36	33	62	114	159	17
	9%	9%	9%	3%	8%	10%	7%	13%	11%	11%	9%	8%	7%	8%	9%	10%	4%
					c	c	c	cf	c	l						p	
Adverts for alcohol	158	66	92	17	21	33	25	20	41	48	44	32	34	72	86	138	20
	8%	7%	9%	6%	6%	9%	7%	7%	10%	9%	8%	8%	7%	9%	7%	8%	5%
									d								
Adverts for children's toys	118	33	85	7	24	31	15	16	25	46	33	20	18	64	54	115	3
	6%	3%	8%	3%	7%	9%	4%	5%	6%	8%	6%	5%	4%	8%	4%	7%	1%
			a		c	cf			c	kl				n		p	
Adverts for public health campaigns	32	13	20	4	3	7	6	5	7	10	9	7	6	16	16	31	1
	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	*%
																p	
ANY OF THESE	903	408	495	72	141	164	175	166	185	280	239	189	195	353	550	778	124
	44%	42%	46%	26%	38%	46%	49%	59%	47%	51%	43%	44%	38%	45%	43%	47%	33%
					c	cd	cd	cdefh	cd	jkl						p	
ANY OF PAYDAY LOANS/ ALCOHOL/ JUNK FOOD/ GAMBLING	796	364	432	65	116	146	154	151	165	255	215	171	156	304	492	694	101
	39%	37%	40%	23%	31%	41%	43%	53%	42%	46%	39%	40%	30%	39%	39%	42%	27%
					c	cd	cd	cdefh	cd	jl	l	l				p	
None of these	1107	545	562	206	223	189	174	111	204	265	305	233	304	415	693	871	235
	54%	56%	52%	73%	60%	53%	49%	39%	51%	48%	55%	54%	60%	53%	55%	52%	63%
				defgh	fgh	g	g		g				i			o	
Don't know	35	18	17	3	8	3	7	5	8	3	12	8	12	12	22	21	14
	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	4%
											i		i			o	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25A (SHOWCARD) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned. (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Adverts for payday loans/ credit	603	336	266	514	54	27	9	34	71	81	57	58	40	58	28	87	523	80
	29%	30%	29%	30%	30%	26%	15%	14%	25%	47%	30%	41%	22%	33%	31%	39%	30%	29%
				fgl	fg	fg			fg	cdefghijlmn	fg	cdefghl		fgl	fg	cefgl		
Adverts for gambling/ bookmakers/ gambling websites	441	244	197	398	24	14	5	24	57	66	43	41	36	33	19	80	374	67
	22%	22%	22%	23%	13%	14%	9%	10%	20%	38%	23%	28%	20%	19%	21%	35%	21%	25%
				defg					fg	cdefghijlmn	defg	defgm	fg	fg	fg	cdefghijlmn		
Adverts offering compensation in no win no fee deals	280	147	133	246	21	12	2	5	19	37	22	36	26	25	12	64	237	43
	14%	13%	15%	14%	12%	11%	3%	2%	7%	21%	12%	25%	14%	14%	13%	28%	13%	16%
				fgh	fg	fg			g	cdefghj	fg	cdefghijlmn	fgh	fgh	fgh	cdefghijlmn		
Adverts for junk food/ unhealthy food/ food high in sugar/ fat/ salt	248	132	115	217	14	14	2	25	27	33	26	27	18	11	8	41	208	39
	12%	12%	13%	13%	8%	14%	4%	10%	9%	19%	14%	19%	10%	6%	10%	18%	12%	14%
				fm		fm		f		cdefghlmn	fm	cdefghlmn	f			cdefghlmn		
Adverts for charities/ refugee appeals	241	120	120	209	19	11	2	6	27	28	25	16	22	27	6	51	203	37
	12%	11%	13%	12%	11%	11%	3%	2%	9%	16%	13%	11%	12%	15%	7%	23%	11%	14%
				fg	fg	fg			fg	fgn	fg	fg	fg	fgn	g	cdefghjkl		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25A (SHOWCARD) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned. (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Adverts for e-cigarettes/ vaping	192 9%	110 10%	81 9%	170 10% f	14 8%	7 6%	2 4%	22 9%	22 8%	27 16% cdefhlmn	20 11% f	16 11% f	11 6%	11 6%	7 8%	33 15% defhlm	167 9%	25 9%
Adverts for credit cards	176 9%	95 8%	81 9%	146 9% fgh	22 12% fghj	6 6%	2 4%	10 4%	11 4%	29 17% cefgihlmn	11 6%	17 12% fgh	11 6%	16 9%	6 7%	34 15% cefgihln	146 8%	30 11%
Adverts for alcohol	158 8%	76 7%	80 9%	141 8% f	9 5%	5 5%	2 3%	11 5%	16 5%	21 12% defgh	20 11% fg	22 15% cdefghlmn	13 7%	10 6%	6 7%	23 10% f	129 7%	28 10%
Adverts for children's toys	118 6%	66 6%	52 6%	109 6% f	5 3%	3 3%	1 1%	8 4%	16 5% f	19 11% cdefgln	15 8% f	13 9% defgl	6 3%	10 6% f	3 4%	19 8% def	100 6%	18 7%
Adverts for public health campaigns	32 2%	15 1%	17 2%	29 2%	2 1%	1 1%	* 1%	2 1%	6 2% cdefgikln	8 5% f	1 1%	1 1%	2 1%	3 1%	- -%	6 3% n	26 1%	6 2%
ANY OF THESE	903 44%	502 44%	399 44%	771 45% fgl	75 42% fg	47 46% fgl	11 19%	71 29% f	113 39% f	111 64% cdefghlmn	91 49% fgl	81 57% cdfghln	63 35% f	81 46% fgl	37 42% fg	123 54% cdfghln	776 44%	127 47%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 78**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25A (SHOWCARD) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned. (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
ANY OF PAYDAY LOANS/ ALCOHOL/ JUNK FOOD/ GAMBLING	796 39%	445 39%	349 38%	682 40% fg	65 36% fg	38 38% fg	10 18%	59 25%	96 33% f	106 61% cdefghijlmno	80 43% fg	73 51% cdefghlm	59 32% f	65 37% fg	35 40% fg	109 48% cdfghlm	684 39%	112 41%
None of these	1107 54%	610 54%	494 55%	907 53% iko	102 57% iko	51 50% i	46 81% cdeghijklmn o	170 71% cdehijk mno	167 58% ijko	62 36%	88 47% i	62 43% ceijkmo	115 63%	91 52% i	50 57% iko	102 45%	964 54%	143 53%
Don't know	35 2%	22 2%	13 1%	28 2%	2 1%	4 4% gk	* 1%	- -%	9 3% gk	1 1%	8 4% cfgiko	- -%	3 2%	4 2% g	1 1%	2 1%	33 2%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 79**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any concerns about TV advertising for payday loans/ credit

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	605	289	316	42	70	95	99	138	161	158	176	134	137	196	409	507	98
Effective Weighted Sample	535	253	282	39	63	87	90	124	147	144	157	118	124	176	361	450	89
Total	603	288	315	47	85	104	118	117	132	190	157	132	123	218	385	523	80
Encourages debt/ getting into further debt/ makes it easy to borrow money/ too tempting	342 57%	151 52%	192 61%	** **	** **	** **	** **	67 57%	80 61%	106 56%	86 55%	80 60%	70 57%	119 55%	223 58%	293 56%	** **
Costs too much/ interest rates/ APR too high	109 18%	60 21%	49 16%	** **	** **	** **	** **	21 18%	25 19%	39 21%	24 15%	23 17%	23 19%	42 19%	67 17%	96 18%	** **
Appeals to/ preys on the vulnerable/ desperate/ financially worse off	91 15%	44 15%	47 15%	** **	** **	** **	** **	21 18%	16 12%	40 21%	21 14%	18 13%	12 10%	36 16%	55 14%	84 16%	** **
Not clear about the cost/ are misleading/ don't show the small print	38 6%	21 7%	17 5%	** **	** **	** **	** **	12 10%	9 7%	13 7%	8 5%	12 9%	6 5%	10 5%	28 7%	35 7%	** **
Too many adverts for payday loans/ on too frequently	30 5%	15 5%	16 5%	** **	** **	** **	** **	3 3%	7 6%	8 4%	12 8%	4 3%	7 6%	10 4%	21 5%	25 5%	** **
Morally wrong/ dangerous/ irresponsible/ unscrupulous/ bad	27 5%	15 5%	12 4%	** **	** **	** **	** **	6 5%	4 3%	13 7%	7 4%	3 2%	4 3%	13 6%	15 4%	24 5%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 79**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any concerns about TV advertising for payday loans/ credit

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	605	289	316	42	70	95	99	138	161	158	176	134	137	196	409	507	98
Effective Weighted Sample	535	253	282	39	63	87	90	124	147	144	157	118	124	176	361	450	89
Total	603	288	315	47	85	104	118	117	132	190	157	132	123	218	385	523	80
People don't understand them/ are not aware of what they are getting in to	17 3%	5 2%	12 4%	** **	** **	** **	** **	4 3%	2 2%	5 3%	5 3%	2 2%	4 3%	7 3%	10 3%	15 3%	** **
Ripping people off/ scam/ con	15 2%	7 3%	7 2%	** **	** **	** **	** **	2 1%	3 3%	3 1%	6 4%	5 4%	2 1%	6 3%	9 2%	14 3%	** **
Too pushy/ in your face/ aggressive/ patronising/ annoying	12 2%	7 2%	5 2%	** **	** **	** **	** **	- -%	2 1%	3 2%	3 2%	3 2%	2 2%	4 2%	8 2%	11 2%	** **
Children might see them/ on during children's programmes/ when children are watching	7 1%	4 1%	3 1%	** **	** **	** **	** **	2 2%	- -%	- -%	2 1%	1 1%	4 3% i	6 3% n	1 *%	7 1%	** **
Time of day they are broadcast/ shown in daytime to appeal to those not working	5 1%	4 1%	1 *%	** **	** **	** **	** **	2 2%	- -%	1 1%	2 1%	1 1%	1 *%	1 *%	4 1%	5 1%	** **
Children might think it is good to get in to debt	3 *%	1 *%	2 *%	** **	** **	** **	** **	1 *%	- -%	2 1%	- -%	- -%	1 1%	3 1% n	- -%	3 1%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 79**

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**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any concerns about TV advertising for payday loans/ credit

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	605	289	316	42	70	95	99	138	161	158	176	134	137	196	409	507	98
Effective Weighted Sample	535	253	282	39	63	87	90	124	147	144	157	118	124	176	361	450	89
Total	603	288	315	47	85	104	118	117	132	190	157	132	123	218	385	523	80
Other	33	15	18	**	**	**	**	5	7	7	12	5	9	9	24	26	**
	6%	5%	6%	**	**	**	**	4%	5%	4%	7%	4%	7%	4%	6%	5%	**
ANY MENTION OF HARMFUL IMPACT	441	202	239	**	**	**	**	88	96	144	111	99	86	160	281	384	**
	73%	70%	76%	**	**	**	**	75%	73%	76%	71%	75%	70%	73%	73%	73%	**
ANY MENTION OF NOT CLEAR ABOUT COSTS/ PEOPLE DON'T UNDERSTAND THEM	52	26	25	**	**	**	**	14	11	16	12	14	10	16	36	47	**
	9%	9%	8%	**	**	**	**	12%	8%	9%	7%	11%	8%	7%	9%	9%	**
ANY MENTION OF IMPACT ON CHILDREN	9	5	4	**	**	**	**	3	-	2	2	1	5	8	1	9	**
	2%	2%	1%	**	**	**	**	2%	-%	1%	1%	1%	4%	4%	*%	2%	**
														n			
ANY CONCERNS ABOUT TV ADVERTISING FOR PAYDAY LOANS	603	288	315	**	**	**	**	117	132	190	157	132	123	218	385	523	**
	100%	100%	100%	**	**	**	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 79**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any concerns about TV advertising for payday loans/ credit

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	605	297	307	491	52	39	23	25	48	76	57	69	42	55	48	71	501	104
Effective Weighted Sample	535	266	278	441	49	38	23	24	47	71	53	63	39	52	47	67	446	97
Total	603	336	266	514	54	27	9	34	71	81	57	58	40	58	28	87	523	80
Encourages debt/ getting into further debt/ makes it easy to borrow money/ too tempting	342 57%	186 55%	156 59%	298 58%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	303 58%	39 49%
Costs too much/ interest rates/ APR too high	109 18%	54 16%	55 21%	92 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	92 18%	17 21%
Appeals to/ preys on the vulnerable/ desperate/ financially worse off	91 15%	57 17%	34 13%	84 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	78 15%	13 16%
Not clear about the cost/ are misleading/ don't show the small print	38 6%	21 6%	16 6%	33 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	27 5%	11 14% p
Too many adverts for payday loans/ on too frequently	30 5%	20 6%	11 4%	23 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	29 5%	2 2%
Morally wrong/ dangerous/ irresponsible/ unscrupulous/ bad	27 5%	19 6%	8 3%	23 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 4%	6 7%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 79**

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**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any concerns about TV advertising for payday loans/ credit

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	605	297	307	491	52	39	23	25	48	76	57	69	42	55	48	71	501	104
Effective Weighted Sample	535	266	278	441	49	38	23	24	47	71	53	63	39	52	47	67	446	97
Total	603	336	266	514	54	27	9	34	71	81	57	58	40	58	28	87	523	80
People don't understand them/ are not aware of what they are getting in to	17 3%	8 2%	8 3%	13 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 3%	4 5%
Ripping people off/ scam/ con	15 2%	9 3%	5 2%	12 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 2%	2 3%
Too pushy/ in your face/ aggressive/ patronising/ annoying	12 2%	10 3% b	2 1%	10 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 2%	4 4%
Children might see them/ on during children's programmes/ when children are watching	7 1%	4 1%	3 1%	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	- -%
Time of day they are broadcast/ shown in daytime to appeal to those not working	5 1%	4 1%	1 *%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	1 1%
Children might think it is good to get in to debt	3 *%	2 *%	1 1%	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	1 2%
Other	33 6%	17 5%	16 6%	24 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 5%	7 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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**Table 79**

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**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any concerns about TV advertising for payday loans/ credit

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	605	297	307	491	52	39	23	25	48	76	57	69	42	55	48	71	501	104
Effective Weighted Sample	535	266	278	441	49	38	23	24	47	71	53	63	39	52	47	67	446	97
Total	603	336	266	514	54	27	9	34	71	81	57	58	40	58	28	87	523	80
ANY MENTION OF HARMFUL IMPACT	441	248	192	384	**	**	**	**	**	**	**	**	**	**	**	**	388	53
	73%	74%	72%	75%	**	**	**	**	**	**	**	**	**	**	**	**	74%	67%
ANY MENTION OF NOT CLEAR ABOUT COSTS/ PEOPLE DON'T UNDERSTAND THEM	52	27	24	44	**	**	**	**	**	**	**	**	**	**	**	**	39	13
	9%	8%	9%	9%	**	**	**	**	**	**	**	**	**	**	**	**	7%	17% p
ANY MENTION OF IMPACT ON CHILDREN	9	5	4	8	**	**	**	**	**	**	**	**	**	**	**	**	8	1
	2%	2%	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	2%
ANY CONCERNS ABOUT TV ADVERTISING FOR PAYDAY LOANS	603	336	266	514	**	**	**	**	**	**	**	**	**	**	**	**	523	80
	100%	100%	100%	100%	**	**	**	**	**	**	**	**	**	**	**	**	100%	100%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Encourages debt/ getting into further debt/ makes it easy to borrow money/ too tempting	342 17%	151 16%	192 18%	25 9%	48 13%	61 17% c	61 17% c	67 24% cd	80 20% cd	106 19% l	86 16%	80 19%	70 14%	119 15%	223 18%	293 18% p	49 13%
Costs too much/ interest rates/ APR too high	109 5%	60 6%	49 5%	12 4%	12 3%	14 4%	25 7%	21 7% d	25 6%	39 7%	24 4%	23 5%	23 4%	42 5%	67 5%	96 6%	13 3%
Appeals to/ preys on the vulnerable/ desperate/ financially worse off	91 4%	44 5%	47 4%	1 *% c	15 4% c	13 4% c	25 7% c	21 7% ce	16 4% c	40 7% jl	21 4%	18 4%	12 2%	36 5%	55 4%	84 5% p	7 2%
Not clear about the cost/ are misleading/ don't show the small print	38 2%	21 2%	17 2%	3 1%	4 1%	3 1%	7 2%	12 4% cde	9 2%	13 2%	8 1%	12 3%	6 1%	10 1%	28 2%	35 2%	3 1%
Too many adverts for payday loans/ on too frequently	30 1%	15 2%	16 1%	1 *% c	3 1%	10 3% c	5 1%	3 1%	7 2%	8 1%	12 2%	4 1%	7 1%	10 1%	21 2%	25 2%	5 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Morally wrong/ dangerous/ irresponsible/ unscrupulous/ bad	27 1%	15 2%	12 1%	1 *%	7 2%	4 1%	6 2%	6 2%	4 1%	13 2% l	7 1%	3 1%	4 1%	13 2%	15 1%	24 1%	3 1%
People don't understand them/ are not aware of what they are getting in to	17 1%	5 1%	12 1%	4 1%	4 1%	2 1%	2 *%	4 1%	2 1%	5 1%	5 1%	2 *%	4 1%	7 1%	10 1%	15 1%	2 1%
Ripping people off/ scam/ con	15 1%	7 1%	7 1%	2 1%	2 1%	5 1%	1 *%	2 1%	3 1%	3 *%	6 1%	5 1%	2 *%	6 1%	9 1%	14 1%	1 *%
Too pushy/ in your face/ aggressive/ patronising/ annoying	12 1%	7 1%	5 *%	1 *%	2 *%	4 1%	4 1%	- -%	2 *%	3 1%	3 1%	3 1%	2 *%	4 *%	8 1%	11 1%	1 *%
Children might see them/ on during children's programmes/ when children are watching	7 *%	4 *%	3 *%	1 *%	3 1%	- -%	1 *%	2 1%	- -%	- -%	2 *%	1 *%	4 1%	6 1% n	1 *%	7 *%	- -%
Time of day they are broadcast/ shown in daytime to appeal to those not working	5 *%	4 *%	1 *%	- -%	2 1%	1 *%	- -%	2 1%	- -%	1 *%	2 *%	1 *%	1 *%	1 *%	4 *%	5 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Children might think it is good to get in to debt	3 *%	1 *%	2 *%	- -%	- -%	1 *%	2 *%	1 *%	- -%	2 *%	- -%	- -%	1 *%	3 *% n	- -%	3 *%	- -%
Other	33 2%	15 2%	18 2%	5 2%	3 1%	7 2%	6 2%	5 2%	7 2%	7 1%	12 2%	5 1%	9 2%	9 1%	24 2%	26 2%	8 2%
ANY MENTION OF HARMFUL IMPACT	441 22%	202 21%	239 22%	29 10%	68 18% c	75 21% c	85 24% c	88 31% cdeh	96 24% c	144 26% jl	111 20%	99 23% l	86 17%	160 20%	281 22%	384 23% p	57 15%
ANY MENTION OF NOT CLEAR ABOUT COSTS/ PEOPLE DON'T UNDERSTAND THEM	52 3%	26 3%	25 2%	6 2%	8 2%	4 1%	8 2%	14 5% e	11 3%	16 3%	12 2%	14 3%	10 2%	16 2%	36 3%	47 3%	5 1%
ANY MENTION OF IMPACT ON CHILDREN	9 *%	5 1%	4 *%	1 *%	3 1%	1 *%	3 1%	3 1%	- -%	2 *%	2 *%	1 *%	5 1%	8 1% n	1 *%	9 1%	- -%
ANY CONCERNS ABOUT TV ADVERTISING FOR PAYDAY LOANS	603 29%	288 30%	315 29%	47 17%	85 23%	104 29% c	118 33% cd	117 41% cdefh	132 33% cd	190 35% jl	157 28%	132 31% l	123 24%	218 28%	385 30%	523 31% p	80 22%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
DO NOT HAVE ANY CONCERNS ABOUT TV ADVERTISING FOR PAYDAY LOANS	1442	684	758	234	288	251	238	166	265	358	398	298	388	562	880	1148	293
	71%	70%	71%	83% efgh	77% fgh	71% g	67% g	59% g	67% g	65% i	72% i	69% ik	76% ik	72% m	70% n	69% o	78% p

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Encourages debt/ getting into further debt/ makes it easy to borrow money/ too tempting	342 17%	186 16%	156 17%	298 17% efg	31 17% efg	9 9%	5 8%	10 4%	36 13% g	45 26% cefg hln	35 19% efg	33 23% efgh	27 15% g	31 18% efg	13 15% g	66 29% cdefghijlmn	303 17%	39 14%
Costs too much/ interest rates/ APR too high	109 5%	54 5%	55 6%	92 5%	10 5%	5 5%	2 4%	7 3%	9 3%	13 7% n	16 9% ghn	13 9% ghn	7 4%	14 8% ghn	2 2%	12 5%	92 5%	17 6%
Appeals to/ preys on the vulnerable/ desperate/ financially worse off	91 4%	57 5%	34 4%	84 5% g	3 2%	3 3%	1 2%	3 1%	11 4%	15 8% dfg	8 4%	12 8% dfg	7 4%	11 6% dg	7 8% dfg	10 5%	78 4%	13 5%
Not clear about the cost/ are misleading/ don't show the small print	38 2%	21 2%	16 2%	33 2%	2 1%	3 3%	* 1%	1 *%	5 2% cdfglo	9 5%	6 3%	2 1%	1 *%	5 3%	2 3%	3 1%	27 2%	11 4% p
Too many adverts for payday loans/ on too frequently	30 1%	20 2%	11 1%	23 1%	5 3% l	2 2%	1 1%	2 1%	6 2%	2 1%	2 1%	1 1%	- -%	6 3% lo	3 3% l	1 *%	29 2%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 80**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Morally wrong/ dangerous/ irresponsible/ unscrupulous/ bad	27 1%	19 2%	8 1%	23 1%	3 2%	1 1%	- -%	1 *%	3 1%	6 3% cfgm	3 2%	4 3% fm	2 1%	- -%	1 2%	3 1%	22 1%	6 2%
People don't understand them/ are not aware of what they are getting in to	17 1%	8 1%	8 1%	13 1%	3 2%	1 1%	* 1%	1 *%	- -%	2 1%	3 2%	3 2%	- -%	- -%	2 3% chlm	2 1%	13 1%	4 1%
Ripping people off/ scam/ con	15 1%	9 1%	5 1%	12 1%	1 1%	2 2%	- -%	- -%	- -%	1 *%	1 *%	3 2%	2 1%	5 3% cfgm	* 1%	1 *%	13 1%	2 1%
Too pushy/ in your face/ aggressive/ patronising/ annoying	12 1%	10 1% b	2 *%	10 1%	1 *%	1 1%	- -%	3 1%	- -%	2 1%	2 1%	- -%	2 1%	- -%	1 2%	- -%	8 *%	4 1%
Children might see them/ on during children's programmes/ when children are watching	7 *%	4 *%	3 *%	6 *%	- -%	- -%	* 1%	2 1%	- -%	- -%	1 1%	2 2% c	- -%	- -%	1 1%	- -%	7 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 80**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Time of day they are broadcast/ shown in daytime to appeal to those not working	5 *%	4 *%	1 *%	5 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	1 1%	- -%	1 1%	1 1%	1 *%	4 *%	1 *%
Children might think it is good to get in to debt	3 *%	2 *%	1 *%	2 *%	- -%	1 1%	- -%	- -%	- -%	2 1%	1 *%	- -%	- -%	- -%	- -%	- -%	2 *%	1 1%
Other	33 2%	17 1%	16 2%	24 1%	5 3% m	5 4% cfkmn	* 1%	5 2%	8 3% m	3 2%	2 1%	1 *%	2 1%	- -%	1 1%	3 1%	26 1%	7 3%
ANY MENTION OF HARMFUL IMPACT	441 22%	248 22%	192 21%	384 23% efg	37 20% fg	15 14% g	6 10%	14 6%	47 16% g	61 35% cdefghijlmn	43 23% fg	46 32% cdefghln	35 19% fg	43 24% efg	19 22% fg	76 34% cdefghjln	388 22%	53 20%
ANY MENTION OF NOT CLEAR ABOUT COSTS/ PEOPLE DON'T UNDERSTAND THEM	52 3%	27 2%	24 3%	44 3%	4 2%	3 3%	* 1%	2 1%	5 2% cfghlo	11 6% fl	8 4% fl	5 3% l	1 *%	5 3%	4 4% fl	4 2%	39 2%	13 5% p
ANY MENTION OF IMPACT ON CHILDREN	9 *%	5 *%	4 *%	8 *%	- -%	1 1%	* 1%	2 1%	- -%	2 1%	2 1%	2 2%	- -%	- -%	1 1%	- -%	8 *%	1 1%
ANY CONCERNS ABOUT TV ADVERTISING FOR PAYDAY LOANS	603 29%	336 30%	266 29%	514 30% fgl	54 30% fg	27 26% fg	9 15%	34 14%	71 25% fg	81 47% cdefghijlmn	57 30% fg	58 41% cdefghl	40 22%	58 33% fgl	28 31% fg	87 39% cefghl	523 30%	80 29%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 80**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25B (UNPROMPTED) And what specifically concerns you about TV advertising for payday loans? (MULTI CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
DO NOT HAVE ANY CONCERNS ABOUT TV ADVERTISING FOR PAYDAY LOANS	1442	798	640	1193	125	75	49	207	217	93	130	85	141	119	61	139	1250	192
	71%	70%	71%	70%	70%	74%	85%	86%	75%	53%	70%	59%	78%	67%	69%	61%	70%	71%
				iko	ik	iko	cdehijkmno	cdehijkmno	iko		i		cikmo	i	i			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 81**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any concerns about TV advertising for alcohol

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	157	66	91	16	18	26	22	23	52	40	49	32	36	61	96	133	24
Effective Weighted Sample	140	58	81	14	17	25	20	21	48	37	43	29	32	56	86	119	22
Total	158	66	92	17	21	33	25	20	41	48	44	32	34	72	86	138	20
Encourages people to drink/ drink too much	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29%	**
Children might see/ be influenced by the adverts/ bad influence on young people/ encourages young people to drink	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	26%	**
Alcohol abuse/ addiction/ health issues/ anti-social/ bad habit	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	**
Too many adverts for alcohol/ on too frequently	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	**
Glamorous/ glorifying alcohol/ makes it seem normal/ harmless/ desirable	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
Adverts are on too early/ should only be shown after 9pm	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 81**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any concerns about TV advertising for alcohol

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	157	66	91	16	18	26	22	23	52	40	49	32	36	61	96	133	24
Effective Weighted Sample	140	58	81	14	17	25	20	21	48	37	43	29	32	56	86	119	22
Total	158	66	92	17	21	33	25	20	41	48	44	32	34	72	86	138	20
Should be banned/ should not be advertised	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
Price/ too cheap/ encourages bulk buying	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Too easily available to purchase	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Other	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**
ANY MENTION OF ENCOURAGES DRINKING/ GLAMOROUS/ GLORIFYING	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	47	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	34%	**
ANY CONCERNS ABOUT TV ADVERTISING FOR ALCOHOL	158	**	**	**	**	**	**	**	**	**	**	**	**	**	**	138	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 81**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any concerns about TV advertising for alcohol

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		~a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	157	67	89	135	9	8	5	8	11	19	19	24	13	11	11	19	125	32
Effective Weighted Sample	140	61	80	122	8	8	5	8	11	18	17	22	12	10	11	18	111	29
Total	158	76	80	141	9	5	2	11	16	21	20	22	13	10	6	23	129	28
Encourages people to drink/ drink too much	46	**	**	40	**	**	**	**	**	**	**	**	**	**	**	**	40	**
	29%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**	**	31%	**
Children might see/ be influenced by the adverts/ bad influence on young people/ encourages young people to drink	41	**	**	36	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	26%	**	**	26%	**	**	**	**	**	**	**	**	**	**	**	**	28%	**
Alcohol abuse/ addiction/ health issues/ anti-social/ bad habit	26	**	**	25	**	**	**	**	**	**	**	**	**	**	**	**	19	**
	17%	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**	15%	**
Too many adverts for alcohol/ on too frequently	10	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**	10	**
	6%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**
Glamorous/ glorifying alcohol/ makes it seem normal/ harmless/ desirable	9	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**	7	**
	6%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
Adverts are on too early/ should only be shown after 9pm	8	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**	8	**
	5%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 81**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any concerns about TV advertising for alcohol

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		~a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	157	67	89	135	9	8	5	8	11	19	19	24	13	11	11	19	125	32
Effective Weighted Sample	140	61	80	122	8	8	5	8	11	18	17	22	12	10	11	18	111	29
Total	158	76	80	141	9	5	2	11	16	21	20	22	13	10	6	23	129	28
Should be banned/ should not be advertised	6 4%	**	**	5 4%	**	**	**	**	**	**	**	**	**	**	**	**	3 2%	**
Price/ too cheap/ encourages bulk buying	4 3%	**	**	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	3 3%	**
Too easily available to purchase	2 1%	**	**	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	2 1%	**
Other	6 4%	**	**	6 4%	**	**	**	**	**	**	**	**	**	**	**	**	3 2%	**
ANY MENTION OF ENCOURAGES DRINKING/ GLAMOROUS/ GLORIFYING	55 35%	**	**	50 35%	**	**	**	**	**	**	**	**	**	**	**	**	48 37%	**
ANY CONCERNS ABOUT TV ADVERTISING FOR ALCOHOL	158 100%	**	**	141 100%	**	**	**	**	**	**	**	**	**	**	**	**	129 100%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 82**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Encourages people to drink/ drink too much	46 2%	15 2%	30 3%	7 2%	10 3%	4 1%	8 2%	4 1%	13 3%	10 2%	14 3%	12 3%	9 2%	20 3%	26 2%	40 2%	6 2%
Children might see/ be influenced by the adverts/ bad influence on young people/ encourages young people to drink	41 2%	17 2%	24 2%	4 1%	4 1%	17 5% cdf	2 *%	7 2%	9 2%	16 3%	12 2%	5 1%	7 1%	27 3% n	14 1%	36 2%	6 2%
Alcohol abuse/ addiction/ health issues/ anti-social/ bad habit	26 1%	13 1%	13 1%	5 2%	4 1%	6 2%	2 1%	4 1%	6 1%	8 2%	3 1%	10 2% j	4 1%	11 1%	15 1%	22 1%	4 1%
Too many adverts for alcohol/ on too frequently	10 *%	5 *%	6 1%	* *%	2 *%	- -%	5 1%	1 *%	3 1%	1 *%	6 1%	1 *%	3 1%	2 *%	8 1%	9 1%	1 *%
Glamorous/ glorifying alcohol/ makes it seem normal/ harmless/ desirable	9 *%	1 *%	8 1%	- -%	3 1%	1 *%	1 *%	- -%	4 1%	3 1%	2 *%	1 *%	4 1%	3 *%	7 1%	8 *%	2 *%
Adverts are on too early/ should only be shown after 9pm	8 *%	4 *%	4 *%	2 1%	- -%	- -%	4 1%	1 *%	1 *%	2 *%	1 *%	- -%	5 1%	2 *%	6 *%	7 *%	1 *%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 82**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Should be banned/ should not be advertised	6 *%	3 *%	3 *%	- -%	1 *%	2 1%	- -%	- -%	2 *%	4 1%	1 *%	- -%	1 *%	3 *%	3 *%	6 *%	- -%
Price/ too cheap/ encourages bulk buying	4 *%	3 *%	1 *%	- -%	- -%	- -%	1 *%	3 1%	1 *%	1 *%	1 *%	1 *%	1 *%	2 *%	2 *%	3 *%	1 *%
Too easily available to purchase	2 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	1 *%	2 *%	- -%
Other	6 *%	4 *%	3 *%	- -%	- -%	1 *%	- -%	1 *%	4 1%	2 *%	2 *%	1 *%	2 *%	1 *%	5 *%	6 *%	- -%
ANY MENTION OF ENCOURAGES DRINKING/ GLAMOROUS/ GLORIFYING	55 3%	17 2%	38 4% a	7 2%	13 4%	6 2%	9 3%	4 1%	16 4% g	13 2%	16 3%	13 3%	12 2%	23 3%	32 3%	47 3%	8 2%
ANY CONCERNS ABOUT TV ADVERTISING FOR ALCOHOL	158 8%	66 7%	92 9%	17 6%	21 6%	33 9%	25 7%	20 7%	41 10% d	48 9%	44 8%	32 8%	34 7%	72 9%	86 7%	138 8%	20 5%
DO NOT HAVE ANY CONCERNS ABOUT TV ADVERTISING FOR ALCOHOL	1888 92%	906 93%	982 91%	265 94%	351 94% h	322 91%	331 93%	263 93%	356 90%	500 91%	512 92%	397 92%	477 93%	708 91%	1180 93%	1533 92%	354 95%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 82**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Encourages people to drink/ drink too much	46 2%	23 2%	23 3%	40 2%	3 2%	1 1%	* 1%	1 1%	4 1%	6 3%	3 1%	6 4% gl	1 1%	6 3%	3 4% gl	10 4% fgl	40 2%	5 2%
Children might see/ be influenced by the adverts/ bad influence on young people/ encourages young people to drink	41 2%	20 2%	22 2%	36 2%	3 2%	1 1%	1 2%	4 2%	1 1%	6 4% hlm	9 5% cehlm	8 5% cehlmn	1 1%	- -%	1 1%	6 3% m	36 2%	5 2%
Alcohol abuse/ addiction/ health issues/ anti-social/ bad habit	26 1%	13 1%	12 1%	25 1%	- -%	2 2%	- -%	2 1%	3 1%	2 1%	6 3% df	4 3% df	3 2%	1 *%	1 1%	3 1%	19 1%	8 3% p
Too many adverts for alcohol/ on too frequently	10 *%	7 1%	4 *%	8 *%	1 1%	- -%	* 1%	2 1%	- -%	- -%	- -%	2 1%	3 2% c	- -%	1 1%	1 *%	10 1%	1 *%
Glamorous/ glorifying alcohol/ makes it seem normal/ harmless/ desirable	9 *%	4 *%	5 1%	9 1%	- -%	- -%	- -%	- -%	3 1%	2 1%	1 *%	1 1%	- -%	3 1%	- -%	- -%	7 *%	2 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Adverts are on too early/ should only be shown after 9pm	8 *%	3 *%	5 1%	8 *%	- -%	- -%	- -%	2 1%	1 *%	1 1%	- -%	1 1%	- -%	- -%	2 2% c	1 1%	8 *%	- -%
Should be banned/ should not be advertised	6 *%	4 *%	2 *%	5 *%	- -%	1 1%	- -%	- -%	- -%	- -%	1 *%	3 2% c	1 1%	- -%	- -%	1 *%	3 *%	3 1% p
Price/ too cheap/ encourages bulk buying	4 *%	1 *%	3 *%	3 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	1 *%	- -%	1 1%	1 1%	- -%	3 *%	1 *%
Too easily available to purchase	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	1 1%	- -%	- -%	2 *%	- -%
Other	6 *%	2 *%	4 *%	6 *%	- -%	1 1%	- -%	- -%	3 1%	- -%	1 *%	- -%	1 1%	- -%	- -%	1 *%	3 *%	3 1% p
ANY MENTION OF ENCOURAGES DRINKING/ GLAMOROUS/ GLORIFYING	55 3%	27 2%	28 3%	50 3%	3 2%	1 1%	* 1%	1 1%	7 2%	8 4% fgl	4 2%	7 5% fgl	1 1%	8 5% fgl	3 4% gl	10 4% fgl	48 3%	7 3%
ANY CONCERNS ABOUT TV ADVERTISING FOR ALCOHOL	158 8%	76 7%	80 9%	141 8% f	9 5%	5 5%	2 3%	11 5%	16 5%	21 12% defgh	20 11% fg	22 15% cdefghlmn	13 7%	10 6%	6 7%	23 10% f	129 7%	28 10%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 82**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25C (UNPROMPTED) And what specifically concerns you about TV advertising for alcohol? (MULTI CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
DO NOT HAVE ANY CONCERNS ABOUT TV ADVERTISING FOR ALCOHOL	1888	1058	826	1565	170	97	56	230	273	154	168	122	168	166	82	203	1644	244
	92%	93%	91%	92%	95%	95%	97%	95%	95%	88%	89%	85%	93%	94%	93%	90%	93%	90%
				k	ik	ik	cijko	ijk	ik				k	k	k			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 83**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any concerns about TV advertising for junk food/ unhealthy food/ food high in sugar/ fat/ salt

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	244	102	142	17	32	45	28	43	79	74	73	49	48	87	157	207	36
Effective Weighted Sample	217	90	126	16	28	41	26	39	74	68	65	43	43	78	140	184	34
Total	248	104	144	20	37	52	35	40	64	91	67	46	44	99	149	217	30
Unhealthy/ health concerns/ contains salt, sugar, fat	65	27	38	**	**	**	**	**	**	**	**	**	**	**	43	56	**
	26%	26%	27%	**	**	**	**	**	**	**	**	**	**	**	29%	26%	**
Encourages obesity/ people to become overweight	29	11	19	**	**	**	**	**	**	**	**	**	**	**	21	24	**
	12%	10%	13%	**	**	**	**	**	**	**	**	**	**	**	14%	11%	**
Encourages young people to eat junk food	26	13	14	**	**	**	**	**	**	**	**	**	**	**	13	22	**
	11%	12%	9%	**	**	**	**	**	**	**	**	**	**	**	9%	10%	**
Encourages bad eating habits/ eat too much/ over-consume	22	9	13	**	**	**	**	**	**	**	**	**	**	**	16	17	**
	9%	9%	9%	**	**	**	**	**	**	**	**	**	**	**	11%	8%	**
Bad for children's health/ not healthy for children/ young people	22	7	15	**	**	**	**	**	**	**	**	**	**	**	7	20	**
	9%	7%	10%	**	**	**	**	**	**	**	**	**	**	**	5%	9%	**
Aimed at children/ children will see the ads	18	10	7	**	**	**	**	**	**	**	**	**	**	**	8	18	**
	7%	10%	5%	**	**	**	**	**	**	**	**	**	**	**	5%	8%	**
Children pester parents/ ask parents for the food/ children will want it	12	3	9	**	**	**	**	**	**	**	**	**	**	**	4	10	**
	5%	3%	7%	**	**	**	**	**	**	**	**	**	**	**	3%	5%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 83**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any concerns about TV advertising for junk food/ unhealthy food/ food high in sugar/ fat/ salt

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	244	102	142	17	32	45	28	43	79	74	73	49	48	87	157	207	36
Effective Weighted Sample	217	90	126	16	28	41	26	39	74	68	65	43	43	78	140	184	34
Total	248	104	144	20	37	52	35	40	64	91	67	46	44	99	149	217	30
Should be promoting healthy eating instead	9	4	5	**	**	**	**	**	**	**	**	**	**	**	4	9	**
	4%	4%	3%	**	**	**	**	**	**	**	**	**	**	**	3%	4%	**
Encourages children to become obese/ overweight	8	4	3	**	**	**	**	**	**	**	**	**	**	**	6	7	**
	3%	4%	2%	**	**	**	**	**	**	**	**	**	**	**	4%	3%	**
Makes you feel hungry/ tempted/ bad if on a diet/ trying to lose weight	8	3	4	**	**	**	**	**	**	**	**	**	**	**	5	6	**
	3%	3%	3%	**	**	**	**	**	**	**	**	**	**	**	3%	3%	**
Ads are on too early/ show them later/ after watershed/ not on children's TV	7	3	5	**	**	**	**	**	**	**	**	**	**	**	7	7	**
	3%	2%	3%	**	**	**	**	**	**	**	**	**	**	**	4%	3%	**
Too many adverts for junk food/ on too frequently	7	2	5	**	**	**	**	**	**	**	**	**	**	**	4	7	**
	3%	2%	4%	**	**	**	**	**	**	**	**	**	**	**	3%	3%	**
Makes it look appealing/ glamorous/ normal/ acceptable	6	3	3	**	**	**	**	**	**	**	**	**	**	**	4	6	**
	2%	3%	2%	**	**	**	**	**	**	**	**	**	**	**	2%	3%	**
Food is processed/ poor quality	5	3	2	**	**	**	**	**	**	**	**	**	**	**	4	5	**
	2%	3%	2%	**	**	**	**	**	**	**	**	**	**	**	3%	3%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 83**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any concerns about TV advertising for junk food/ unhealthy food/ food high in sugar/ fat/ salt

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	244	102	142	17	32	45	28	43	79	74	73	49	48	87	157	207	36
Effective Weighted Sample	217	90	126	16	28	41	26	39	74	68	65	43	43	78	140	184	34
Total	248	104	144	20	37	52	35	40	64	91	67	46	44	99	149	217	30
Other	22	10	12	**	**	**	**	**	**	**	**	**	**	**	15	20	**
	9%	9%	8%	**	**	**	**	**	**	**	**	**	**	**	10%	9%	**
ANY MENTION OF ENCOURAGING OBESITY/ BAD EATING HABITS	82	37	46	**	**	**	**	**	**	**	**	**	**	**	54	67	**
	33%	35%	32%	**	**	**	**	**	**	**	**	**	**	**	36%	31%	**
ANY MENTION OF IMPACT ON YOUNG PEOPLE/ CHILDREN	79	35	44	**	**	**	**	**	**	**	**	**	**	**	34	72	**
	32%	34%	31%	**	**	**	**	**	**	**	**	**	**	**	23%	33%	**
ANY CONCERNS ABOUT TV ADVERTISING FOR JUNK FOOD	248	104	144	**	**	**	**	**	**	**	**	**	**	**	149	217	**
	100%	100%	100%	**	**	**	**	**	**	**	**	**	**	**	100%	100%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any concerns about TV advertising for junk food/ unhealthy food/ food high in sugar/ fat/ salt

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	244	114	129	204	14	20	6	18	19	31	25	32	19	11	15	34	194	50
Effective Weighted Sample	217	102	117	183	13	19	6	17	19	29	23	30	17	10	15	32	174	46
Total	248	132	115	217	14	14	2	25	27	33	26	27	18	11	8	41	208	39
Unhealthy/ health concerns/ contains salt, sugar, fat	65 26%	33 25%	32 28%	59 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	51 25%	** **
Encourages obesity/ people to become overweight	29 12%	14 10%	14 12%	23 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 13%	** **
Encourages young people to eat junk food	26 11%	15 12%	11 10%	24 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 9%	** **
Encourages bad eating habits/ eat too much/ over-consume	22 9%	6 5%	15 13% a	19 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 9%	** **
Bad for children's health/ not healthy for children/ young people	22 9%	17 13% b	5 4%	19 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 10%	** **
Aimed at children/ children will see the ads	18 7%	13 10%	5 4%	17 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 8%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 83**

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**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any concerns about TV advertising for junk food/ unhealthy food/ food high in sugar/ fat/ salt

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	244	114	129	204	14	20	6	18	19	31	25	32	19	11	15	34	194	50
Effective Weighted Sample	217	102	117	183	13	19	6	17	19	29	23	30	17	10	15	32	174	46
Total	248	132	115	217	14	14	2	25	27	33	26	27	18	11	8	41	208	39
Children pester parents/ ask parents for the food/ children will want it	12 5%	7 6%	5 4%	10 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 6%	** **
Should be promoting healthy eating instead	9 4%	8 6% b	1 1%	9 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 4%	** **
Encourages children to become obese/ overweight	8 3%	2 1%	6 5%	8 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 3%	** **
Makes you feel hungry/ tempted/ bad if on a diet/ trying to lose weight	8 3%	4 3%	4 3%	7 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 3%	** **
Ads are on too early/ show them later/ after watershed/ not on children's TV	7 3%	2 1%	6 5%	6 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 3%	** **
Too many adverts for junk food/ on too frequently	7 3%	3 2%	4 4%	4 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 3%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 83**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any concerns about TV advertising for junk food/ unhealthy food/ food high in sugar/ fat/ salt

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	244	114	129	204	14	20	6	18	19	31	25	32	19	11	15	34	194	50
Effective Weighted Sample	217	102	117	183	13	19	6	17	19	29	23	30	17	10	15	32	174	46
Total	248	132	115	217	14	14	2	25	27	33	26	27	18	11	8	41	208	39
Makes it look appealing/ glamorous/ normal/ acceptable	6 2%	4 3%	2 2%	5 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 2%	** **
Food is processed/ poor quality	5 2%	3 2%	2 2%	5 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 3%	** **
Other	22 9%	8 6%	13 11%	20 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 8%	** **
ANY MENTION OF ENCOURAGING OBESITY/ BAD EATING HABITS	82 33%	36 28%	45 39%	71 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	67 32%	** **
ANY MENTION OF IMPACT ON YOUNG PEOPLE/ CHILDREN	79 32%	51 38% b	28 25%	73 34%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	68 32%	** **
ANY CONCERNS ABOUT TV ADVERTISING FOR JUNK FOOD	248 100%	132 100%	115 100%	217 100%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	208 100%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Unhealthy/ health concerns/ contains salt, sugar, fat	65 3%	27 3%	38 4%	4 2%	10 3%	12 3%	8 2%	12 4%	19 5% c	26 5%	17 3%	11 3%	12 2%	23 3%	43 3%	56 3%	9 2%
Encourages obesity/ people to become overweight	29 1%	11 1%	19 2%	4 1%	4 1%	1 *%	3 1%	6 2%	11 3% e	9 2%	5 1%	10 2%	4 1%	8 1%	21 2%	24 1%	6 1%
Encourages young people to eat junk food	26 1%	13 1%	14 1%	3 1%	4 1%	6 2%	4 1%	4 2%	6 2%	9 2%	7 1%	4 1%	5 1%	13 2%	13 1%	22 1%	4 1%
Encourages bad eating habits/ eat too much/ over-consume	22 1%	9 1%	13 1%	3 1%	4 1%	2 1%	3 1%	3 1%	7 2%	2 *%	9 2%	6 1%	5 1%	6 1%	16 1%	17 1%	5 1%
Bad for children's health/ not healthy for children/ young people	22 1%	7 1%	15 1%	- -%	2 1%	6 2% c	6 2% c	5 2%	2 1%	14 3% jkl	4 1%	1 *%	2 *%	15 2% n	7 1%	20 1%	2 *%
Aimed at children/ children will see the ads	18 1%	10 1%	7 1%	- -%	6 2%	6 2% c	1 *%	3 1%	2 *%	12 2% jkl	3 1%	2 *%	1 *%	10 1%	8 1%	18 1% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Children pester parents/ ask parents for the food/ children will want it	12 1%	3 *%	9 1%	- -%	3 1%	5 1%	- -%	1 1%	2 1%	2 *%	6 1%	3 1%	2 *%	8 1% n	4 *%	10 1%	2 *%
Should be promoting healthy eating instead	9 *%	4 *%	5 *%	- -%	- -%	4 1% h	3 1%	2 1%	- -%	3 1%	3 1%	3 1%	- -%	5 1%	4 *%	9 1%	- -%
Encourages children to become obese/ overweight	8 *%	4 *%	3 *%	- -%	1 *%	- -%	- -%	3 1%	4 1%	2 *%	3 *%	3 1%	- -%	2 *%	6 *%	7 *%	1 *%
Makes you feel hungry/ tempted/ bad if on a diet/ trying to lose weight	8 *%	3 *%	4 *%	2 1%	1 *%	- -%	2 *%	1 *%	2 *%	2 *%	2 *%	2 1%	2 *%	2 *%	5 *%	6 *%	2 1%
Ads are on too early/ show them later/ after watershed/ not on children's TV	7 *%	3 *%	5 *%	- -%	2 1%	2 1%	1 *%	1 *%	1 *%	4 1%	2 *%	- -%	2 *%	1 *%	7 1%	7 *%	1 *%
Too many adverts for junk food/ on too frequently	7 *%	2 *%	5 *%	2 1%	2 *%	- -%	1 *%	1 *%	2 1%	2 *%	3 *%	1 *%	2 *%	3 *%	4 *%	7 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Makes it look appealing/ glamorous/ normal/ acceptable	6 *%	3 *%	3 *%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	4 1%	1 *%	1 *%	- -%	2 *%	4 *%	6 *%	- -%
Food is processed/ poor quality	5 *%	3 *%	2 *%	- -%	3 1%	2 *%	- -%	- -%	1 *%	3 1%	- -%	1 *%	2 *%	2 *%	4 *%	5 *%	- -%
Other	22 1%	10 1%	12 1%	4 1%	1 *%	5 1%	2 1%	4 1%	7 2%	7 1%	5 1%	3 1%	7 1%	7 1%	15 1%	20 1%	2 *%
ANY MENTION OF ENCOURAGING OBESITY/ BAD EATING HABITS	82 4%	37 4%	46 4%	10 3%	11 3%	9 3%	10 3%	16 6%	27 7% def	23 4%	24 4%	21 5%	15 3%	29 4%	54 4%	67 4%	15 4%
ANY MENTION OF IMPACT ON YOUNG PEOPLE/ CHILDREN	79 4%	35 4%	44 4%	3 1%	14 4% c	22 6% c	11 3%	13 5% c	15 4% c	38 7% jkl	22 4% l	10 2%	8 2%	45 6% n	34 3%	72 4% p	7 2%
ANY CONCERNS ABOUT TV ADVERTISING FOR JUNK FOOD	248 12%	104 11%	144 13%	20 7%	37 10%	52 15% c	35 10%	40 14% c	64 16% cdf	91 17% kl	67 12%	46 11%	44 9%	99 13%	149 12%	217 13% p	30 8%
DO NOT HAVE ANY CONCERNS ABOUT TV ADVERTISING FOR JUNK FOOD	1797 88%	868 89%	929 87%	262 93% egh	335 90% h	304 85%	321 90% h	243 86%	333 84%	457 83%	489 88%	384 89% i	467 91% i	681 87%	1117 88%	1453 87%	344 92% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Unhealthy/ health concerns/ contains salt, sugar, fat	65 3%	33 3%	32 4%	59 3%	4 2%	2 2%	* 1%	4 1%	4 1%	8 5% f	8 4% f	9 6% fgh	5 3%	4 2%	3 3%	14 6% fgh	51 3%	14 5% p
Encourages obesity/ people to become overweight	29 1%	14 1%	14 2%	23 1%	1 1%	4 4% cdh	1 1%	3 1%	1 1%	2 1%	2 1%	1 1%	2 1%	4 2%	1 1%	7 3%	26 1%	3 1%
Encourages young people to eat junk food	26 1%	15 1%	11 1%	24 1%	2 1%	- -%	* 1%	3 1%	1 *%	4 2%	7 4% ceh	1 *%	4 2%	1 1%	1 1%	2 1%	18 1%	8 3% p
Encourages bad eating habits/ eat too much/ over-consume	22 1%	6 1%	15 2% a	19 1%	1 *%	2 2%	- -%	4 2%	3 1%	2 1%	2 1%	3 2%	1 1%	- -%	1 1%	3 1%	18 1%	4 2%
Bad for children's health/ not healthy for children/ young people	22 1%	17 1% b	5 1%	19 1%	2 1%	- -%	* 1%	7 3% em	2 1%	3 2%	2 1%	1 *%	1 1%	- -%	* 1%	3 1%	20 1%	2 1%
Aimed at children/ children will see the ads	18 1%	13 1%	5 1%	17 1%	1 1%	- -%	- -%	1 1%	4 1%	- -%	3 2%	3 2%	4 2%	1 1%	1 1%	- -%	17 1%	1 *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Children pester parents/ ask parents for the food/ children will want it	12 1%	7 1%	5 1%	10 1%	2 1%	- -%	- -%	- -%	1 1%	1 1%	1 1%	3 2% c	1 *%	- -%	1 1%	1 1%	12 1%	- -%
Should be promoting healthy eating instead	9 *%	8 1% b	1 *%	9 1%	- -%	- -%	* 1%	1 1%	3 1%	- -%	- -%	2 1%	- -%	- -%	- -%	2 1%	9 *%	* *%
Encourages children to become obese/ overweight	8 *%	2 *%	6 1%	8 *%	- -%	- -%	- -%	- -%	- -%	1 1%	1 *%	3 2% c	- -%	1 *%	1 1%	2 1%	6 *%	2 1%
Makes you feel hungry/ tempted/ bad if on a diet/ trying to lose weight	8 *%	4 *%	4 *%	7 *%	- -%	1 1%	- -%	- -%	1 *% cdfgklmno	5 3%	1 *%	- -%	- -%	- -%	- -%	- -%	6 *%	1 1%
Ads are on too early/ show them later/ after watershed/ not on children's TV	7 *%	2 *%	6 1%	6 *%	1 1%	- -%	- -%	- -%	- -%	- -%	3 1%	1 1%	- -%	- -%	- -%	2 1%	6 *%	2 1%
Too many adverts for junk food/ on too frequently	7 *%	3 *%	4 *%	4 *%	1 *%	2 2% cghjl	* 1%	- -%	- -%	1 1%	- -%	2 1%	- -%	- -%	- -%	1 *%	7 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Makes it look appealing/ glamorous/ normal/ acceptable	6 *%	4 *%	2 *%	5 *%	1 1%	- -%	- -%	- -%	- -%	1 1%	- -%	1 1%	- -%	- -%	- -%	3 1%	5 *%	1 *%
Food is processed/ poor quality	5 *%	3 *%	2 *%	5 *%	- -%	- -%	- -%	- -%	- -%	3 2% c	- -%	- -%	- -%	- -%	1 1%	2 1%	5 *%	- -%
Other	22 1%	8 1%	13 1%	20 1%	- -%	1 1%	- -%	1 *%	4 1%	4 3% dm	4 2%	1 *%	1 1%	- -%	* 1%	4 2%	17 1%	5 2%
ANY MENTION OF ENCOURAGING OBESITY/ BAD EATING HABITS	82 4%	36 3%	45 5%	71 4%	4 2%	6 6%	1 2%	11 4%	5 2%	8 5%	12 6% h	7 5%	7 4%	6 3%	3 3%	13 6%	67 4%	15 6%
ANY MENTION OF IMPACT ON YOUNG PEOPLE/ CHILDREN	79 4%	51 4%	28 3%	73 4% e	5 3% e	- -%	1 1%	12 5% e	8 3%	8 5% e	12 6% efm	10 7% efm	9 5% e	3 2%	3 4% e	8 3% e	68 4%	11 4%
ANY CONCERNS ABOUT TV ADVERTISING FOR JUNK FOOD	248 12%	132 12%	115 13%	217 13% fm	14 8%	14 14% fm	2 4%	25 10% f	27 9%	33 19% cdfghlmn	26 14% fm	27 19% cdfghlmn	18 10% f	11 6%	8 10%	41 18% cdfghlmn	208 12%	39 14%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 84**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25D (UNPROMPTED) And what specifically concerns you about TV advertising for junk food? (MULTI CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
DO NOT HAVE ANY CONCERNS ABOUT TV ADVERTISING FOR JUNK FOOD	1797	1002	791	1489	165	88	55	216	261	141	161	116	163	165	80	185	1565	233
	88%	88%	87%	87%	92%	86%	96%	90%	91%	81%	86%	81%	90%	94%	90%	82%	88%	86%
				iko	iko		cegijklo	iko	iko				iko	cejjko	iko			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 85**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any concerns about TV advertising for gambling/ bookmakers/ gambling websites

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	435	202	233	24	43	69	77	104	118	123	129	99	84	143	292	382	53
Effective Weighted Sample	386	177	209	22	39	64	71	93	110	112	116	87	76	129	260	339	49
Total	441	205	237	27	55	81	92	88	99	149	116	97	79	165	276	396	45
Encourages debt/ spending money don't have/ leads to hardship	137 31%	56 27%	82 35%	** **	** **	** **	** **	27 31%	35 35%	37 25%	33 29%	** **	** **	48 29%	90 32%	117 30%	** **
Encourages gambling/ should not promote/ encourage gambling	88 20%	43 21%	45 19%	** **	** **	** **	** **	21 24%	21 21%	33 22%	23 19%	** **	** **	34 21%	53 19%	80 20%	** **
Addictive/ encourages addiction/ difficult to control/ too tempting	63 14%	29 14%	34 14%	** **	** **	** **	** **	11 13%	13 13%	22 15%	12 10%	** **	** **	21 13%	42 15%	59 15%	** **
Bad habit/ anti-social/ irresponsible/ destroys lives	52 12%	24 12%	28 12%	** **	** **	** **	** **	13 15%	6 7%	25 17%	17 15%	** **	** **	22 14%	30 11%	46 12%	** **
Too many adverts for gambling/ on too frequently	31 7%	22 11% b	9 4%	** **	** **	** **	** **	4 5%	7 7%	9 6%	10 9%	** **	** **	12 7%	20 7%	28 7%	** **
Makes it too easy to gamble/ makes it look too easy to win	31 7%	17 8%	14 6%	** **	** **	** **	** **	7 8%	10 10%	16 11%	5 4%	** **	** **	8 5%	23 8%	29 7%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 85**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any concerns about TV advertising for gambling/ bookmakers/ gambling websites

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	435	202	233	24	43	69	77	104	118	123	129	99	84	143	292	382	53
Effective Weighted Sample	386	177	209	22	39	64	71	93	110	112	116	87	76	129	260	339	49
Total	441	205	237	27	55	81	92	88	99	149	116	97	79	165	276	396	45
Shouldn't be allowed to advertise/ don't like gambling/ don't agree with it	28 6%	11 6%	17 7%	** **	** **	** **	** **	8 9%	6 6%	14 9%	8 7%	** **	** **	7 5%	21 7%	27 7%	** **
Targets/ affects the vulnerable/ those already in debt	23 5%	9 4%	15 6%	** **	** **	** **	** **	5 6%	6 6%	9 6%	10 9%	** **	** **	8 5%	15 5%	22 5%	** **
Makes gambling look fun/ exciting/ like a game/ normal	18 4%	8 4%	10 4%	** **	** **	** **	** **	6 6%	1 1%	5 4%	6 5%	** **	** **	8 5%	10 3%	17 4%	** **
Incentives they give/ free bets to start you off/ cash for signing up/ creating an account	13 3%	10 5%	3 1%	** **	** **	** **	** **	3 4%	3 3%	5 3%	3 2%	** **	** **	5 3%	8 3%	11 3%	** **
Waste of money/ never win at gambling	9 2%	5 2%	4 2%	** **	** **	** **	** **	2 2%	3 3%	3 2%	- -%	** **	** **	1 1%	8 3%	7 2%	** **
Shown during children's programmes/ when children might watch/ children can see them	8 2%	4 2%	5 2%	** **	** **	** **	** **	- -%	1 1%	2 1%	1 1%	** **	** **	7 4%	1 *%	8 2%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 85**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any concerns about TV advertising for gambling/ bookmakers/ gambling websites

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	435	202	233	24	43	69	77	104	118	123	129	99	84	143	292	382	53
Effective Weighted Sample	386	177	209	22	39	64	71	93	110	112	116	87	76	129	260	339	49
Total	441	205	237	27	55	81	92	88	99	149	116	97	79	165	276	396	45
Other	27	14	13	**	**	**	**	1	7	8	5	**	**	12	16	24	**
	6%	7%	5%	**	**	**	**	1%	7%	5%	4%	**	**	7%	6%	6%	**
								g									
ANY MENTION OF ENCOURAGING DEBT/ GAMBLING/ ADDICTION	267	119	148	**	**	**	**	53	65	84	64	**	**	93	173	236	**
	60%	58%	63%	**	**	**	**	61%	66%	56%	55%	**	**	57%	63%	60%	**
ANY MENTION OF MAKES IT LOOK EASY/ FUN	47	25	22	**	**	**	**	11	11	20	11	**	**	16	31	44	**
	11%	12%	9%	**	**	**	**	13%	11%	14%	10%	**	**	10%	11%	11%	**
ANY CONCERNS ABOUT TV ADVERTISING FOR GAMBLING	441	205	237	**	**	**	**	88	99	149	116	**	**	165	276	396	**
	100%	100%	100%	**	**	**	**	100%	100%	100%	100%	**	**	100%	100%	100%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 85**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any concerns about TV advertising for gambling/ bookmakers/ gambling websites

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	435	213	222	377	24	20	14	19	39	63	41	50	37	30	32	66	354	81
Effective Weighted Sample	386	191	202	339	23	19	14	18	38	59	37	47	34	28	32	62	317	73
Total	441	244	197	398	24	14	5	24	57	66	43	41	36	33	19	80	374	67
Encourages debt/ spending money don't have/ leads to hardship	137 31%	75 31%	62 32%	122 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	122 32%	** **
Encourages gambling/ should not promote/ encourage gambling	88 20%	44 18%	43 22%	79 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	72 19%	** **
Addictive/ encourages addiction/ difficult to control/ too tempting	63 14%	33 14%	30 15%	59 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	51 14%	** **
Bad habit/ anti-social/ irresponsible/ destroys lives	52 12%	33 14%	19 10%	47 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	46 12%	** **
Too many adverts for gambling/ on too frequently	31 7%	20 8%	12 6%	26 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 7%	** **
Makes it too easy to gamble/ makes it look to easy to win	31 7%	16 7%	15 7%	26 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 7%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 85**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any concerns about TV advertising for gambling/ bookmakers/ gambling websites

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	435	213	222	377	24	20	14	19	39	63	41	50	37	30	32	66	354	81
Effective Weighted Sample	386	191	202	339	23	19	14	18	38	59	37	47	34	28	32	62	317	73
Total	441	244	197	398	24	14	5	24	57	66	43	41	36	33	19	80	374	67
Shouldn't be allowed to advertise/ don't like gambling/ don't agree with it	28 6%	13 5%	16 8%	23 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 5%	** **
Targets/ affects the vulnerable/ those already in debt	23 5%	13 5%	11 5%	21 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 5%	** **
Makes gambling look fun/ exciting/ like a game/ normal	18 4%	10 4%	8 4%	17 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 5%	** **
Incentives they give/ free bets to start you off/ cash for signing up/ creating an account	13 3%	3 1%	10 5%	13 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 3%	** **
Waste of money/ never win at gambling	9 2%	4 2%	5 3%	9 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 2%	** **
Shown during children's programmes/ when children might watch/ children can see them	8 2%	4 2%	4 2%	8 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 2%	** **
Other	27 6%	21 9%	6 3%	24 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 5%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 85**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any concerns about TV advertising for gambling/ bookmakers/ gambling websites

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	435	213	222	377	24	20	14	19	39	63	41	50	37	30	32	66	354	81
Effective Weighted Sample	386	191	202	339	23	19	14	18	38	59	37	47	34	28	32	62	317	73
Total	441	244	197	398	24	14	5	24	57	66	43	41	36	33	19	80	374	67
ANY MENTION OF ENCOURAGING DEBT/ GAMBLING/ ADDICTION	267 60%	143 59%	124 63%	242 61%	**	**	**	**	**	**	**	**	**	**	**	**	225 60%	**
ANY MENTION OF MAKES IT LOOK EASY/ FUN	47 11%	25 10%	22 11%	41 10%	**	**	**	**	**	**	**	**	**	**	**	**	42 11%	**
ANY CONCERNS ABOUT TV ADVERTISING FOR GAMBLING	441 100%	244 100%	197 100%	398 100%	**	**	**	**	**	**	**	**	**	**	**	**	374 100%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Encourages debt/ spending money don't have/ leads to hardship	137 7%	56 6%	82 8%	9 3%	19 5%	23 7%	23 6%	27 10% cd	35 9% c	37 7%	33 6%	35 8%	32 6%	48 6%	90 7%	117 7%	20 5%
Encourages gambling/ should not promote/ encourage gambling	88 4%	43 4%	45 4%	4 1%	10 3%	20 6% c	12 3%	21 7% cdf	21 5% c	33 6% l	23 4%	19 5%	13 2%	34 4%	53 4%	80 5% p	8 2%
Addictive/ encourages addiction/ difficult to control/ too tempting	63 3%	29 3%	34 3%	5 2%	10 3%	8 2%	15 4%	11 4%	13 3%	22 4%	12 2%	13 3%	16 3%	21 3%	42 3%	59 4% p	4 1%
Bad habit/ anti-social/ irresponsible/ destroys lives	52 3%	24 2%	28 3%	3 1%	8 2%	13 4%	8 2%	13 5% ch	6 2%	25 5% kl	17 3% kl	4 1%	6 1%	22 3%	30 2%	46 3%	6 2%
Too many adverts for gambling/ on too frequently	31 2%	22 2% b	9 1%	1 *%	4 1%	6 2%	9 2%	4 1%	7 2%	9 2%	10 2%	7 2%	6 1%	12 1%	20 2%	28 2%	4 1%
Makes it too easy to gamble/ makes it look too easy to win	31 2%	17 2%	14 1%	1 *%	3 1%	5 1%	5 1%	7 2% c	10 3% c	16 3% jl	5 1%	8 2% l	1 *%	8 1%	23 2%	29 2%	2 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Shouldn't be allowed to advertise/ don't like gambling/ don't agree with it	28 1%	11 1%	17 2%	- -%	4 1%	4 1%	7 2% c	8 3% c	6 1%	14 3% l	8 1%	4 1%	2 *%	7 1%	21 2%	27 2%	1 *%
Targets/ affects the vulnerable/ those already in debt	23 1%	9 1%	15 1%	3 1%	3 1%	2 1%	5 1%	5 2%	6 1%	9 2% l	10 2% l	2 1%	2 *%	8 1%	15 1%	22 1%	1 *%
Makes gambling look fun/ exciting/ like a game/ normal	18 1%	8 1%	10 1%	1 *%	2 1%	4 1%	4 1%	6 2% h	1 *%	5 1%	6 1%	3 1%	4 1%	8 1%	10 1%	17 1%	1 *%
Incentives they give/ free bets to start you off/ cash for signing up/ creating an account	13 1%	10 1%	3 *%	- -%	2 1%	3 1%	2 *%	3 1%	3 1%	5 1%	3 *%	3 1%	2 *%	5 1%	8 1%	11 1%	2 1%
Waste of money/ never win at gambling	9 *%	5 *%	4 *%	3 1%	1 *%	1 *%	- -%	2 1%	3 1%	3 1%	- -%	3 1% j	3 1%	1 *%	8 1%	7 *%	2 *%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Shown during children's programmes/ when children might watch/ children can see them	8 *%	4 *%	5 *%	- -%	1 *%	2 1%	5 1%	- -%	1 *%	2 *%	1 *%	2 1%	3 *%	7 1%	1 *%	8 *%	1 *%
Other	27 1%	14 1%	13 1%	- -%	2 *%	9 3%	8 2%	1 *%	7 2%	8 1%	5 1%	11 2%	3 1%	12 1%	16 1%	24 1%	4 1%
ANY MENTION OF ENCOURAGING DEBT/ GAMBLING/ ADDICTION	267 13%	119 12%	148 14%	16 6%	35 9%	48 13%	49 14%	53 19%	65 16%	84 15%	64 12%	64 15%	55 11%	93 12%	173 14%	236 14%	31 8%
ANY MENTION OF MAKES IT LOOK EASY/ FUN	47 2%	25 3%	22 2%	2 1%	5 1%	9 2%	9 3%	11 4%	11 3%	20 4%	11 2%	11 3%	5 1%	16 2%	31 2%	44 3%	3 1%
ANY CONCERNS ABOUT TV ADVERTISING FOR GAMBLING	441 22%	205 21%	237 22%	27 10%	55 15%	81 23%	92 26%	88 31%	99 25%	149 27%	116 21%	97 23%	79 15%	165 21%	276 22%	396 24%	45 12%
DO NOT HAVE ANY CONCERNS ABOUT TV ADVERTISING FOR GAMBLING	1604 78%	767 79%	837 78%	255 90%	317 85%	274 77%	265 74%	195 69%	298 75%	399 73%	439 79%	333 77%	432 85%	615 79%	990 78%	1275 76%	328 88%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Encourages debt/ spending money don't have/ leads to hardship	137 7%	75 7%	62 7%	122 7% efg	13 7% fg	2 2%	1 1%	3 1%	15 5%	15 8% efg	10 5% g	9 6% fg	7 4%	15 8% efg	10 11% efghl	37 17% cdefghijklm	122 7%	16 6%
Encourages gambling/ should not promote/ encourage gambling	88 4%	44 4%	43 5%	79 5%	5 3%	2 2%	2 3%	6 3%	15 5% n	10 6% n	6 3% cdefgjmn	13 9% e	10 5% n	5 3%	1 1%	12 5% n	72 4%	15 6%
Addictive/ encourages addiction/ difficult to control/ too tempting	63 3%	33 3%	30 3%	59 3% e	3 2%	- -%	1 2%	2 1%	10 3% e	6 4% e	11 6% deg	6 4% e	4 2%	8 4% e	3 3% e	9 4% e	51 3%	12 4%
Bad habit/ anti-social/ irresponsible/ destroys lives	52 3%	33 3%	19 2%	47 3% m	2 1%	2 2%	1 1%	4 1%	5 2%	12 7% cdefghjmn	3 2%	5 3% m	8 5% m	- -%	1 1%	9 4% m	46 3%	6 2%
Too many adverts for gambling/ on too frequently	31 2%	20 2%	12 1%	26 2%	5 3%	1 1%	- -%	2 1%	1 *% fh	6 3% f	5 3% f	1 1%	2 1%	6 3% fh	1 1%	3 2%	26 1%	5 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Makes it too easy to gamble/ makes it look to easy to win	31 2%	16 1%	15 2%	26 2%	1 1%	3 3%	1 1%	1 *%	3 1%	7 4%	5 2%	2 1%	1 *%	1 *%	2 2%	5 2%	26 1%	5 2%
										cdglm								
Shouldn't be allowed to advertise/ don't like gambling/ don't agree with it	28 1%	13 1%	16 2%	23 1%	3 2%	2 2%	* 1%	- -%	2 1%	6 3%	4 2%	3 2%	2 1%	- -%	- -%	6 3%	19 1%	9 3%
										cgmn						gmn		p
Targets/ affects the vulnerable/ those already in debt	23 1%	13 1%	11 1%	21 1%	1 1%	- -%	1 1%	1 1%	- -%	8 5%	3 1%	3 2%	2 1%	1 1%	- -%	3 1%	18 1%	5 2%
										cdeghmn								
Makes gambling look fun/ exciting/ like a game/ normal	18 1%	10 1%	8 1%	17 1%	1 *%	- -%	* 1%	- -%	8 3%	3 2%	3 1%	1 *%	1 1%	1 *%	1 1%	- -%	17 1%	* *%
									cgo									
Incentives they give/ free bets to start you off/ cash for signing up/ creating an account	13 1%	3 *%	10 1%	13 1%	- -%	- -%	- -%	- -%	2 1%	5 3%	2 1%	- -%	2 1%	3 1%	1 1%	- -%	9 1%	4 1%
										cdefgko								
Waste of money/ never win at gambling	9 *%	4 *%	5 1%	9 1%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	3 2%	- -%	1 1%	1 1%	4 2%	9 1%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 86**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q25E (UNPROMPTED) And what specifically concerns you about TV advertising for gambling? (MULTI CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Shown during children's programmes/ when children might watch/ children can see them	8 *%	4 *%	4 *%	8 *%	- -%	- -%	- -%	2 1%	2 1%	- -%	1 1%	1 1%	- -%	- -%	1 1%	1 1%	8 *%	- -%
Other	27 1%	21 2% b	6 1%	24 1%	- -%	4 4% cdfho	- -%	2 1%	1 *%	7 4% cdfho	4 2%	1 1%	5 3% df	2 1%	1 1%	1 1%	17 1%	10 4% p
ANY MENTION OF ENCOURAGING DEBT/ GAMBLING/ ADDICTION	267 13%	143 13%	124 14%	242 14% efg	18 10% e	4 4%	3 6%	12 5%	37 13% efg	31 18% defg	24 13% efg	28 19% defgl	19 10% e	23 13% efg	13 15% efg	55 24% cdefghlmn	225 13%	42 15%
ANY MENTION OF MAKES IT LOOK EASY/ FUN	47 2%	25 2%	22 2%	41 2%	2 1%	3 3%	1 2%	1 *%	11 4% g	10 6% cdglm	6 3%	3 2%	2 1%	2 1%	2 3%	5 2%	42 2%	5 2%
ANY CONCERNS ABOUT TV ADVERTISING FOR GAMBLING	441 22%	244 22%	197 22%	398 23% defg	24 13%	14 14%	5 9%	24 10%	57 20% fg	66 38% cdefghlmn	43 23% defg	41 28% defgm	36 20% fg	33 19% fg	19 21% fg	80 35% cdefghlmn	374 21%	67 25%
DO NOT HAVE ANY CONCERNS ABOUT TV ADVERTISING FOR GAMBLING	1604 78%	890 78%	708 78%	1308 77% io	155 87% cijkl	88 86% cijkl	52 91% chijklmno	217 90% chijklmno	231 80% io	108 62%	144 77% io	103 72%	145 80% io	143 81% iko	70 79% io	146 65%	1399 79%	205 75%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 87**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q26 (SHOWCARD) SAY TO RESPONDENT** - Advertising and sponsorship provide income for commercial TV channels - so channels other than BBC channels. Without income from advertising, free-to-air commercial channels like ITV1 or Channel 5 may not exist, while other commercial channels like Sky 1 or More4 might have fewer new programmes.

Please think about the frequency of advertising breaks - so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
<b>MAIN COMMERCIAL CHANNELS</b>																	
There could be quite a few more advertising breaks in an hour before it bothered me	42	22	20	6	5	14	8	2	7	16	8	5	13	24	18	35	7
	2%	2%	2%	2%	1%	4%	2%	1%	2%	3%	1%	1%	2%	3%	1%	2%	2%
						dg								n			
A small increase in the number of advertising breaks would not bother me	74	31	43	16	8	16	12	12	10	17	19	14	23	31	43	59	15
	4%	3%	4%	6%	2%	4%	3%	4%	3%	3%	3%	3%	5%	4%	3%	4%	4%
				dh													
The present number of advertising breaks doesn't bother me, but I would not want any more	778	368	411	127	148	136	136	103	128	234	223	162	160	301	478	657	121
	38%	38%	38%	45%	40%	38%	38%	36%	32%	43%	40%	38%	31%	39%	38%	39%	32%
				gh	h					l	l	l				p	
There are already more advertising breaks in an hour than I am really happy with	1099	517	581	119	199	184	194	161	241	266	298	232	303	409	690	877	220
	54%	53%	54%	42%	54%	52%	54%	57%	61%	48%	54%	54%	59%	52%	55%	52%	59%
					c	c	c	c	ce				i				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 87**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q26 (SHOWCARD) SAY TO RESPONDENT** - Advertising and sponsorship provide income for commercial TV channels - so channels other than BBC channels. Without income from advertising, free-to-air commercial channels like ITV1 or Channel 5 may not exist, while other commercial channels like Sky 1 or More4 might have fewer new programmes.

Please think about the frequency of advertising breaks - so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Don't know	52	34	19	14	12	5	6	4	10	15	8	17	12	15	37	43	9
	3%	3%	2%	5%	3%	2%	2%	2%	3%	3%	1%	4%	2%	2%	3%	3%	3%
		b		efg								j					

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 87**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q26 (SHOWCARD) SAY TO RESPONDENT** - Advertising and sponsorship provide income for commercial TV channels - so channels other than BBC channels. Without income from advertising, free-to-air commercial channels like ITV1 or Channel 5 may not exist, while other commercial channels like Sky 1 or More4 might have fewer new programmes.

Please think about the frequency of advertising breaks - so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
MAIN COMMERCIAL CHANNELS																		
There could be quite a few more advertising breaks in an hour before it bothered me	42 2%	26 2%	14 2%	38 2%	4 2%	- -%	* 1%	9 4% ei	7 3% i	- -%	6 3% ei	5 3% ei	3 2%	3 2%	1 1%	3 1%	38 2%	4 2%
A small increase in the number of advertising breaks would not bother me	74 4%	39 3%	35 4%	69 4%	2 1%	1 1%	1 2%	11 5%	10 3%	6 4%	8 4%	5 4%	8 5%	9 5%	5 6% de	7 3%	65 4%	8 3%
The present number of advertising breaks doesn't bother me, but I would not want any more	778 38%	468 41% b	311 34%	628 37%	88 49% chkln	41 40% k	22 38%	116 48% chkln	87 30%	68 39%	72 38%	42 29%	64 36%	77 44% hko	33 37%	70 31%	682 38%	97 36%
There are already more advertising breaks in an hour than I am really happy with	1099 54%	572 50%	523 58% a	927 54% dg	82 46%	58 56% g	32 56% g	97 40%	171 59% dgm	97 56% g	93 50%	88 61% dgjm	104 58% dg	83 47%	49 55% g	145 64% cdgjm	942 53%	156 57%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 87**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q26 (SHOWCARD) SAY TO RESPONDENT** - Advertising and sponsorship provide income for commercial TV channels - so channels other than BBC channels. Without income from advertising, free-to-air commercial channels like ITV1 or Channel 5 may not exist, while other commercial channels like Sky 1 or More4 might have fewer new programmes.

Please think about the frequency of advertising breaks - so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION										LOCATION				
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Don't know	52	29	24	45	3	2	2	8	13	3	9	4	1	4	1	1	46	6
	3%	3%	3%	3%	2%	2%	3%	3%	5%	2%	5%	3%	1%	2%	2%	1%	3%	2%
							l	l	lo		lo							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 88**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q27 (SHOWCARD) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?**

**IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
<b>OTHER COMMERCIAL CHANNELS</b>																	
There could be quite a few more advertising breaks in an hour before it bothered me	34 2%	17 2%	16 2%	5 2%	4 1%	12 3% g	6 2%	3 1%	5 1%	11 2%	7 1%	5 1%	11 2%	16 2%	17 1%	26 2%	7 2%
A small increase in the number of advertising breaks would not bother me	65 3%	32 3%	33 3%	13 4%	9 2%	12 3%	10 3%	12 4%	10 2%	10 2%	19 3%	16 4%	21 4% i	25 3%	40 3%	50 3%	16 4%
The present number of advertising breaks doesn't bother me, but I would not want any more	743 36%	347 36%	396 37%	128 45% defgh	135 36%	130 37%	131 37%	100 35%	118 30%	223 41% l	206 37% l	157 37%	157 31%	294 38%	449 36%	633 38% p	110 29%
There are already more advertising breaks in an hour than I am really happy with	1116 55%	529 54%	586 55%	120 43%	210 56% c	190 53% c	203 57% c	160 57% c	233 59% c	276 50%	309 56%	232 54%	300 59% i	419 54%	696 55%	892 53%	223 60% o
Don't know	88 4%	46 5%	42 4%	17 6% f	14 4%	12 3%	7 2%	8 3%	31 8% defg	29 5%	16 3%	21 5%	22 4%	25 3%	63 5%	70 4%	18 5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 88**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q27 (SHOWCARD) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?**

**IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
<b>OTHER COMMERCIAL CHANNELS</b>																		
There could be quite a few more advertising breaks in an hour before it bothered me	34 2%	18 2%	15 2%	31 2%	2 1%	- -%	* 1%	10 4% cefin	7 3% i	- -%	2 1%	5 3% ei	2 1%	2 1%	1 1%	3 1%	31 2%	3 1%
A small increase in the number of advertising breaks would not bother me	65 3%	38 3%	28 3%	60 4%	3 2%	1 1%	1 2%	11 5% e	7 2%	3 2%	8 4% e	5 4%	7 4%	7 4%	5 6% e	7 3%	62 4% q	3 1%
The present number of advertising breaks doesn't bother me, but I would not want any more	743 36%	447 39% b	296 33%	598 35% k	82 46% chkln	40 39% k	23 39% k	105 44% chko	93 32%	64 37%	67 36%	38 26%	60 33%	73 41% ko	30 34%	68 30%	653 37%	90 33%
There are already more advertising breaks in an hour than I am really happy with	1116 55%	588 52%	523 58% a	937 55% g	86 48%	60 58% g	33 56% g	108 45%	168 58% g	95 54%	92 49%	89 62% dgj	103 57% g	91 52%	49 56% cdgjm	143 63%	955 54%	160 59%
Don't know	88 4%	42 4%	44 5%	80 5%	5 3%	2 2%	1 1%	7 3%	14 5%	12 7% efmo	19 10% cdefgmno	7 5%	9 5%	4 2%	3 4%	4 2%	71 4%	17 6%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 89**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q28 (SHOWCARD) SAY TO RESPONDENT** - Now please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels.  
Which of these statements best describes how you feel about the 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? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
<b>MAIN COMMERCIAL CHANNELS</b>																	
There could be quite a few more minutes of advertising in an hour before it bothered me	39 2%	20 2%	19 2%	4 2%	7 2%	11 3%	7 2%	3 1%	6 2%	15 3%	8 1%	5 1%	11 2%	19 2%	20 2%	30 2%	8 2%
A small increase in the number of minutes of advertising would not bother me	62 3%	24 2%	38 4%	15 5% df	8 2%	10 3%	5 2%	13 5% f	11 3%	15 3%	17 3%	11 3%	19 4%	24 3%	38 3%	50 3%	12 3%
The present amount of advertising doesn't bother me, but I would not want any more	764 37%	378 39%	386 36%	126 45% gh	148 40% h	136 38%	134 38%	94 33%	126 32%	222 41% i	214 39% i	163 38%	165 32%	302 39%	462 37%	641 38%	123 33%
There are already more minutes of advertising in an hour than I am really happy with	1134 55%	523 54%	611 57%	125 44%	200 54% c	195 55% c	206 58% c	165 58% c	244 61% cd	283 52%	308 55%	237 55%	305 60% i	420 54%	715 56%	909 54%	225 60% o
Don't know	46 2%	27 3%	19 2%	11 4% ef	10 3%	4 1%	3 1%	8 3%	10 2%	13 2%	8 1%	14 3%	11 2%	16 2%	30 2%	40 2%	6 1%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 89**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q28 (SHOWCARD) SAY TO RESPONDENT** - Now please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the 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? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
<b>MAIN COMMERCIAL CHANNELS</b>																		
There could be quite a few more minutes of advertising in an hour before it bothered me	39 2%	23 2%	16 2%	36 2%	2 1%	1 1%	* 1% cefn	11 5%	5 2%	2 1%	2 1%	6 5% efn	3 2%	2 1%	1 1%	3 1%	35 2%	4 2%
A small increase in the number of minutes of advertising would not bother me	62 3%	29 3%	33 4%	60 3% d	1 1%	1 1%	1 1%	9 4% d	12 4% d	4 2%	9 5% de	5 3%	4 2%	4 3%	6 6% def	6 3%	57 3%	5 2%
The present amount of advertising doesn't bother me, but I would not want any more	764 37%	460 41% b	302 33%	619 36% k	80 45% chkno	42 41% k	23 40% k	104 43% hkno	90 31%	63 36%	82 44% hkno	40 28%	63 35%	78 44% hkno	28 31%	72 32%	673 38%	91 33%
There are already more minutes of advertising in an hour than I am really happy with	1134 55%	596 53%	534 59% a	952 56% gj	93 52%	57 56%	33 56%	113 47%	168 58% gj	103 59% gj	86 46%	90 63% gjm	108 60% gj	88 50%	53 60% gj	144 63% dgjm	967 55%	167 61% p
Don't know	46 2%	26 2%	20 2%	40 2%	3 2%	2 2%	1 1%	4 2%	13 5% o	3 2%	7 4% o	3 2%	3 1%	4 2%	2 2%	1 1%	41 2%	5 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 90**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q29 (SHOWCARD) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels?**

**IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
<b>OTHER COMMERCIAL CHANNELS</b>																	
There could be quite a few more minutes of advertising in an hour before it bothered me	36 2%	19 2%	18 2%	5 2%	6 2%	12 3%	6 2%	3 1%	5 1%	11 2%	8 1%	7 2%	10 2%	22 3% n	15 1%	29 2%	8 2%
A small increase in the number of minutes of advertising would not bother me	62 3%	32 3%	31 3%	13 5% f	12 3%	12 3%	5 1%	12 4% f	8 2%	16 3%	12 2%	12 3%	21 4%	29 4%	34 3%	50 3%	12 3%
The present amount of advertising doesn't bother me, but I would not want any more	701 34%	339 35%	362 34%	118 42% gh	133 36% h	120 34%	127 36% h	92 32%	112 28%	198 36%	200 36% l	149 35%	154 30%	272 35%	429 34%	584 35%	117 31%
There are already more minutes of advertising in an hour than I am really happy with	1146 56%	533 55%	612 57%	129 46%	204 55% c	204 57% c	207 58% c	163 57% c	238 60% c	293 53%	315 57%	242 56%	296 58%	432 55%	714 56%	930 56%	215 58%
Don't know	100 5%	49 5%	52 5%	17 6% e	18 5%	7 2%	12 3%	13 5%	34 9% efg	31 6%	21 4%	20 5%	29 6%	26 3%	74 6% m	78 5%	22 6%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 90**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q29 (SHOWCARD) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels?**

**IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
<b>OTHER COMMERCIAL CHANNELS</b>																		
There could be quite a few more minutes of advertising in an hour before it bothered me	36 2%	21 2%	15 2%	32 2%	4 2%	1 1%	* 1%	9 4% i	5 2%	1 *%	4 2%	5 3%	3 1%	2 1%	1 1%	3 1%	32 2%	5 2%
A small increase in the number of minutes of advertising would not bother me	62 3%	31 3%	30 3%	57 3%	4 2%	1 1%	1 1%	9 4%	9 3%	5 3%	11 6% efl	5 4%	2 1%	7 4%	4 5% el	5 2%	59 3%	4 1%
The present amount of advertising doesn't bother me, but I would not want any more	701 34%	413 36% b	288 32%	558 33%	80 45% chiklno	39 38% k	23 40% kno	101 42% chklno	90 31%	57 33%	67 36% k	36 25%	53 29%	66 37% k	25 29%	63 28%	623 35% q	78 29%
There are already more minutes of advertising in an hour than I am really happy with	1146 56%	620 55%	521 58%	969 57% g	87 49%	57 55%	33 56%	115 48%	167 58%	96 55%	92 49%	87 61% dgj	107 59% g	98 56%	54 62% dgj	151 67% cdegijm	975 55%	171 63% p
Don't know	100 5%	48 4%	52 6%	90 5% o	4 2%	5 5% o	1 2%	7 3%	17 6% o	15 9% dfgmo	14 7% dfmo	10 7% dfmo	16 9% dfgmo	4 2%	4 4%	3 1%	85 5%	15 6%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 91**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q30 As far as you know, are TV programmes regulated?**

**IF NECESSARY - Are there rules or guidelines about what can and can't be shown? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Yes	1700	835	864	202	295	307	320	257	320	507	477	344	372	636	1063	1425	275
	81%	83%	79%	68%	76%	84%	88%	89%	79%	89%	84%	78%	71%	80%	81%	83%	71%
		b				cd	cdh	cdh	c	ijkl	kl	l				p	
No	181	92	89	33	45	33	23	10	37	33	48	33	67	61	120	139	41
	9%	9%	8%	11%	12%	9%	6%	4%	9%	6%	9%	7%	13%	8%	9%	8%	11%
				g	fg	g			g				ijk				
Don't know	226	83	143	62	50	25	22	21	46	28	43	66	88	101	125	156	70
	11%	8%	13%	21%	13%	7%	6%	7%	11%	5%	8%	15%	17%	13%	10%	9%	18%
			a	defgh	efg				ef			ij	ij	n			o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 91**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q30 As far as you know, are TV programmes regulated?**

**IF NECESSARY - Are there rules or guidelines about what can and can't be shown? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes	1700	993	704	1422	158	80	40	169	243	161	159	127	154	134	74	199	1462	238
	81%	84%	76%	81%	86%	77%	68%	64%	83%	89%	83%	86%	85%	75%	83%	86%	80%	86%
		b		fg	efgm	g			fg	cefgm	fg	efgm	fgm	g	fg	efgm		p
No	181	81	100	166	5	5	6	81	15	7	14	8	10	13	7	12	167	14
	9%	7%	11%	9%	3%	5%	10%	31%	5%	4%	7%	5%	5%	7%	8%	5%	9%	5%
			a	dhi			di	cdefhijklmn			d				d		q	
Don't know	226	102	121	174	20	19	13	14	36	12	19	12	18	33	8	22	201	25
	11%	9%	13%	10%	11%	18%	22%	5%	12%	7%	10%	8%	10%	18%	9%	9%	11%	9%
			a			cgijklno	cdghijklno		g					cgijklno				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 92**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q31 Who do you think is responsible for regulating TV programmes? (SINGLE CODE - FIRST MENTION)**

Base : Those who believe that TV programmes are regulated

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1670	814	856	183	248	274	278	303	384	408	514	340	408	556	1114	1354	316
Effective Weighted Sample	1458	709	749	161	223	243	246	270	349	368	456	296	359	495	972	1187	278
Total	1700	835	864	202	295	307	320	257	320	507	477	344	372	636	1063	1425	275
Ofcom/ Office of Communications	677	371	306	43	118	142	141	108	125	276	203	107	91	257	420	629	48
	40%	44%	35%	21%	40%	46%	44%	42%	39%	54%	43%	31%	24%	40%	39%	44%	17%
		b			c	c	c	c	c	jkl	kl					p	
The Government (Including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	115	61	54	16	24	13	28	11	24	23	33	24	35	40	75	85	30
	7%	7%	6%	8%	8%	4%	9%	4%	8%	5%	7%	7%	9%	6%	7%	6%	11%
							eg						i				o
BBC	90	47	43	11	16	17	15	16	14	22	23	21	24	31	59	69	21
	5%	6%	5%	6%	5%	5%	5%	6%	5%	4%	5%	6%	6%	5%	6%	5%	8%
BSC/ Broadcasting Standards Commission	70	37	33	4	6	16	15	14	17	22	20	16	13	18	52	51	19
	4%	4%	4%	2%	2%	5%	5%	5%	5%	4%	4%	5%	4%	3%	5%	4%	7%
							d	d	d								o
TV channels themselves	60	28	32	11	11	10	7	11	10	9	14	20	17	24	37	47	13
	4%	3%	4%	5%	4%	3%	2%	4%	3%	2%	3%	6%	5%	4%	3%	3%	5%
												i	i				
ASA/ Advertising Standards Authority	56	30	26	5	8	9	13	11	9	13	25	10	9	15	41	46	11
	3%	4%	3%	3%	3%	3%	4%	4%	3%	3%	5%	3%	2%	2%	4%	3%	4%
											l						
ITC/ Independent Television Commission	27	13	15	2	1	9	6	7	3	8	10	5	5	12	15	26	1
	2%	2%	2%	1%	*%	3%	2%	3%	1%	2%	2%	1%	1%	2%	1%	2%	*%
						d											

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 92**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q31 Who do you think is responsible for regulating TV programmes? (SINGLE CODE - FIRST MENTION)**

Base : Those who believe that TV programmes are regulated

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1670	814	856	183	248	274	278	303	384	408	514	340	408	556	1114	1354	316
Effective Weighted Sample	1458	709	749	161	223	243	246	270	349	368	456	296	359	495	972	1187	278
Total	1700	835	864	202	295	307	320	257	320	507	477	344	372	636	1063	1425	275
BBFC/ British Board of Film Classification	14	5	9	-	-	5	7	-	2	4	5	2	3	6	8	11	3
	1%	1%	1%	-%	-%	2%	2%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						g	dg										
MediaWatch/ National Viewers and Listeners Association	9	3	6	1	2	3	-	-	2	1	3	4	1	4	5	6	3
	1%	*%	1%	1%	1%	1%	-%	-%	1%	*%	1%	1%	*%	1%	*%	*%	1%
ATVOD/ Authority for Television on Demand	2	1	1	-	1	1	-	-	-	-	1	1	-	2	-	1	1
	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	1%
Other response	25	14	11	2	3	2	6	5	7	7	5	5	8	4	21	20	5
	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%
Don't know	553	224	330	107	104	79	82	75	107	122	136	129	166	223	330	433	120
	33%	27%	38%	53%	35%	26%	26%	29%	33%	24%	29%	37%	45%	35%	31%	30%	44%
			a	defgh	ef			ef				ij	ij				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 92**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q31 Who do you think is responsible for regulating TV programmes? (SINGLE CODE - FIRST MENTION)**

Base : Those who believe that TV programmes are regulated

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1670	875	793	1300	154	111	105	127	163	150	148	144	152	127	130	159	1378	292
Effective Weighted Sample	1458	773	706	1167	144	107	104	120	158	141	137	133	140	118	129	151	1214	257
Total	1700	993	704	1422	158	80	40	169	243	161	159	127	154	134	74	199	1462	238
Ofcom/ Office of Communications	677	441	234	590	51	23	13	85	139	64	67	52	26	53	29	74	566	111
	40%	44%	33%	41%	32%	29%	32%	50%	57%	40%	42%	41%	17%	40%	39%	37%	39%	47%
		b		del	l	l	l	deflo	cdefijklmno	l	el	l		l	l	l		p
The Government (Including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	115	72	43	105	9	1	-	21	19	7	12	11	5	14	2	14	109	6
	7%	7%	6%	7%	6%	2%	-%	13%	8%	4%	7%	9%	3%	11%	3%	7%	7%	2%
				ef	f			cdefiln	ef	f	ef	ef		efiln		ef	q	
BBC	90	55	35	70	12	2	5	6	4	3	9	8	26	5	4	5	81	9
	5%	6%	5%	5%	8%	3%	14%	3%	2%	2%	6%	6%	17%	4%	5%	3%	6%	4%
					hio		ceghijklmno						cdeghijklmn					
													o					
BSC/ Broadcasting Standards Commission	70	46	24	54	6	8	2	14	9	6	3	5	4	3	2	8	61	9
	4%	5%	3%	4%	4%	10%	4%	8%	4%	3%	2%	4%	3%	2%	3%	4%	4%	4%
						cdhijklmn		cjlm										
TV channels themselves	60	30	30	50	10	-	-	3	2	5	9	5	10	4	4	10	52	8
	4%	3%	4%	4%	6%	-%	-%	2%	1%	3%	6%	4%	6%	3%	5%	5%	4%	3%
				e	efh						efh		efh		efh	efh		
ASA/ Advertising Standards Authority	56	31	25	40	10	6	*	-	4	9	2	6	3	2	3	11	54	2
	3%	3%	4%	3%	6%	7%	1%	-%	2%	5%	2%	5%	2%	1%	4%	5%	4%	1%
					cfghjm	cfghjlm				g		g			g	g	q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 92**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q31 Who do you think is responsible for regulating TV programmes? (SINGLE CODE - FIRST MENTION)**

Base : Those who believe that TV programmes are regulated

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1670	875	793	1300	154	111	105	127	163	150	148	144	152	127	130	159	1378	292
Effective Weighted Sample	1458	773	706	1167	144	107	104	120	158	141	137	133	140	118	129	151	1214	257
Total	1700	993	704	1422	158	80	40	169	243	161	159	127	154	134	74	199	1462	238
ITC/ Independent Television Commission	27 2%	14 1%	13 2%	24 2%	1 1%	1 2%	* 1%	1 1%	4 1%	2 2%	2 1%	1 1%	5 3%	2 2%	2 3%	5 3%	26 2%	1 **
BBFC/ British Board of Film Classification	14 1%	12 1%	2 *%	13 1%	- -%	1 2%	- -%	4 2%	- -%	- -%	- -%	- -%	8 5%	1 1%	- -%	- -%	12 1%	2 1%
MediaWatch/ National Viewers and Listeners Association	9 1%	4 *%	5 1%	8 1%	1 1%	- -%	- -%	- -%	1 *%	1 1%	- -%	- -%	4 3%	- -%	- -%	1 1%	8 1%	1 *%
ATVOD/ Authority for Television on Demand	2 *%	2 *%	- -%	1 *%	- -%	1 1%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%
Other response	25 1%	11 1%	14 2%	22 2%	2 1%	1 1%	* 1%	- -%	1 *%	5 3%	2 1%	2 2%	3 2%	3 2%	- -%	5 3%	21 1%	4 2%
Don't know	553 33%	275 28%	278 40%	444 31%	56 35%	35 44%	19 47%	36 21%	59 24%	58 36%	52 33%	38 30%	60 39%	47 35%	28 38%	65 33%	469 32%	84 35%
Columns Tested:	a,b	c,d	e,f	g,h	i,j	k,l	m,n	o	p,q									

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 93**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32A (SHOWCARD) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Too much	68 3%	44 4%	25 2%	22 7%	13 3%	5 1%	8 2%	10 4%	9 2%	14 2%	14 2%	16 4%	24 5%	20 2%	49 4%	55 3%	13 3%
		b		defgh													
Too little	292 14%	124 12%	168 15%	13 4%	47 12%	29 8%	58 16%	58 20%	86 21%	84 15%	82 14%	57 13%	70 13%	97 12%	195 15%	232 13%	60 15%
				c	c		ce	cde	cde								
About the right amount	1443 68%	698 69%	745 68%	204 69%	271 69%	285 78%	262 72%	184 64%	237 59%	400 70%	398 70%	298 67%	346 66%	571 71%	871 67%	1197 70%	244 63%
				h	h	cdgh	gh							n		p	
Don't know	305 14%	145 14%	159 15%	57 19%	60 15%	46 13%	36 10%	35 12%	71 18%	72 13%	75 13%	71 16%	87 17%	111 14%	193 15%	234 14%	70 18%
				efg	f			fg									o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 93**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32A (SHOWCARD) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	68 3%	39 3%	29 3%	64 4%	2 1%	2 2%	1 2%	3 1%	8 3%	2 1%	12 6%	6 4%	8 4%	6 4%	6 6%	13 5%	59 3%	9 3%
											dgi		dg		dgi	dgi		
Too little	292 14%	142 12%	148 16%	245 14%	17 9%	24 23%	5 9%	28 11%	31 10%	35 19%	30 15%	25 17%	21 11%	9 5%	15 17%	52 22%	244 13%	48 17%
			a	m		cdghlm				dghm	m	dm	m		dfm	cdghlm		
About the right amount	1443 68%	838 71%	603 65%	1212 69%	136 74%	57 55%	37 64%	215 81%	199 68%	121 67%	118 61%	91 62%	132 73%	137 76%	53 59%	148 63%	1269 69%	174 63%
		b		ejn	ejkno		cefhijkno	e	e				ejkn	efjkno			q	
Don't know	305 14%	156 13%	146 16%	241 14%	29 16%	20 19%	14 24%	18 7%	57 19%	23 13%	32 17%	26 17%	21 12%	27 15%	15 17%	20 9%	258 14%	47 17%
				g	go	go	cgilmo		cglo		go	go		g	go			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 94**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32B (SHOWCARD) And what about the amount of regulation for BBC television? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Too much	108	81	27	23	24	16	14	19	11	33	25	23	26	39	69	92	16
	5%	8%	2%	8%	6%	4%	4%	7%	3%	6%	4%	5%	5%	5%	5%	5%	4%
		b		h	h			h									
Too little	196	92	104	6	27	17	40	38	68	56	56	41	43	63	133	156	40
	9%	9%	9%	2%	7%	5%	11%	13%	17%	10%	10%	9%	8%	8%	10%	9%	10%
					c		ce	cde	cdef								
About the right amount	1503	701	802	217	267	291	271	197	260	414	410	311	368	575	928	1235	267
	71%	69%	73%	73%	69%	80%	74%	68%	64%	73%	72%	70%	70%	72%	71%	72%	69%
				h		dgh	h										
Don't know	300	137	163	50	71	41	39	33	65	66	78	66	90	122	178	235	64
	14%	14%	15%	17%	18%	11%	11%	11%	16%	12%	14%	15%	17%	15%	14%	14%	17%
				f	efg				f				i				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 94**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32B (SHOWCARD) And what about the amount of regulation for BBC television? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	108 5%	70 6%	36 4%	92 5%	12 6%	3 3%	2 3%	3 1%	21 7%	7 4%	14 7%	11 7%	5 3%	9 5%	7 8%	14 6%	92 5%	16 6%
		b		g	g				g		g	g			efgl	g		
Too little	196 9%	94 8%	102 11%	162 9%	15 8%	14 13%	5 9%	17 6%	24 8%	20 11%	17 9%	20 14%	19 10%	9 5%	9 10%	28 12%	163 9%	33 12%
			a			gm						gm				m		
About the right amount	1503 71%	855 73%	646 70%	1267 72%	131 72%	67 64%	38 65%	224 85%	208 71%	131 73%	129 67%	91 62%	135 74%	133 74%	55 61%	162 70%	1326 72%	177 64%
				kn	n			cdefhijklmn o		kn			kn	kn			q	
Don't know	300 14%	157 13%	141 15%	241 14%	25 14%	20 20%	14 23%	19 7%	42 14%	22 12%	33 17%	26 17%	23 13%	29 16%	18 21%	28 12%	249 14%	51 18%
				g	g	g	cdghilo		g		g	g		g	cgo			p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 95**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32C (SHOWCARD) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Too much	41	28	13	14	5	4	9	5	5	5	8	10	18	14	27	32	9
	2%	3%	1%	5%	1%	1%	2%	2%	1%	1%	1%	2%	3%	2%	2%	2%	2%
		b		degh									ij				
Too little	304	127	176	17	43	36	64	58	85	87	81	61	75	104	200	243	61
	14%	13%	16%	6%	11%	10%	18%	20%	21%	15%	14%	14%	14%	13%	15%	14%	16%
			a		c		cde	cde	cde								
About the right amount	1423	701	723	199	274	279	249	184	238	400	392	291	340	551	872	1176	246
	68%	69%	66%	67%	70%	76%	68%	64%	59%	70%	69%	66%	64%	69%	67%	68%	64%
				h	h	cfgh	h										
Don't know	339	155	185	66	68	47	41	41	75	77	87	80	95	130	209	268	71
	16%	15%	17%	22%	18%	13%	11%	14%	19%	13%	15%	18%	18%	16%	16%	16%	18%
				efg	f				ef								

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 95**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32C (SHOWCARD) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	41	25	16	38	3	-	-	-	5	3	6	3	4	5	4	8	36	5
	2%	2%	2%	2%	1%	-%	-%	-%	2%	2%	3%	2%	2%	3%	4%	4%	2%	2%
				g							efg	g		efg	efg	efg		
Too little	304	152	152	252	18	28	6	28	34	36	35	25	24	9	12	49	254	50
	14%	13%	16%	14%	10%	27%	10%	11%	12%	20%	18%	17%	13%	5%	13%	21%	14%	18%
			a	m		cdgfhklmn			m	dfghm	dfgm	m	m		m	cdgfhm		
About the right amount	1423	827	593	1194	140	53	37	211	196	112	117	87	126	139	55	150	1255	168
	68%	70%	64%	68%	76%	52%	63%	80%	67%	62%	61%	59%	69%	77%	62%	65%	69%	61%
		b		ek	cefhijkno		e	cefhijkln	e				e	cefhijkno		e	q	
Don't know	339	173	165	278	23	22	16	24	59	29	35	32	29	26	18	25	286	54
	16%	15%	18%	16%	13%	22%	27%	9%	20%	16%	18%	22%	16%	15%	21%	11%	16%	19%
				g		dgo	cdgilmo		go	g	g	dgo			go			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 96**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32D (SHOWCARD) And what about the amount of regulation for all other TV channels? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Too much	43	31	12	14	5	5	8	6	5	9	7	12	16	14	29	34	9
	2%	3%	1%	5%	1%	1%	2%	2%	1%	2%	1%	3%	3%	2%	2%	2%	2%
		b		deh									j				
Too little	315	138	177	24	44	45	64	57	81	96	89	64	66	109	206	263	52
	15%	14%	16%	8%	11%	12%	17%	20%	20%	17%	16%	15%	12%	14%	16%	15%	13%
							cd	cde	cde								
About the right amount	1374	676	698	201	272	267	242	176	216	370	379	289	337	551	823	1136	238
	65%	67%	64%	68%	70%	73%	66%	61%	54%	65%	67%	65%	64%	69%	63%	66%	61%
				h	gh	gh	h	h						n			
Don't know	375	165	210	58	69	48	50	50	100	95	94	78	109	125	250	286	89
	18%	16%	19%	19%	18%	13%	14%	17%	25%	17%	16%	18%	21%	16%	19%	17%	23%
								defg									o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 96**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32D (SHOWCARD) And what about the amount of regulation for all other TV channels? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	43	24	19	40	3	-	-	3	7	1	6	3	4	7	3	7	38	4
	2%	2%	2%	2%	1%	-%	-%	1%	2%	*%	3%	2%	2%	4%	4%	3%	2%	2%
											ef			efi	efi	ef		
Too little	315	170	144	269	16	24	6	42	38	27	34	28	25	8	14	54	272	43
	15%	14%	16%	15%	9%	23%	10%	16%	13%	15%	17%	19%	14%	4%	15%	23%	15%	15%
				dm		cdfhlm		dm	m	m	dfm	dfm	m		m	cdfhlm		
About the right amount	1374	795	576	1143	139	56	36	187	186	114	114	84	127	138	51	142	1204	170
	65%	68%	62%	65%	76%	54%	63%	71%	63%	63%	59%	57%	70%	77%	58%	61%	66%	61%
		b		ek	cefhijkno			ejkno					ekn	cefhijkno				
Don't know	375	186	187	309	25	24	16	32	63	39	39	33	27	27	21	29	316	60
	18%	16%	20%	18%	14%	24%	28%	12%	22%	21%	20%	23%	15%	15%	23%	13%	17%	22%
			a			dglo	cdglmo		go	go	g	dgo			dglo			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 97**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q33A TV programmes on all TV 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?**

**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Protect children/ young people	926 44%	422 42%	504 46%	129 43%	175 45%	155 42%	165 45%	138 48% h	164 41%	248 44%	219 38%	206 47% j	253 48% j	379 47% n	547 42%	753 44%	173 45%
Protect everybody/ the public/ viewers/ the audience	684 32%	353 35% b	330 30%	84 28%	135 35%	137 38% cg	121 33%	84 29%	123 31%	198 35% l	206 36% l	136 31%	143 27%	251 31%	432 33%	575 33% p	108 28%
To maintain standards of decency/ broadcasting standards	122 6%	62 6%	59 5%	15 5%	25 6%	21 6%	19 5%	19 7%	23 6%	34 6%	32 6%	31 7%	25 5%	36 5%	85 7%	102 6%	18 5%
Provides restrictions on offensive content	69 3%	27 3%	42 4%	13 4%	13 3%	10 3%	14 4%	9 3%	11 3%	19 3%	27 5% l	10 2%	13 2%	25 3%	44 3%	57 3%	12 3%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	43 2%	19 2%	25 2%	12 4% eh	7 2%	5 1%	9 3%	4 1%	6 1%	14 3%	9 2%	8 2%	12 2%	14 2%	29 2%	38 2%	5 1%
Provides restrictions on violence/ antisocial behaviour	38 2%	16 2%	22 2%	9 3% d	2 1%	7 2%	3 1%	7 2%	11 3% d	11 2%	13 2%	6 1%	8 2%	12 1%	27 2%	31 2%	7 2%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 97**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q33A TV programmes on all TV 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?**

**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Provides restrictions on swearing/ bad language	35 2%	13 1%	22 2%	6 2%	8 2%	6 2%	1 *%	4 1%	11 3% f	5 1%	8 1%	9 2%	14 3%	13 2%	23 2%	28 2%	7 2%
Provides restrictions on sexual content/ nakedness	35 2%	18 2%	17 2%	1 *%	8 2%	2 1%	7 2%	4 1%	13 3% ce	4 1%	13 2%	9 2%	10 2%	7 1%	28 2% m	21 1%	13 3% o
Timing of programmes/ the watershed	29 1%	12 1%	17 2%	3 1%	4 1%	8 2%	8 2%	3 1%	3 1%	10 2%	8 1%	5 1%	6 1%	17 2% n	12 1%	26 1%	3 1%
Protect vulnerable people/ people with learning disabilities	8 *%	2 *%	6 1%	- -%	- -%	1 *%	5 1% d	1 *%	1 *%	1 *%	3 1%	1 *%	3 *%	5 1%	3 *%	8 *%	1 *%
Protect TV companies/ the TV stations themselves	6 *%	2 *%	4 *%	1 *%	1 *%	1 *%	2 *%	1 *%	1 *%	2 *%	3 *%	1 *%	1 *%	3 *%	3 *%	4 *%	1 *%
Other reason	12 1%	8 1%	4 *%	1 *%	- -%	1 *%	2 *%	4 1% d	5 1%	6 1%	2 *%	2 1%	2 *%	2 *%	10 1%	9 1%	3 1%
Don't know	100 5%	55 5%	44 4%	24 8% defg	14 4%	10 3%	9 2%	10 4%	32 8% defg	16 3%	27 5%	18 4%	39 7% ik	35 4%	65 5%	65 4%	35 9% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 97**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q33A TV programmes on all TV 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?**

**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Protect children/ young people	926 44%	502 43%	419 45%	765 43%	75 41%	49 47%	37 64%	69 26%	107 36%	84 47%	93 48%	81 55%	67 37%	94 52%	53 59%	118 51%	819 45%	107 39%
				g	g	g	cdeghijlmo		g	g	ghl	cdghl	g	cdghl	cdeghil	ghl	q	
Protect everybody/ the public/ viewers/ the audience	684 32%	425 36%	258 28%	592 34%	59 32%	28 27%	5 8%	110 42%	129 44%	59 33%	47 25%	43 29%	67 37%	43 24%	21 23%	73 31%	599 33%	85 31%
		b		fjmn	f	f		cefjkmno	cdefijkmno	f	f	f	fjmn	f	f	f		
To maintain standards of decency/ broadcasting standards	122 6%	67 6%	54 6%	109 6%	9 5%	1 1%	2 3%	47 18%	9 3%	6 3%	10 5%	4 2%	9 5%	12 6%	2 2%	12 5%	100 5%	21 8%
				en				cdefhijklmn o						e				
Provides restrictions on offensive content	69 3%	46 4%	22 2%	56 3%	11 6%	1 1%	- -%	15 6%	10 4%	5 3%	5 3%	2 1%	8 5%	6 3%	1 1%	5 2%	58 3%	11 4%
				f	cefkn			efkn	f	f	f		fn	f				
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	43 2%	19 2%	24 3%	35 2%	4 2%	4 4%	1 1%	3 1%	2 1%	5 3%	3 2%	3 2%	5 3%	6 3%	2 3%	6 3%	41 2%	3 1%
						h												

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 97**

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**Q33A TV programmes on all TV 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?**

**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Provides restrictions on violence/ antisocial behaviour	38 2%	18 2%	21 2%	29 2%	4 2%	2 2%	3 5% cikm	4 2%	5 2%	- -%	5 3% i	1 1%	6 3% i	1 *%	2 2%	6 3% i	30 2%	9 3%
Provides restrictions on swearing/ bad language	35 2%	13 1%	22 2% a	27 2%	2 1%	4 4% ckno	2 3% kn	5 2%	9 3% kn	3 1%	3 1%	- -%	3 2%	4 2%	- -%	1 1%	29 2%	6 2%
Provides restrictions on sexual content/ nakedness	35 2%	14 1%	21 2%	24 1%	8 4% cjh	3 3% h	* 1%	3 1%	- -%	3 2%	2 1%	2 2%	3 2%	2 1%	2 2%	6 3% h	31 2%	4 1%
Timing of programmes/ the watershed	29 1%	20 2%	9 1%	19 1%	5 3% hno	2 2% ho	2 4% cghmno	1 *%	- -%	4 2% h	3 2%	4 3% hno	6 3% chno	1 1%	- -%	- -%	24 1%	4 2%
Protect vulnerable people/ people with learning disabilities	8 *%	5 *%	3 *%	8 *%	- -%	- -%	- -%	- -%	3 1%	2 1%	2 1%	- -%	1 *%	- -%	1 1%	- -%	6 *%	3 1%
Protect TV companies/ the TV stations themselves	6 *%	3 *%	3 *%	5 *%	- -%	1 1% c	- -%	- -%	2 1%	- -%	- -%	1 1%	- -%	- -%	1 1%	1 *%	5 *%	1 *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 97**

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**Q33A TV programmes on all TV 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?**

**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)**

Base : All respondents

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Other reason	12	6	6	11	-	1	-	-	1	4	-	1	3	-	1	2	8	4
	1%	1%	1%	1%	-%	1%	-%	-%	*%	2%	-%	*%	1%	-%	1%	1%	*%	1%
									cdgj									p
Don't know	100	37	63	80	6	7	7	7	18	6	18	5	6	12	6	4	80	20
	5%	3%	7%	5%	3%	6%	11%	3%	6%	3%	9%	4%	3%	6%	7%	2%	4%	7%
			a			o	cdgiklo		o		cdgiklo			o	go			p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 98**

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**Q33B TV programmes on all TV 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?**

**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Protect children/ young people	1594	739	855	221	300	277	281	227	288	448	425	325	395	628	965	1311	283
	76%	73%	78% a	74%	77%	76%	77%	79% h	71%	79%	75%	74%	75%	79% n	74%	76%	73%
Protect everybody/ the public/ viewers/ the audience	1215	593	622	161	234	219	219	159	223	337	340	254	284	441	774	994	220
	58%	59%	57%	54%	60%	60%	60%	55%	55%	59%	60%	57%	54%	55%	59%	58%	57%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	505	245	260	77	103	92	101	49	84	156	140	96	113	201	304	425	80
	24%	24%	24%	26% g	26% g	25% g	28% gh	17%	21%	27% l	25%	22%	21%	25%	23%	25%	21%
Provides restrictions on swearing/ bad language	390	181	209	43	85	80	76	39	66	113	122	80	74	148	242	328	62
	18%	18%	19%	14%	22% cg	22% cg	21% g	14%	16%	20% l	22% l	18%	14%	18%	19%	19%	16%
Provides restrictions on offensive content	370	178	191	49	80	73	74	37	56	113	122	65	70	142	228	307	62
	18%	18%	17%	16%	21% gh	20% gh	20% gh	13%	14%	20% l	21% kl	15%	13%	18%	17%	18%	16%
Provides restrictions on sexual content/ nakedness	365	185	180	46	76	62	73	42	66	102	110	74	79	125	240	300	65
	17%	18%	16%	16%	19%	17%	20%	15%	16%	18%	19%	17%	15%	16%	18%	17%	17%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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**Q33B TV programmes on all TV 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?**

**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
To maintain standards of decency/ broadcasting standards	362 17%	188 19%	174 16%	43 14%	80 20% h	75 21% h	59 16%	49 17%	56 14%	108 19% l	110 19% l	74 17%	69 13%	135 17%	227 17%	314 18% p	47 12%
Provides restrictions on violence/ antisocial behaviour	358 17%	168 17%	190 17%	46 15%	72 18%	66 18%	71 19%	43 15%	61 15%	108 19% l	113 20% l	70 16%	67 13%	128 16%	230 18%	306 18% p	52 13%
Timing of programmes/ the watershed	224 11%	102 10%	122 11%	25 9%	49 13%	43 12%	50 14% gh	24 8%	33 8%	73 13% l	80 14% kl	42 10% l	29 6%	87 11%	137 10%	190 11%	34 9%
Protect vulnerable people/ people with learning disabilities	38 2%	16 2%	22 2%	1 *% defg	6 2%	6 2%	7 2%	7 3% c	11 3% c	12 2%	11 2%	7 2%	8 2%	16 2%	22 2%	35 2%	3 1%
Protect TV companies/ the TV stations themselves	12 1%	6 1%	6 1%	2 1%	4 1%	2 *% defg	2 *% defg	1 *% defg	1 *% defg	4 1%	3 *% defg	3 1%	2 *% defg	6 1%	5 *% defg	10 1%	2 1%
Other reason	34 2%	20 2%	14 1%	4 1%	2 1%	5 1%	6 2%	7 2%	10 2%	15 3%	6 1%	6 1%	7 1%	12 2%	21 2%	29 2%	5 1%
Don't know	100 5%	55 5%	44 4%	24 8% defg	14 4%	10 3%	9 2%	10 4%	32 8% defg	16 3%	27 5%	18 4%	39 7% ik	35 4%	65 5%	65 4%	35 9% o
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	



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**Why do you think there are these rules or guidelines?**

**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Protect children/ young people	1594	907	682	1338	128	81	47	186	216	141	141	110	132	144	71	196	1393	201
	76%	77%	74%	76%	70%	78%	81%	71%	74%	78%	74%	74%	73%	80%	80%	84%	76%	73%
							dg							d	d	cdghjkl		
Protect everybody/ the public/ viewers/ the audience	1215	721	492	1032	104	56	22	188	191	87	88	73	122	111	40	133	1075	140
	58%	61%	53%	59%	57%	54%	39%	71%	65%	48%	46%	49%	67%	62%	44%	57%	59%	51%
		b		fijkn	fjn	f		cdefijkno	fijkn				cefijkn	fijkn		fjn	q	
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	505	303	201	442	26	25	12	116	91	43	35	16	41	38	14	48	446	59
	24%	26%	22%	25%	14%	24%	21%	44%	31%	24%	18%	11%	22%	21%	15%	21%	24%	21%
		b		dkn		dk	k	cdefhijklmn	dfjkmno	dk			dk	k		k		
							o											
Provides restrictions on swearing/ bad language	390	233	157	313	36	24	18	102	59	15	25	27	29	25	12	20	352	38
	18%	20%	17%	18%	19%	23%	31%	39%	20%	8%	13%	18%	16%	14%	14%	9%	19%	14%
				io	io	ijno	cdhijklmno	cdehijklmno	io			io	io				q	
Provides restrictions on offensive content	370	234	136	311	41	8	10	93	54	18	25	16	40	28	8	27	325	44
	18%	20%	15%	18%	22%	8%	18%	35%	19%	10%	13%	11%	22%	16%	8%	12%	18%	16%
		b		eikno	eijkno		en	cdefhijklmn	eikn				eijkno	e				
							o											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Provides restrictions on sexual content/ nakedness	365 17%	216 18%	148 16%	288 16% im	38 21% imo	20 19% imo	19 32% cdehijklmno	100 38% cdehijklmno	40 14%	16 9%	25 13%	19 13%	35 19% imo	14 8%	12 14%	26 11%	321 18%	44 16%
To maintain standards of decency/ broadcasting standards	362 17%	230 20% b	132 14%	320 18% efhin	28 16% fn	10 10%	3 6% o	105 40% cdefhijklmn	36 12% fn	15 8%	27 14% fn	21 14% fn	32 18% efin	38 21% efhin	4 5%	42 18% efin	310 17%	52 19%
Provides restrictions on violence/ antisocial behaviour	358 17%	212 18%	146 16%	297 17% imn	28 15% i	16 15% i	17 30% cdehijklmno	99 38% cdehijklmno	49 17% im	9 5%	25 13% i	22 15% i	39 21% imno	16 9%	9 11%	29 12% i	315 17%	43 16%
Timing of programmes/ the watershed	224 11%	146 12% b	78 8%	179 10% ceimno	28 16% no	8 8%	9 15% imno	50 19% cehijklmno	32 11%	12 7%	21 11%	13 9%	20 11%	13 7%	5 5%	13 6%	193 11%	31 11%
Protect vulnerable people/ people with learning disabilities	38 2%	19 2%	18 2%	36 2%	- -%	1 1%	- -%	- -%	4 1%	11 6% cdefghlmo	6 3% dfg	3 2%	1 *% %	1 1% %	7 8% %	3 1% %	29 2%	9 3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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**IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Protect TV companies/ the TV stations themselves	12 1%	4 *%	7 1%	10 1%	- -%	1 1%	- -%	- -%	2 1%	1 1%	- -%	2 2%	1 1%	- -%	1 1%	3 1%	8 *%	4 1%
Other reason	34 2%	17 1%	17 2%	30 2%	1 *%	2 2%	- -%	- -%	4 1%	5 3%	5 2%	7 5%	3 2%	2 1%	2 3%	3 1%	24 1%	10 3%
Don't know	100 5%	37 3%	63 7%	80 5%	6 3%	7 6%	7 11%	7 3%	18 6%	6 3%	18 9%	5 4%	6 3%	12 6%	6 7%	4 2%	80 4%	20 7%
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q		a			o	cdgiklo		o		cdgiklo			o	go			p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 99**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q34 I'd now like to ask you about radio. As far as you know, is the radio regulated in terms of what can be broadcast?**  
**IF NECESSARY - By regulation I mean rules or guidelines about what can and can't be broadcast. (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Yes	1324	672	652	155	214	262	272	200	221	424	357	287	255	503	820	1150	174
	63%	66%	59%	52%	55%	72%	75%	69%	55%	75%	63%	65%	48%	63%	63%	67%	45%
		b				cdh	cdh	cdh		jkl	l	l				p	
No	236	106	130	42	59	41	28	25	41	55	68	44	69	86	150	182	54
	11%	11%	12%	14%	15%	11%	8%	9%	10%	10%	12%	10%	13%	11%	11%	11%	14%
				f	fgh												
Don't know	547	232	315	100	116	63	64	63	141	89	143	111	203	210	337	387	159
	26%	23%	29%	34%	30%	17%	18%	22%	35%	16%	25%	25%	38%	26%	26%	23%	41%
			a	efg	efg				efg		i	i	ijk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 99**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q34 I'd now like to ask you about radio. As far as you know, is the radio regulated in terms of what can be broadcast?**

**IF NECESSARY - By regulation I mean rules or guidelines about what can and can't be broadcast. (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes	1324	830	493	1126	114	55	29	151	209	123	131	96	101	100	55	159	1140	184
	63%	71%	53%	64%	62%	53%	50%	57%	71%	68%	68%	65%	55%	56%	61%	69%	62%	66%
		b		eflm	f				efglm	efglm	efglm	ef			f	efglm		
No	236	113	123	198	17	14	7	86	20	9	22	8	11	26	8	9	210	26
	11%	10%	13%	11%	10%	13%	12%	33%	7%	5%	11%	5%	6%	14%	9%	4%	11%	9%
			a	iklo	o	iklo	iko	cdefhijklmn			io			hiklo				
Don't know	547	233	310	438	52	35	22	26	65	48	39	44	71	54	27	64	480	67
	26%	20%	33%	25%	28%	34%	38%	10%	22%	27%	20%	30%	39%	30%	30%	28%	26%	24%
			a	g	g	cghj	cghijo		g	g	g	g	cdghijo	g	g	g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 100**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q35 Who do you think is responsible for regulating radio? (SINGLE CODE - FIRST RESPONSE)**

Base : Those who believe that radio broadcasts programmes are regulated

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1267	643	624	133	181	230	232	236	255	339	377	274	277	435	832	1067	200
Effective Weighted Sample	1112	561	551	120	162	205	208	210	231	306	336	240	247	389	728	940	179
Total	1324	672	652	155	214	262	272	200	221	424	357	287	255	503	820	1150	174
Ofcom/ Office of Communications	514	287	228	35	86	104	111	83	96	217	150	85	62	194	320	489	25
	39%	43%	35%	22%	40%	40%	41%	42%	43%	51%	42%	30%	24%	39%	39%	43%	14%
		b			c	c	c	c	c	jkl	kl					p	
BBC	88	48	39	7	13	14	18	14	22	21	24	20	23	28	60	64	24
	7%	7%	6%	4%	6%	5%	7%	7%	10%	5%	7%	7%	9%	6%	7%	6%	14%
																	o
The Government (Including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	87	52	36	12	19	15	20	7	14	21	25	20	21	29	58	68	19
	7%	8%	5%	8%	9%	6%	7%	4%	6%	5%	7%	7%	8%	6%	7%	6%	11%
					g												o
BSC/ Broadcasting Standards Commission	66	35	31	7	4	18	15	9	14	23	18	16	8	22	44	58	9
	5%	5%	5%	4%	2%	7%	6%	4%	7%	6%	5%	6%	3%	4%	5%	5%	5%
						d			d								
Radio stations themselves	46	21	26	13	7	7	9	5	6	5	16	18	8	22	25	40	6
	4%	3%	4%	8%	3%	3%	3%	3%	3%	1%	4%	6%	3%	4%	3%	3%	4%
				egh							i	i					
ASA/ Advertising Standards Authority	37	15	22	2	9	4	11	5	6	10	10	8	8	14	23	31	6
	3%	2%	3%	2%	4%	2%	4%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%
Radio Authority	32	20	13	4	7	4	8	4	6	13	8	7	4	15	18	26	6
	2%	3%	2%	3%	3%	1%	3%	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 100**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q35 Who do you think is responsible for regulating radio? (SINGLE CODE - FIRST RESPONSE)**

Base : Those who believe that radio broadcasts programmes are regulated

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1267	643	624	133	181	230	232	236	255	339	377	274	277	435	832	1067	200
Effective Weighted Sample	1112	561	551	120	162	205	208	210	231	306	336	240	247	389	728	940	179
Total	1324	672	652	155	214	262	272	200	221	424	357	287	255	503	820	1150	174
MediaWatch/ National Viewers and Listeners Association	7 1%	6 1%	1 *%	1 1%	1 1%	1 1%	- -%	2 1%	2 1%	2 1%	2 1%	2 1%	1 *%	3 1%	5 1%	4 *%	3 2% o
ITC/ Independent Television Commission	5 *%	5 1% b	- -%	- -%	1 1%	- -%	2 1%	1 1%	1 *%	2 *%	2 *%	- -%	1 1%	2 *%	3 *%	4 *%	1 1%
BBFC/ British Board of Film Classification	3 *%	2 *%	1 *%	- -%	- -%	- -%	1 1%	2 1%	- -%	3 1%	- -%	- -%	- -%	- -%	3 *%	3 *%	1 *%
Other response	6 *%	6 1%	1 *%	- -%	4 2% h	- -%	1 *%	2 1%	- -%	4 1%	2 1%	1 *%	- -%	2 *%	4 1%	6 1%	- -%
Don't know	431 33%	176 26%	255 39% a	74 48% defgh	62 29%	96 37% h	77 28%	67 33%	55 25%	102 24%	102 28%	109 38% ij	118 46% ij	174 34%	257 31%	357 31%	74 43% o
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 100**

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**Q35 Who do you think is responsible for regulating radio? (SINGLE CODE - FIRST RESPONSE)**

Base : Those who believe that radio broadcasts programmes are regulated

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	~m	~n	o	p	q
Unweighted total	1267	723	543	1004	108	78	77	113	139	114	120	105	100	94	94	125	1046	221
Effective Weighted Sample	1112	641	485	908	101	77	77	107	135	107	112	97	92	88	93	120	927	194
Total	1324	830	493	1126	114	55	29	151	209	123	131	96	101	100	55	159	1140	184
Ofcom/ Office of Communications	514	345	169	457	35	**	**	72	120	42	43	38	16	**	**	62	430	84
	39%	42%	34%	41%	30%	**	**	47%	58%	34%	33%	39%	16%	**	**	39%	38%	46%
		b		dl	l			dijl	cdijklo	l	l	l				l		p
BBC	88	54	33	79	3	**	**	4	6	8	4	5	41	**	**	6	80	7
	7%	7%	7%	7%	3%	**	**	2%	3%	6%	3%	5%	41%	**	**	4%	7%	4%
													cdghijko					
The Government (Including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	87	53	35	78	9	**	**	20	12	7	8	6	2	**	**	10	83	5
	7%	6%	7%	7%	8%	**	**	13%	6%	6%	6%	7%	2%	**	**	6%	7%	3%
					l			chl									q	
BSC/ Broadcasting Standards Commission	66	44	21	57	4	**	**	17	13	7	3	3	3	**	**	5	61	6
	5%	5%	4%	5%	3%	**	**	11%	6%	6%	2%	3%	3%	**	**	3%	5%	3%
								cdjklo										
Radio stations themselves	46	27	19	37	7	**	**	-	5	4	8	6	3	**	**	5	43	3
	4%	3%	4%	3%	6%	**	**	-%	3%	3%	6%	7%	3%	**	**	3%	4%	2%
					g						g	g						
ASA/ Advertising Standards Authority	37	25	12	21	8	**	**	-	2	3	2	3	2	**	**	8	35	2
	3%	3%	2%	2%	7%	**	**	-%	1%	3%	1%	3%	2%	**	**	5%	3%	1%
					cghj											cgh		
Radio Authority	32	24	9	24	7	**	**	-	1	-	7	3	8	**	**	1	26	6
	2%	3%	2%	2%	6%	**	**	-%	1%	-%	5%	3%	8%	**	**	1%	2%	3%
					cghio						cghio		cghio					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 100**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q35 Who do you think is responsible for regulating radio? (SINGLE CODE - FIRST RESPONSE)**

Base : Those who believe that radio broadcasts programmes are regulated

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	~m	~n	o	p	q
Unweighted total	1267	723	543	1004	108	78	77	113	139	114	120	105	100	94	94	125	1046	221
Effective Weighted Sample	1112	641	485	908	101	77	77	107	135	107	112	97	92	88	93	120	927	194
Total	1324	830	493	1126	114	55	29	151	209	123	131	96	101	100	55	159	1140	184
MediaWatch/ National Viewers and Listeners Association	7 1%	3 *%	5 1%	6 1%	1 1%	** **	** **	- -%	- -%	- -%	- -%	- -%	4 4% cghij	** **	** **	1 1%	7 1%	- -%
ITC/ Independent Television Commission	5 *%	2 *%	3 1%	4 *%	- -%	** **	** **	- -%	1 1%	- -%	- -%	- -%	2 2%	** **	** **	1 1%	4 *%	1 *%
BBFC/ British Board of Film Classification	3 *%	3 *%	1 *%	3 *%	1 1%	** **	** **	- -%	- -%	- -%	- -%	- -%	3 3% c	** **	** **	- -%	3 *%	1 *%
Other response	6 *%	6 1%	1 *%	6 1%	- -%	** **	** **	2 1%	- -%	1 1%	2 1%	- -%	- -%	** **	** **	2 1%	6 *%	1 *%
Don't know	431 33%	245 30%	186 38% a	352 31% hl	40 35% hl	** **	** **	36 24%	48 23%	52 42% cghl	55 42% cghl	32 34% l	17 17%	** **	** **	58 36% ghl	363 32%	68 37%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 101**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q36 (SHOWCARD) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Too much	42	26	16	8	15	7	5	5	1	13	9	4	16	19	24	37	5
	2%	3%	1%	3%	4%	2%	2%	2%	*%	2%	2%	1%	3%	2%	2%	2%	1%
				h	h	h		h					k				
Too little	46	24	23	4	10	8	8	8	7	7	19	10	10	25	21	39	7
	2%	2%	2%	1%	3%	2%	2%	3%	2%	1%	3%	2%	2%	3%	2%	2%	2%
											i			n			
About the right amount	1407	701	706	187	247	264	271	198	240	433	378	298	298	527	880	1182	225
	67%	69%	64%	63%	63%	72%	75%	69%	60%	76%	66%	67%	57%	66%	67%	69%	58%
		b				cdh	cdh	h		jkl	l	l				p	
Don't know	611	259	352	97	118	86	79	77	154	116	163	130	203	228	383	461	150
	29%	26%	32%	33%	30%	24%	22%	27%	38%	20%	29%	29%	39%	29%	29%	27%	39%
			a	ef	f			defg			i	i	ijk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 101**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q36 (SHOWCARD) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	42 2%	29 2%	14 1%	40 2%	1 1%	1 1%	- -%	- -%	5 2%	5 3%	10 5%	4 3%	4 2%	3 2%	2 3%	6 3%	34 2%	8 3%
Too little	46 2%	28 2%	18 2%	38 2%	4 2%	3 3%	1 3%	8 3%	4 1%	5 3%	1 *%	5 3%	3 2%	1 1%	3 4%	7 3%	39 2%	8 3%
About the right amount	1407 67%	839 71%	565 61%	1179 67%	134 73%	58 56%	36 63%	208 79%	198 67%	117 65%	113 59%	79 54%	127 69%	126 70%	53 59%	158 68%	1233 67%	174 63%
Don't know	611 29%	281 24%	328 35%	505 29%	44 24%	42 40%	20 35%	47 18%	87 30%	53 29%	68 35%	59 40%	48 27%	50 28%	31 35%	62 27%	523 29%	88 32%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 102**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q37 (SHOWCARD) 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 (television) programmes? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Mainly parents	684	336	348	93	117	89	120	106	160	199	179	143	163	244	440	543	141
	33%	35%	32%	33% e	31%	25%	34% e	37% e	40% de	36%	32%	33%	32%	31%	35%	32%	38%
Mainly broadcasters	93	45	48	18	26	14	9	11	15	23	22	21	26	33	60	75	17
	5%	5%	4%	6% f	7% fh	4%	3%	4%	4%	4%	4%	5%	5%	4%	5%	4%	5%
Both equally	1250	580	670	164	226	251	228	164	218	323	349	262	316	495	755	1040	209
	61%	60%	62%	58%	61%	71% cdgh	64% h	58%	55%	59%	63%	61%	62%	63%	60%	62% p	56%
Don't know	19	11	8	7	3	2	-	2	4	3	6	4	6	7	11	13	6
	1%	1%	1%	3% f	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 102**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q37 (SHOWCARD) 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 (television) programmes? (SINGLE CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Mainly parents	684	355	328	559	69	45	10	43	93	52	73	57	50	62	35	94	573	111
	33%	31%	36%	33%	39%	44%	18%	18%	32%	30%	39%	40%	28%	35%	39%	42%	32%	41%
		a	a	fg	fgl	cfghil			fg	fg	fgl	fgl	fg	fg	fgl	cfgil		p
Mainly broadcasters	93	44	47	84	5	4	*	11	8	8	15	7	11	13	3	8	84	9
	5%	4%	5%	5%	3%	4%	1%	5%	3%	5%	8%	5%	6%	7%	3%	3%	5%	3%
				f				f		f	dfh	f	f	f				
Both equally	1250	729	517	1047	104	52	47	185	184	114	96	78	120	97	50	124	1100	150
	61%	64%	57%	61%	58%	51%	81%	77%	64%	65%	51%	54%	66%	55%	56%	55%	62%	55%
		b		ej			cdehijklmno	cdehijklmno	ej	ejk			ejkmo				q	
Don't know	19	5	13	16	1	1	1	2	2	1	4	2	-	4	1	-	16	3
	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	2%	2%	-%	2%	1%	-%	1%	1%
			a											lo				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 103**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q38 Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Yes	1832	862	970	224	320	322	333	275	357	502	491	392	447	695	1137	1520	311
	90%	89%	90%	80%	86%	91%	94%	97%	90%	92%	88%	91%	87%	89%	90%	91%	83%
						c	cd	cdefh	c	l						p	
No	185	90	95	49	47	31	21	8	28	39	60	31	54	74	111	135	49
	9%	9%	9%	17%	13%	9%	6%	3%	7%	7%	11%	7%	11%	10%	9%	8%	13%
				efgh	fgh	g			g								o
Don't know	28	19	9	8	5	2	2	*	11	7	5	7	10	10	18	15	13
	1%	2%	1%	3%	1%	1%	*%	*%	3%	1%	1%	2%	2%	1%	1%	1%	4%
		b		efg					efg								o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 103**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q38 Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Yes	1832	1044	785	1526	165	95	46	165	264	169	170	142	166	155	80	217	1582	250
	90%	92%	87%	89%	92%	93%	79%	68%	92%	97%	91%	99%	92%	88%	91%	96%	89%	92%
		b		fg	fg	fg	g		fg	cfghjmn	fg	cdefghjlmn	fg	fg	fg	cfgm		
No	185	84	100	160	10	6	9	74	19	6	13	2	14	18	5	8	164	20
	9%	7%	11%	9%	6%	6%	15%	31%	7%	3%	7%	1%	8%	10%	6%	4%	9%	7%
			a	iko	k	k	cdehijkln	cdefhijklmn	k		k		k	iko	k			
								o										
Don't know	28	6	21	20	4	1	3	3	5	-	4	-	1	3	3	2	27	2
	1%	1%	2%	1%	2%	1%	6%	1%	2%	-%	2%	-%	*%	2%	3%	1%	2%	1%
			a				ceghiklo								cikl			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 104**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Any time given before 6pm	5 *%	2 *%	3 *%	- -%	3 1%	- -%	- -%	- -%	2 *%	- -%	4 1%	1 *%	- -%	2 *%	3 *%	5 *%	- -%
6pm	9 *%	6 1%	3 *%	1 1%	4 1% h	2 1%	1 *%	2 1%	- -%	2 *%	3 1%	1 *%	3 1%	2 *%	7 1%	9 1%	1 *%
6.30pm	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%
7pm	36 2%	14 1%	22 2%	9 3% f	6 2%	4 1%	3 1%	3 1%	10 3%	5 1%	7 1%	9 2%	14 3% i	12 2%	24 2%	19 1%	16 4% o
7.30pm	3 *%	3 *%	- -%	3 1% h	- -%	- -%	- -%	- -%	- -%	2 *%	1 *%	- -%	- -%	2 *%	1 *%	3 *%	- -%
8pm	104 5%	52 5%	52 5%	17 6% g	19 5% g	17 5% g	23 6% g	5 2%	22 5% g	16 3%	23 4%	25 6% i	40 8% ij	44 6%	59 5%	76 5%	28 7% o
8.30pm	5 *%	5 *%	* *%	- -%	1 *%	* *%	1 *%	2 1%	- -%	1 *%	1 *%	1 *%	1 *%	* *%	5 *%	3 *%	2 1%
9pm	1652 81%	776 80%	877 82%	195 69%	285 77%	299 84% cd	297 83% cd	257 91% cdefh	318 80% c	478 87% kl	466 84% l	343 80% l	365 71%	612 78%	1041 82%	1382 83% p	270 72%
9.30pm	35 2%	17 2%	17 2%	6 2% g	5 1%	9 3% g	9 3% g	- -%	6 1% g	10 2%	6 1%	8 2%	11 2%	14 2%	20 2%	29 2%	6 1%
10pm	69 3%	30 3%	39 4%	13 5% h	26 7% efgh	9 3%	7 2%	7 2%	7 2%	12 2%	14 3%	13 3%	31 6% ijk	39 5% n	30 2%	51 3%	18 5%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 104**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
10.30pm	4	2	1	3	-	-	-	-	1	-	-	1	3	-	4	4	-
	*%	*%	*%	1%	-%	-%	-%	-%	*%	-%	-%	*%	1%	-%	*%	*%	-%
11pm	2	2	1	-	-	*	1	-	1	-	1	2	-	2	1	2	1
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%
Any time given after 11pm	4	1	3	2	-	-	-	1	1	1	-	-	3	2	2	4	-
	*%	*%	*%	1%	-%	-%	-%	*%	*%	*%	-%	-%	1%	*%	*%	*%	-%
ANY TIME BEFORE 9PM	162	81	81	30	34	24	28	12	34	25	41	37	58	63	99	115	46
	8%	8%	8%	11%	9%	7%	8%	4%	8%	5%	7%	9%	11%	8%	8%	7%	12%
				g	g			g				i	ij				o
ANY TIME AFTER 9PM	113	52	61	24	31	19	17	8	15	23	20	23	47	57	56	89	24
	6%	5%	6%	9%	8%	5%	5%	3%	4%	4%	4%	5%	9%	7%	4%	5%	7%
				gh	gh								ijk	n			
There isn't a time	7	5	3	3	1	1	*	-	2	*	3	1	3	2	6	2	5
	*%	*%	*%	1%	*%	*%	*%	-%	1%	*%	*%	*%	1%	*%	*%	*%	1%
																	o
Other response	1	-	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%
Don't know	109	58	50	29	20	13	14	6	28	22	26	24	37	44	64	80	28
	5%	6%	5%	10%	5%	4%	4%	2%	7%	4%	5%	6%	7%	6%	5%	5%	7%
				defg	g			g					i				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 104**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS		NATION/ REGION													LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Any time given before 6pm	5 *%	4 *%	1 *%	5 *%	- -%	- -%	- -%	2 1%	2 1%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	5 *%	- -%
6pm	9 *%	5 *%	4 *%	7 *%	1 1%	1 1%	* 1%	1 *%	2 1%	- -%	- -%	- -%	- -%	2 1%	2 2% c	1 *%	9 *%	1 *%
6.30pm	1 *%	1 *%	- -%	- -%	1 1% c	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%
7pm	36 2%	14 1%	22 2%	30 2%	2 1%	3 3% fgil	- -%	- -%	7 2% gl	- -%	2 1%	3 2%	- -%	12 7% cdfgijl	2 2%	5 2% gl	30 2%	6 2%
7.30pm	3 *%	- -%	3 *%	3 *%	- -%	- -%	- -%	- -%	- -%	- -%	3 1% c	- -%	- -%	- -%	- -%	- -%	3 *%	- -%
8pm	104 5%	53 5%	51 6%	92 5% f	7 4%	4 3%	1 1%	15 6% fl	14 5%	4 2%	10 6% f	3 2%	3 2%	15 8% fikl	6 7% fl	20 9% fikl	93 5%	11 4%
8.30pm	5 *%	4 *%	1 *%	5 *%	- -%	- -%	* 1%	- -%	- -%	- -%	- -%	- -%	3 2% c	- -%	- -%	1 1%	5 *%	* *%
9pm	1652 81%	957 84% b	692 76%	1377 81% g	147 82% g	80 78%	48 83% g	173 72%	248 86% gmn	151 86% gmn	158 84% gmn	122 85% gmn	149 83% g	132 75%	66 75%	178 79%	1422 80%	230 85%
9.30pm	35 2%	17 1%	18 2%	31 2%	3 2%	1 1%	* 1%	10 4% cfjmno	3 1%	4 2%	1 1%	2 1%	8 4% cfjmno	1 1%	- -%	2 1%	31 2%	3 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 104**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Total	1001	1017		1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Unweighted total	1001	1017		1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	878	895		1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	1134	906		1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
10pm	36	33		57	8	3	1	21	-	11	6	7	5	1	2	4	61	8
	3%	3%	4%	3%	5%	3%	1%	9%	-%	6%	3%	5%	3%	1%	3%	2%	3%	3%
				h	hm	h		cefhjlmno		fhmo	h	hm	h		h			
10.30pm	2	2		4	-	-	-	3	-	-	-	1	-	-	-	-	4	-
	*%	*%	*%	*%	-%	-%	-%	1%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%
								c										
11pm	2	1		1	-	1	*	1	-	-	-	-	-	-	-	-	2	-
	*%	*%	*%	*%	-%	1%	1%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%
							c											
Any time given after 11pm	2	2		3	1	-	-	-	-	-	-	1	-	2	-	-	4	-
	*%	*%	*%	*%	1%	-%	-%	-%	-%	-%	-%	1%	-%	1%	-%	-%	*%	-%
														c				
ANY TIME BEFORE 9PM	81	81		141	12	8	1	19	24	5	14	6	7	28	10	28	144	18
	7%	9%		8%	7%	7%	2%	8%	8%	3%	8%	4%	4%	16%	11%	12%	8%	7%
				fil		f		f	fi		f			cdefghijkl	fikl	fikl		
ANY TIME AFTER 9PM	57	56		96	12	4	1	35	3	15	7	11	13	4	2	6	102	11
	5%	6%		6%	7%	4%	3%	15%	1%	8%	4%	7%	7%	2%	3%	2%	6%	4%
				h	h			cdefhijklmno		fhmno		hmo	hmo					
There isn't a time	2	5		4	1	1	1	-	-	-	-	-	-	-	4	1	6	1
	*%	1%		*%	1%	1%	1%	-%	-%	-%	-%	-%	-%	-%	4%	*%	*%	1%
							c								cdghijklmo			
Other response	1	-		1	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	*%	-%		*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	-%	-%	*%	-%
														c				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 104**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Don't know	109	36	72	86	7	9	6	14	13	4	8	4	12	10	6	14	97	11
	5%	3%	8%	5%	4%	9%	11%	6%	5%	2%	4%	3%	7%	6%	7%	6%	5%	4%
			a			cik	cdhijk								i			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 105**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q40 (SHOWCARD) 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? (SINGLE CODE)**

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Much earlier than 9pm	63 3%	27 3%	36 3%	8 3%	15 4%	10 3%	10 3%	7 2%	13 3%	12 2%	16 3%	11 3%	24 5% i	26 3%	36 3%	47 3%	16 4%
A bit earlier than 9pm	195 10%	84 9%	112 10%	25 9%	39 10%	37 10%	33 9%	23 8%	39 10%	56 10%	49 9%	38 9%	52 10%	76 10%	119 9%	155 9%	41 11%
TOTAL EARLIER THAN 9PM	258 13%	111 11%	147 14%	33 12%	54 14%	47 13%	43 12%	29 10%	51 13%	68 12%	65 12%	49 11%	77 15%	102 13%	156 12%	202 12%	56 15%
About 9pm	1396 68%	675 69%	721 67%	190 67%	259 70%	251 71%	255 72%	184 65%	257 65%	373 68%	398 72% l	299 69%	326 64%	530 68%	866 68%	1152 69%	243 65%
A bit later than 9pm	282 14%	134 14%	148 14%	41 15%	50 13%	42 12%	44 12%	47 17%	58 15%	83 15%	73 13%	56 13%	71 14%	105 13%	177 14%	230 14%	52 14%
Much later than 9pm	74 4%	35 4%	40 4%	12 4%	7 2%	13 4%	8 2%	17 6% df	17 4%	15 3%	13 2%	20 5%	26 5% j	30 4%	44 3%	61 4%	13 4%
TOTAL LATER THAN 9PM	356 17%	168 17%	187 17%	53 19%	57 15%	55 15%	52 15%	64 22% def	76 19%	97 18%	86 15%	76 18%	97 19%	135 17%	221 17%	291 17%	65 17%
Don't know	36 2%	18 2%	18 2%	5 2%	3 1%	2 1%	6 2%	6 2%	12 3% de	10 2%	8 1%	7 2%	11 2%	12 2%	24 2%	26 2%	9 2%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 105**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q40 (SHOWCARD) 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? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Much earlier than 9pm	63 3%	32 3%	31 3%	55 3% i	3 2%	4 4% i	1 1%	3 1%	12 4% in	- -%	4 2%	4 3% i	8 4% in	11 7% cdfgijn	1 1%	13 6% fgin	54 3%	9 3%
A bit earlier than 9pm	195 10%	105 9%	89 10%	175 10% d	6 3%	8 8%	6 11% d	15 6%	32 11% d	17 10% d	22 12% d	19 13% dg	17 10% d	20 12% d	8 10% d	24 11% d	175 10%	21 8%
TOTAL EARLIER THAN 9PM	258 13%	137 12%	120 13%	231 14% dg	9 5%	12 11% d	7 12% d	18 7%	44 15% dg	17 10%	26 14% d	23 16% dg	25 14% d	32 18% dgi	9 10%	37 16% dg	228 13%	30 11%
About 9pm	1396 68%	810 71% b	584 64%	1154 68% i	134 75% ijn	68 67%	39 67%	165 68% i	223 77% cefijklno	100 57%	119 64%	95 66%	118 65%	125 71% i	56 64%	154 68% i	1211 68%	185 68%
A bit later than 9pm	282 14%	147 13%	134 15%	236 14% hm	25 14% h	14 14% h	7 12% h	45 19% hmo	14 5% cdefhklmo	42 24% hmo	35 18% hmo	18 13% h	27 15% h	14 8%	16 18% hmo	23 10%	235 13%	46 17%
Much later than 9pm	74 4%	30 3%	44 5% a	60 4%	7 4%	5 5% j	3 5% hj	9 4%	4 1%	15 8% chjm	1 1%	6 4%	10 5% hj	3 1%	3 4%	10 4% j	66 4%	8 3%
TOTAL LATER THAN 9PM	356 17%	177 16%	178 20% a	296 17% hm	31 17% hm	19 19% hm	10 18% hm	55 23% hmo	18 6% cdefghijklmn o	57 33% hmo	36 19% hm	24 17% h	37 21% hm	17 10%	19 22% hm	33 14% h	302 17%	54 20%
Don't know	36 2%	10 1%	24 3% a	26 2%	5 3%	3 3%	2 3% l	3 1%	3 1%	1 1%	7 4% l	2 1%	1 *% l	3 2%	4 4% chil	3 1%	32 2%	3 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 106**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q41 In the last 12 months, have you personally found anything on television to be offensive? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Yes	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
	19%	17%	22%	5%	15%	19%	22%	27%	27%	24%	19%	17%	16%	18%	20%	19%	20%
			a		c	c	cd	cde	cde	kl							
No	1612	799	812	266	310	280	273	202	281	411	437	342	421	622	990	1320	291
	79%	82%	76%	94%	83%	79%	77%	71%	71%	75%	79%	80%	82%	80%	78%	79%	78%
		b		defgh	gh	gh							i				
Don't know	37	11	26	3	7	9	6	4	8	5	12	13	7	15	22	30	7
	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	3%	1%	2%	2%	2%	2%
			a									i					

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 106**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q41 In the last 12 months, have you personally found anything on television to be offensive? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Yes	397 19%	200 18%	196 22% a	345 20% df	21 12% df	27 26% dfglm	4 6% f	34 14% f	54 19% f	45 26% dfglm	43 23% dfgm	38 26% dfglm	28 15% f	25 14% f	15 17% f	64 28% cdfghlmn	346 20%	51 19%
No	1612 79%	913 81% b	694 77%	1329 78% io	158 88% cehijko	72 70% ceghijklmno	53 92% eiko	201 83%	227 79%	123 71%	142 76%	105 73%	149 83% eiko	149 84% eiko	72 81% eio	161 71%	1395 79%	217 80%
Don't know	37 2%	21 2%	16 2%	32 2%	- -%	3 3% d	1 2%	6 3% d	7 3% d	7 4% d	2 1%	1 1%	3 2%	3 2%	1 1%	2 1%	33 2%	4 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q42 What kind of things offended you? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	391	164	227	10	46	54	63	88	130	114	117	74	86	117	274	305	86
Effective Weighted Sample	345	144	201	9	42	50	57	79	119	103	103	65	77	106	244	270	76
Total	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
Sex/ sexually explicit content	133	33	100	**	**	**	**	**	34	46	38	**	**	53	79	101	**
	33%	20%	42%	**	**	**	**	**	32%	34%	35%	**	**	37%	31%	31%	**
			a														
Violence (in general)	125	41	83	**	**	**	**	**	33	43	37	**	**	44	81	102	**
	31%	26%	36%	**	**	**	**	**	31%	32%	34%	**	**	31%	32%	32%	**
Bad language	122	42	80	**	**	**	**	**	45	42	29	**	**	38	84	93	**
	31%	26%	34%	**	**	**	**	**	42%	31%	28%	**	**	27%	33%	29%	**
Antisocial behaviour	73	29	44	**	**	**	**	**	15	23	23	**	**	32	40	57	**
	18%	18%	19%	**	**	**	**	**	14%	17%	21%	**	**	23%	16%	18%	**
Nakedness/ naked bodies/ body parts	67	18	49	**	**	**	**	**	13	18	23	**	**	32	35	51	**
	17%	11%	21%	**	**	**	**	**	12%	14%	21%	**	**	23%	14%	16%	**
			a											n			
Invasion of privacy/ not respecting people's privacy	35	10	24	**	**	**	**	**	4	13	11	**	**	17	18	29	**
	9%	6%	10%	**	**	**	**	**	4%	10%	11%	**	**	12%	7%	9%	**
Race - Discriminatory treatment or portrayal of people based on race	30	13	17	**	**	**	**	**	2	13	5	**	**	17	13	26	**
	7%	8%	7%	**	**	**	**	**	2%	10%	5%	**	**	12%	5%	8%	**
			n														
News reporting/ news content/ news reporting that is too graphic	27	17	11	**	**	**	**	**	5	11	5	**	**	13	14	24	**
	7%	10%	5%	**	**	**	**	**	4%	8%	5%	**	**	9%	5%	8%	**
			b														

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q42 What kind of things offended you? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	391	164	227	10	46	54	63	88	130	114	117	74	86	117	274	305	86
Effective Weighted Sample	345	144	201	9	42	50	57	79	119	103	103	65	77	106	244	270	76
Total	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	21 5%	7 4%	14 6%	** **	** **	** **	** **	** **	3 2%	10 8%	6 6%	** **	** **	12 8% n	9 3%	17 5%	** **
Religion - Discriminatory treatment or portrayal of people based on religion	14 3%	5 3%	9 4%	** **	** **	** **	** **	** **	4 4%	8 6%	3 3%	** **	** **	4 3%	10 4%	11 3%	** **
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	12 3%	6 4%	6 3%	** **	** **	** **	** **	** **	4 4%	4 3%	5 5%	** **	** **	3 2%	9 4%	9 3%	** **
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	11 3%	6 4%	6 2%	** **	** **	** **	** **	** **	3 2%	5 4%	3 2%	** **	** **	3 2%	8 3%	10 3%	** **
Politics/ politicians/ politicians lying/ party political broadcasts	9 2%	6 4%	3 1%	** **	** **	** **	** **	** **	2 2%	4 3%	4 4%	** **	** **	1 1%	8 3%	8 2%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q42 What kind of things offended you? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	391	164	227	10	46	54	63	88	130	114	117	74	86	117	274	305	86
Effective Weighted Sample	345	144	201	9	42	50	57	79	119	103	103	65	77	106	244	270	76
Total	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
Disability - Discriminatory treatment or portrayal of people based on disability	8 2%	3 2%	5 2%	** **	** **	** **	** **	** **	- -%	1 1%	2 1%	** **	** **	3 2%	4 2%	6 2%	** **
Age - Discriminatory treatment or portrayal of people based on age	7 2%	2 1%	6 2%	** **	** **	** **	** **	** **	2 2%	5 4%	1 1%	** **	** **	2 2%	5 2%	4 1%	** **
Featuring people on benefits	6 2%	2 2%	4 2%	** **	** **	** **	** **	** **	- -%	1 1%	2 2%	** **	** **	3 2%	3 1%	6 2%	** **
Gay behaviour/ gay presenters/ homosexuality	6 1%	1 *%	5 2%	** **	** **	** **	** **	** **	1 1%	1 1%	3 3%	** **	** **	3 2%	3 1%	6 2%	** **
Scary programmes/ films	4 1%	2 1%	2 1%	** **	** **	** **	** **	** **	2 2%	2 1%	1 1%	** **	** **	- -%	4 2%	4 1%	** **
Bad taste/ vulgar/ smutty comedy	4 1%	1 1%	2 1%	** **	** **	** **	** **	** **	1 1%	- -%	1 1%	** **	** **	1 1%	2 1%	4 1%	** **
Animal cruelty	3 1%	1 *%	2 1%	** **	** **	** **	** **	** **	- -%	3 2%	- -%	** **	** **	2 1%	1 1%	3 1%	** **
Politically biased reporting	2 1%	2 1%	- -%	** **	** **	** **	** **	** **	- -%	2 2%	- -%	** **	** **	1 1%	1 *%	2 1%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q42 What kind of things offended you? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	391	164	227	10	46	54	63	88	130	114	117	74	86	117	274	305	86
Effective Weighted Sample	345	144	201	9	42	50	57	79	119	103	103	65	77	106	244	270	76
Total	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
Other things	33	19	14	**	**	**	**	**	7	8	11	**	**	10	23	27	**
	8%	12%	6%	**	**	**	**	**	6%	6%	11%	**	**	7%	9%	8%	**
Don't know	10	2	7	**	**	**	**	**	5	5	3	**	**	3	7	10	**
	2%	1%	3%	**	**	**	**	**	4%	4%	2%	**	**	2%	3%	3%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q42 What kind of things offended you? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	391	169	221	320	22	39	10	25	37	38	41	45	30	25	27	52	328	63
Effective Weighted Sample	345	153	197	287	21	38	10	23	36	36	38	42	27	23	27	49	291	57
Total	397	200	196	345	21	27	4	34	54	45	43	38	28	25	15	64	346	51
Sex/ sexually explicit content	133 33%	63 31%	70 36%	112 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	119 34%	** **
Violence (in general)	125 31%	65 33%	59 30%	104 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	110 32%	** **
Bad language	122 31%	49 24%	73 37%	101 29%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	109 32%	** **
Antisocial behaviour	73 18%	45 22%	28 14%	64 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	68 20%	** **
Nakedness/ naked bodies/ body parts	67 17%	34 17%	33 17%	56 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	62 18%	** **
Invasion of privacy/ not respecting people's privacy	35 9%	25 13% b	10 5%	29 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	34 10%	** **
Race - Discriminatory treatment or portrayal of people based on race	30 7%	25 12% b	5 2%	25 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	25 7%	** **
News reporting/ news content/ news reporting that is too graphic	27 7%	19 9% b	8 4%	25 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	25 7%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q42 What kind of things offended you? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	391	169	221	320	22	39	10	25	37	38	41	45	30	25	27	52	328	63
Effective Weighted Sample	345	153	197	287	21	38	10	23	36	36	38	42	27	23	27	49	291	57
Total	397	200	196	345	21	27	4	34	54	45	43	38	28	25	15	64	346	51
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	21 5%	15 7%	6 3%	16 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 5%	** **
Religion - Discriminatory treatment or portrayal of people based on religion	14 3%	10 5%	3 2%	10 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 4%	** **
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	12 3%	8 4%	5 2%	6 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 3%	** **
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	11 3%	7 4%	4 2%	7 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 3%	** **
Politics/ politicians/ politicians lying/ party political broadcasts	9 2%	5 2%	5 2%	8 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 2%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 107**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q42 What kind of things offended you? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	391	169	221	320	22	39	10	25	37	38	41	45	30	25	27	52	328	63
Effective Weighted Sample	345	153	197	287	21	38	10	23	36	36	38	42	27	23	27	49	291	57
Total	397	200	196	345	21	27	4	34	54	45	43	38	28	25	15	64	346	51
Disability - Discriminatory treatment or portrayal of people based on disability	8 2%	3 2%	5 2%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 2%	** **
Age - Discriminatory treatment or portrayal of people based on age	7 2%	4 2%	3 2%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 2%	** **
Featuring people on benefits	6 2%	5 2%	2 1%	6 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	** **
Gay behaviour/ gay presenters/ homosexuality	6 1%	1 1%	5 2%	6 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	** **
Scary programmes/ films	4 1%	1 *%	3 2%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	** **
Bad taste/ vulgar/ smutty comedy	4 1%	1 1%	2 1%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	** **
Animal cruelty	3 1%	- -%	2 1%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **
Politically biased reporting	2 1%	1 1%	1 *%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q42 What kind of things offended you? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	391	169	221	320	22	39	10	25	37	38	41	45	30	25	27	52	328	63
Effective Weighted Sample	345	153	197	287	21	38	10	23	36	36	38	42	27	23	27	49	291	57
Total	397	200	196	345	21	27	4	34	54	45	43	38	28	25	15	64	346	51
Other things	33	18	15	29	**	**	**	**	**	**	**	**	**	**	**	**	27	**
	8%	9%	8%	8%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**
Don't know	10	5	5	9	**	**	**	**	**	**	**	**	**	**	**	**	5	**
	2%	2%	2%	3%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 108**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q43 (SHOWCARD) 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 that offended you? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	391	164	227	10	46	54	63	88	130	114	117	74	86	117	274	305	86
Effective Weighted Sample	345	144	201	9	42	50	57	79	119	103	103	65	77	106	244	270	76
Total	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
Reality programme	114	36	79	**	**	**	**	**	28	37	31	**	**	42	72	86	**
	29%	22%	33%	**	**	**	**	**	26%	28%	29%	**	**	30%	28%	27%	**
			a														
Soap	88	26	62	**	**	**	**	**	22	21	27	**	**	41	48	66	**
	22%	16%	26%	**	**	**	**	**	20%	16%	26%	**	**	28%	19%	21%	**
			a											n			
Drama	69	27	42	**	**	**	**	**	27	17	23	**	**	24	45	57	**
	17%	17%	18%	**	**	**	**	**	25%	13%	21%	**	**	17%	18%	18%	**
Documentary	65	28	37	**	**	**	**	**	9	24	15	**	**	26	39	50	**
	16%	17%	16%	**	**	**	**	**	8%	18%	14%	**	**	18%	16%	16%	**
News programme	64	35	29	**	**	**	**	**	14	14	21	**	**	27	37	48	**
	16%	22%	12%	**	**	**	**	**	13%	11%	20%	**	**	19%	15%	15%	**
			b														
Film	49	16	33	**	**	**	**	**	15	21	13	**	**	16	33	43	**
	12%	10%	14%	**	**	**	**	**	14%	16%	12%	**	**	11%	13%	13%	**
Current affairs	48	18	29	**	**	**	**	**	10	19	14	**	**	22	25	42	**
	12%	11%	13%	**	**	**	**	**	9%	14%	13%	**	**	16%	10%	13%	**
General entertainment	45	20	25	**	**	**	**	**	11	15	17	**	**	10	35	34	**
	11%	12%	11%	**	**	**	**	**	11%	11%	16%	**	**	7%	14%	11%	**
Comedy	40	14	26	**	**	**	**	**	14	19	11	**	**	12	28	36	**
	10%	9%	11%	**	**	**	**	**	13%	14%	10%	**	**	8%	11%	11%	**
Talent show	15	5	10	**	**	**	**	**	2	6	2	**	**	7	8	9	**
	4%	3%	4%	**	**	**	**	**	2%	4%	2%	**	**	5%	3%	3%	**
Advertising	14	10	4	**	**	**	**	**	3	2	7	**	**	5	9	12	**
	3%	6%	2%	**	**	**	**	**	3%	1%	6%	**	**	4%	3%	4%	**
			b														

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q43 (SHOWCARD) 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 that offended you? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	391	164	227	10	46	54	63	88	130	114	117	74	86	117	274	305	86
Effective Weighted Sample	345	144	201	9	42	50	57	79	119	103	103	65	77	106	244	270	76
Total	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
Music video (on music channel or general channels)	11 3%	2 1%	9 4%	** **	** **	** **	** **	** **	- -%	6 5%	3 3%	** **	** **	7 5%	5 2%	11 3%	** **
Children's programme	11 3%	4 2%	7 3%	** **	** **	** **	** **	** **	3 3%	6 4%	1 1%	** **	** **	7 5%	4 2%	11 3%	** **
Game/ quiz show	10 3%	5 3%	5 2%	** **	** **	** **	** **	** **	* *0%	6 4%	4 4%	** **	** **	4 2%	7 3%	8 2%	** **
Religious programming	6 2%	2 1%	4 2%	** **	** **	** **	** **	** **	2 2%	2 2%	3 3%	** **	** **	3 2%	3 1%	6 2%	** **
Sports programme	3 1%	3 2%	- -%	** **	** **	** **	** **	** **	1 1%	2 1%	- -%	** **	** **	3 2%	1 *%	3 1%	** **
Other types of programme	4 1%	2 1%	3 1%	** **	** **	** **	** **	** **	2 1%	4 3%	- -%	** **	** **	2 1%	3 1%	4 1%	** **
Don't know	19 5%	6 4%	13 6%	** **	** **	** **	** **	** **	10 9%	10 8%	4 4%	** **	** **	3 2%	16 6%	15 5%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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**Q43 (SHOWCARD) 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 that offended you? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	391	169	221	320	22	39	10	25	37	38	41	45	30	25	27	52	328	63
Effective Weighted Sample	345	153	197	287	21	38	10	23	36	36	38	42	27	23	27	49	291	57
Total	397	200	196	345	21	27	4	34	54	45	43	38	28	25	15	64	346	51
Reality programme	114	58	57	98	**	**	**	**	**	**	**	**	**	**	**	**	105	**
	29%	29%	29%	28%	**	**	**	**	**	**	**	**	**	**	**	**	30%	**
Soap	88	44	44	80	**	**	**	**	**	**	**	**	**	**	**	**	81	**
	22%	22%	23%	23%	**	**	**	**	**	**	**	**	**	**	**	**	23%	**
Drama	69	27	41	54	**	**	**	**	**	**	**	**	**	**	**	**	58	**
	17%	14%	21%	16%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**
Documentary	65	42	24	59	**	**	**	**	**	**	**	**	**	**	**	**	60	**
	16%	21%	12%	17%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**
		b																
News programme	64	40	24	60	**	**	**	**	**	**	**	**	**	**	**	**	55	**
	16%	20%	12%	17%	**	**	**	**	**	**	**	**	**	**	**	**	16%	**
Film	49	30	19	41	**	**	**	**	**	**	**	**	**	**	**	**	44	**
	12%	15%	10%	12%	**	**	**	**	**	**	**	**	**	**	**	**	13%	**
Current affairs	48	31	17	45	**	**	**	**	**	**	**	**	**	**	**	**	43	**
	12%	15%	9%	13%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**
General entertainment	45	21	24	36	**	**	**	**	**	**	**	**	**	**	**	**	38	**
	11%	11%	12%	10%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**
Comedy	40	20	19	36	**	**	**	**	**	**	**	**	**	**	**	**	33	**
	10%	10%	10%	10%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**
Talent show	15	9	5	13	**	**	**	**	**	**	**	**	**	**	**	**	14	**
	4%	5%	3%	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
Advertising	14	8	6	12	**	**	**	**	**	**	**	**	**	**	**	**	12	**
	3%	4%	3%	4%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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**Q43 (SHOWCARD) 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 that offended you? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	391	169	221	320	22	39	10	25	37	38	41	45	30	25	27	52	328	63
Effective Weighted Sample	345	153	197	287	21	38	10	23	36	36	38	42	27	23	27	49	291	57
Total	397	200	196	345	21	27	4	34	54	45	43	38	28	25	15	64	346	51
Music video (on music channel or general channels)	11 3%	10 5% b	2 1%	11 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 3%	** **
Children's programme	11 3%	7 3%	4 2%	10 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 2%	** **
Game/ quiz show	10 3%	7 3%	3 2%	6 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 2%	** **
Religious programming	6 2%	4 2%	2 1%	6 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 2%	** **
Sports programme	3 1%	2 1%	1 1%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	** **
Other types of programme	4 1%	2 1%	3 1%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	** **
Don't know	19 5%	5 2%	15 7% a	16 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	15 4%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 109**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q44 (SHOWCARD) 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? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	391	164	227	10	46	54	63	88	130	114	117	74	86	117	274	305	86
Effective Weighted Sample	345	144	201	9	42	50	57	79	119	103	103	65	77	106	244	270	76
Total	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
Switched over	171	66	105	**	**	**	**	**	42	50	47	**	**	60	111	134	**
	43%	41%	45%	**	**	**	**	**	39%	38%	44%	**	**	42%	44%	42%	**
Switched off	107	38	70	**	**	**	**	**	38	38	27	**	**	33	74	81	**
	27%	23%	30%	**	**	**	**	**	35%	28%	25%	**	**	23%	29%	25%	**
Continued watching/ did nothing	85	46	39	**	**	**	**	**	24	28	24	**	**	26	58	71	**
	21%	28%	17%	**	**	**	**	**	22%	21%	23%	**	**	18%	23%	22%	**
		b															
Discussed it with other people	80	27	53	**	**	**	**	**	15	36	21	**	**	39	40	73	**
	20%	17%	22%	**	**	**	**	**	14%	27%	20%	**	**	28%	16%	23%	**
														n			
Complained to the regulator (via letter/ phone/ email/ online)	4	2	3	**	**	**	**	**	-	2	3	**	**	2	2	4	**
	1%	1%	1%	**	**	**	**	**	-%	1%	2%	**	**	2%	1%	1%	**
Complained to the broadcaster (via letter/ phone/ email/ online)	4	3	2	**	**	**	**	**	1	1	1	**	**	1	3	4	**
	1%	2%	1%	**	**	**	**	**	1%	1%	1%	**	**	1%	1%	1%	**
TOTAL MADE A COMPLAINT	9	5	4	**	**	**	**	**	1	3	3	**	**	3	5	8	**
	2%	3%	2%	**	**	**	**	**	1%	2%	3%	**	**	2%	2%	3%	**
Other	2	-	2	**	**	**	**	**	-	1	1	**	**	-	2	2	**
	*%	-%	1%	**	**	**	**	**	-%	1%	1%	**	**	-%	1%	1%	**
Don't know	3	2	2	**	**	**	**	**	2	2	-	**	**	-	3	3	**
	1%	1%	1%	**	**	**	**	**	1%	1%	-%	**	**	-%	1%	1%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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**Q44 (SHOWCARD) 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? What else? (MULTI CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	391	169	221	320	22	39	10	25	37	38	41	45	30	25	27	52	328	63
Effective Weighted Sample	345	153	197	287	21	38	10	23	36	36	38	42	27	23	27	49	291	57
Total	397	200	196	345	21	27	4	34	54	45	43	38	28	25	15	64	346	51
Switched over	171	92	79	154	**	**	**	**	**	**	**	**	**	**	**	**	152	**
	43%	46%	40%	45%	**	**	**	**	**	**	**	**	**	**	**	**	44%	**
Switched off	107	43	64	83	**	**	**	**	**	**	**	**	**	**	**	**	91	**
	27%	22%	32%	24%	**	**	**	**	**	**	**	**	**	**	**	**	26%	**
		a																
Continued watching/ did nothing	85	40	45	75	**	**	**	**	**	**	**	**	**	**	**	**	73	**
	21%	20%	23%	22%	**	**	**	**	**	**	**	**	**	**	**	**	21%	**
Discussed it with other people	80	50	29	75	**	**	**	**	**	**	**	**	**	**	**	**	69	**
	20%	25%	15%	22%	**	**	**	**	**	**	**	**	**	**	**	**	20%	**
		b																
Complained to the regulator (via letter/ phone/ email/ online)	4	3	2	4	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Complained to the broadcaster (via letter/ phone/ email/ online)	4	3	1	3	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	1%	2%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
TOTAL MADE A COMPLAINT	9	6	3	8	**	**	**	**	**	**	**	**	**	**	**	**	8	**
	2%	3%	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Other	2	2	-	1	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	*%	1%	-%	*%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Don't know	3	-	3	3	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	1%	-%	2%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 110**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q45 (SHOWCARD) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months? (SINGLE CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	i	j	~k	~l	m	n	o	~p
Unweighted total	391	164	227	10	46	54	63	88	130	114	117	74	86	117	274	305	86
Effective Weighted Sample	345	144	201	9	42	50	57	79	119	103	103	65	77	106	244	270	76
Total	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
The things which have personally offended me should not have been shown	115	54	61	**	**	**	**	**	36	32	30	**	**	41	73	91	**
	29%	33%	26%	**	**	**	**	**	33%	24%	28%	**	**	29%	29%	28%	**
Even though I was offended, I accept that others should be allowed to see these things	121	48	74	**	**	**	**	**	27	42	34	**	**	46	75	102	**
	31%	29%	31%	**	**	**	**	**	25%	32%	32%	**	**	32%	30%	32%	**
I think that such things should only be shown when viewers are likely to expect them - for example after a clear warning is given on air, or late at night, or on a specific type of channel or programme	146	50	97	**	**	**	**	**	38	50	38	**	**	53	94	116	**
	37%	31%	41%	**	**	**	**	**	35%	38%	35%	**	**	37%	37%	36%	**
			a														
Don't know	14	11	3	**	**	**	**	**	7	7	5	**	**	2	12	11	**
	4%	7%	1%	**	**	**	**	**	6%	6%	5%	**	**	2%	5%	3%	**
			b														

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 110**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q45 (SHOWCARD) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months? (SINGLE CODE)**

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	391	169	221	320	22	39	10	25	37	38	41	45	30	25	27	52	328	63
Effective Weighted Sample	345	153	197	287	21	38	10	23	36	36	38	42	27	23	27	49	291	57
Total	397	200	196	345	21	27	4	34	54	45	43	38	28	25	15	64	346	51
The things which have personally offended me should not have been shown	115 29%	54 27%	60 30%	95 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	106 31%	** **
Even though I was offended, I accept that others should be allowed to see these things	121 31%	71 35%	51 26%	106 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	102 30%	** **
I think that such things should only be shown when viewers are likely to expect them - for example after a clear warning is given on air, or late at night, or on a specific type of channel or programme	146 37%	68 34%	78 40%	132 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	125 36%	** **
Don't know	14 4%	7 4%	7 4%	13 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 4%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 111**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q46A (SHOWCARD) Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Too much	457	154	303	27	63	74	74	73	147	106	129	90	132	169	288	347	109
	22%	16%	28%	9%	17%	21%	21%	26%	37%	19%	23%	21%	26%	22%	23%	21%	29%
			a		c	c	c	cd	cdefg				i				o
Too little	42	30	12	8	14	8	3	4	4	9	11	7	15	15	27	33	10
	2%	3%	1%	3%	4%	2%	1%	2%	1%	2%	2%	2%	3%	2%	2%	2%	3%
		b			fh												
An acceptable amount	1277	660	616	196	260	234	223	178	186	370	342	272	292	497	779	1072	204
	62%	68%	57%	69%	70%	66%	63%	63%	47%	68%	62%	63%	57%	64%	62%	64%	54%
		b		h	h	h	h	h		l						p	
Don't know	269	127	142	51	35	39	56	28	59	62	73	62	72	98	171	218	51
	13%	13%	13%	18%	9%	11%	16%	10%	15%	11%	13%	14%	14%	13%	14%	13%	14%
				deg			dg	dg									

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 111**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q46A (SHOWCARD) Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Too much	457 22%	214 19%	243 27% a	375 22%	36 20%	37 36% cdfghjlmno	10 18%	42 17%	48 17%	56 32% cdfghm	43 23%	38 27% gh	42 23%	34 19%	21 23%	51 22%	398 22%	59 22%
Too little	42 2%	27 2%	16 2%	38 2%	1 *% l	2 2% l	1 3% l	1 1%	6 2%	1 1%	9 5% cdgil	5 3% dl	- -%	7 4% dl	3 3% l	6 3% l	38 2%	5 2%
An acceptable amount	1277 62%	758 67% b	515 57%	1068 63% e	124 69% ekn	51 49%	34 59%	153 64% e	185 64% e	103 59%	119 64% e	80 56%	122 67% ekn	112 64% e	50 56%	143 63% e	1107 62%	170 62%
Don't know	269 13%	136 12%	132 15%	226 13%	18 10%	13 12%	12 21% cdijlo	44 18% dijl	49 17% ijl	14 8%	16 9%	20 14%	17 9%	24 13%	15 17% ijl	26 12%	231 13%	38 14%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 112**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q46B (SHOWCARD) And what about the amount of violence on television? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Too much	765	292	473	58	96	131	125	129	226	206	209	161	190	272	493	596	169
	37%	30%	44%	21%	26%	37%	35%	46%	57%	38%	38%	37%	37%	35%	39%	36%	45%
			a			cd	cd	cdef	cdefg								o
Too little	37	26	11	7	13	1	6	4	6	9	8	10	9	12	24	30	6
	2%	3%	1%	2%	3%	*%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%
		b		e	e												
An acceptable amount	1102	583	519	191	245	195	197	137	138	298	301	227	276	442	660	928	172
	54%	60%	48%	68%	66%	55%	55%	48%	35%	54%	54%	53%	54%	57%	52%	56%	46%
		b		efgh	efgh	h	h	h								p	
Don't know	142	71	71	26	18	29	28	13	28	36	38	32	36	54	89	116	26
	7%	7%	7%	9%	5%	8%	8%	5%	7%	6%	7%	7%	7%	7%	7%	7%	7%
				g													

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 112**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q46B (SHOWCARD) And what about the amount of violence on television? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Too much	765 37%	358 32%	406 45% a	659 39% dfg	45 25% dfg	49 48% cdfglm	12 21% dfg	61 26% dfg	111 38% cdfghijlmn	90 51% cdfghijlmn	71 38% dfg	65 46% dfgl	59 33% f	63 36% df	33 37% dfg	106 47% cdfglm	652 37%	113 41%
Too little	37 2%	22 2%	15 2%	33 2%	1 1%	2 2%	1 3%	2 1%	5 2%	2 1%	5 2%	6 4% cdgo	2 1%	7 4% do	3 3% o	1 *% o	33 2%	4 1%
An acceptable amount	1102 54%	673 59% b	425 47%	901 53% ei	121 68% cehijklmno	45 44%	35 60% eik	144 60% eik	147 51%	74 42%	98 52%	66 46%	112 62% cehiko	97 55% i	47 54% i	115 51%	972 55% q	130 48%
Don't know	142 7%	81 7%	60 7%	113 7% o	13 7% o	7 6% o	10 17% cdehijklmno	34 14% cdeiklmno	25 9% o	9 5%	14 8% o	6 4%	7 4%	9 5%	5 6%	4 2%	117 7%	25 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 113**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q46C (SHOWCARD) And what about the amount of swearing on television? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Too much	672	281	391	45	76	93	117	129	211	177	199	132	164	226	446	529	143
	33%	29%	36%	16%	21%	26%	33%	45%	53%	32%	36%	31%	32%	29%	35%	32%	38%
			a			c	cd	cdef	cdefg						m		o
Too little	34	23	11	10	11	5	1	2	4	8	6	11	9	18	16	26	8
	2%	2%	1%	3%	3%	1%	*%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%
		b		fgh	fh												
An acceptable amount	1208	606	603	201	268	234	210	137	159	338	313	255	302	490	718	1011	197
	59%	62%	56%	71%	72%	66%	59%	49%	40%	62%	56%	59%	59%	63%	57%	61%	53%
		b		fgh	fgh	gh	gh	h						n		p	
Don't know	132	63	69	27	17	24	28	15	22	25	37	33	37	45	86	105	26
	6%	6%	6%	9%	4%	7%	8%	5%	6%	4%	7%	8%	7%	6%	7%	6%	7%
				d													

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 113**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q46C (SHOWCARD) And what about the amount of swearing on television? (SINGLE CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Too much	672	304	366	574	40	45	12	46	100	86	56	53	50	63	37	83	571	101
	33%	27%	40%	34%	23%	44%	21%	19%	35%	49%	30%	37%	28%	36%	42%	37%	32%	37%
			a	dfg		cdgijl			dfg	cdghijklmo	g	dfg		dfg	dfgjl	dfg		
Too little	34	18	15	30	-	2	1	3	3	1	4	4	4	3	3	4	29	4
	2%	2%	2%	2%	-%	2%	2%	1%	1%	1%	2%	3%	2%	2%	3%	2%	2%	2%
												d			d			
An acceptable amount	1208	733	472	997	127	49	35	153	157	82	122	80	123	99	45	136	1057	151
	59%	65%	52%	58%	71%	47%	61%	63%	55%	47%	65%	56%	68%	56%	51%	60%	60%	55%
		b		ei	cehikmno		ei	ein			ehin		cehikmn			ei		
Don't know	132	79	53	105	11	7	9	39	28	6	5	6	4	11	4	3	115	16
	6%	7%	6%	6%	6%	6%	15%	16%	10%	3%	3%	4%	2%	6%	4%	1%	6%	6%
				lo	o	o	cdeijklmno	cdeijklmno	ijlo					o				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 114**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should never be shown on television. (SINGLE CODE)**

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Strongly agree	363 18%	144 15%	220 20% a	24 9%	45 12%	50 14%	58 16% c	61 22% cde	124 31% cdefg	99 18%	86 16%	83 19%	95 19%	123 16%	241 19%	277 17%	86 23% o
Slightly agree	273 13%	121 12%	152 14%	34 12%	44 12%	40 11%	57 16%	41 15%	55 14%	71 13%	75 13%	47 11%	81 16% k	98 13%	174 14%	217 13%	55 15%
TOTAL AGREE	636 31%	265 27%	372 35% a	58 21%	90 24%	91 26%	115 32% cd	103 36% cde	179 45% cdefg	170 31%	161 29%	130 30%	176 34%	221 28%	415 33%	494 30%	140 38% o
Neither/ nor	471 23%	234 24%	237 22%	70 25% h	99 27% h	77 22%	90 25% h	64 23%	70 18%	120 22%	141 25%	88 21%	121 24%	192 25%	279 22%	384 23%	86 23%
Slightly disagree	484 24%	234 24%	250 23%	72 26% h	86 23%	112 31% dfgh	77 22%	62 22%	75 19%	134 24%	132 24%	113 26% l	105 21%	213 27% n	271 21%	421 25% p	63 17%
Strongly disagree	330 16%	191 20% b	139 13%	52 18% h	86 23% fgh	62 17% h	56 16% h	39 14% h	35 9%	100 18%	88 16%	62 15%	79 16%	117 15%	213 17%	279 17%	51 14%
TOTAL DISAGREE	814 40%	425 44% b	389 36%	124 44% gh	172 46% fgh	174 49% fgh	133 37% h	100 36% h	110 28%	235 43% l	219 39%	175 41%	184 36%	330 42%	484 38%	700 42% p	114 30%
No opinion	125 6%	48 5%	76 7%	29 10% defg	11 3%	14 4%	17 5%	16 6%	37 9% def	24 4%	34 6%	37 9% i	30 6%	36 5%	88 7%	92 5%	33 9% o
TOTAL NEITHER/ NO OPINION	595 29%	282 29%	313 29%	99 35% eh	110 30%	91 26%	108 30%	80 28%	107 27%	144 26%	176 32%	125 29%	151 30%	229 29%	367 29%	476 29%	119 32%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 114**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should never be shown on television. (SINGLE CODE)**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Strongly agree	363 18%	151 13%	213 23% a	304 18% fg	25 14%	30 29% cdfghlno	5 9%	21 9%	41 14%	46 26% cdfghn	40 21% fgn	31 21% fgn	35 19% fg	37 21% fgn	11 12% fg	43 19% fg	309 17%	54 20%
Slightly agree	273 13%	153 14%	119 13%	234 14%	21 12%	11 10%	7 12%	46 19% eiko	50 17%	18 10%	23 12%	15 10%	22 12%	25 14%	10 12%	25 11%	233 13%	40 15%
TOTAL AGREE	636 31%	304 27%	332 37% a	538 32% f	46 26%	40 39% dfgn	12 21%	68 28%	91 32% f	64 36% dfn	62 33% f	46 32% f	56 31% f	62 35% fn	21 24% f	69 30% f	542 31%	94 35%
Neither/ nor	471 23%	275 24%	196 22%	380 22% o	46 26% o	33 32% cfhijo	13 22%	85 35% cfhijklmno	54 19%	38 22%	32 17%	33 23% o	40 22%	44 25% o	21 24% o	32 14%	420 24%	51 19%
Slightly disagree	484 24%	306 27% b	178 20%	414 24% e	40 22%	15 15%	15 26% e	59 24% e	79 27% e	36 21%	39 21%	35 24% e	50 27% e	37 21%	27 31% eijm	52 23%	413 23%	71 26%
Strongly disagree	330 16%	199 18%	129 14%	276 16% gl	35 19% egl	11 10%	9 15% g	14 6%	48 17% gl	34 19% egl	41 22% egln	22 15% g	17 9%	27 15% g	12 13% g	62 27% cefgklmn	287 16%	43 16%
TOTAL DISAGREE	814 40%	504 44% b	307 34%	689 40% eg	75 42% eg	26 25%	24 41% eg	73 30%	126 44% eg	70 40% e	81 43% eg	56 39% e	66 37% e	63 36%	39 44% eg	114 50% cegklm	699 39%	114 42%
No opinion	125 6%	51 4%	71 8% a	99 6% i	13 7% i	3 3%	10 17% cdeghijklmn o	16 7% i	17 6%	3 2%	12 7% i	8 6%	17 10% ei	7 4%	7 7% i	12 5%	112 6%	13 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 114**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should never be shown on television. (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
TOTAL NEITHER/ NO OPINION	595	325	267	479	58	36	22	100	71	41	45	42	58	51	28	44	532	63
	29%	29%	29%	28%	33%	35%	38%	42%	25%	23%	24%	29%	32%	29%	32%	19%	30%	23%
				o	o	hijo	chijo	chijkmo				o	o	o	o		q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 115**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch sexually explicit programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)**

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Strongly agree	625 31%	268 28%	357 33% a	57 20%	79 21%	109 31% cd	123 35% cd	99 35% cd	157 40% cde	156 28%	162 29%	144 33%	164 32%	237 30%	388 31%	498 30%	126 34%
Slightly agree	481 24%	246 25%	235 22%	72 25%	100 27%	79 22%	83 23%	64 22%	84 21%	132 24%	149 27% k	85 20%	115 22%	197 25%	284 22%	407 24% p	73 19%
TOTAL AGREE	1106 54%	513 53%	592 55%	129 46%	179 48%	188 53%	206 58% cd	163 58% cd	241 61% cde	287 52%	311 56%	229 53%	279 55%	434 56%	672 53%	905 54%	199 53%
Neither/ nor	351 17%	165 17%	186 17%	56 20% h	64 17%	69 19% h	66 19% h	46 16%	49 12%	101 18%	90 16%	75 17%	85 17%	131 17%	219 17%	285 17%	66 18%
Slightly disagree	258 13%	130 13%	128 12%	46 16% h	54 14% h	48 14%	43 12%	31 11%	36 9%	76 14%	74 13%	51 12%	56 11%	102 13%	156 12%	219 13%	39 10%
Strongly disagree	227 11%	124 13% b	103 10%	28 10%	65 18% cefg	37 11%	29 8%	29 10%	38 10%	66 12%	56 10%	42 10%	62 12%	78 10%	149 12%	186 11%	40 11%
TOTAL DISAGREE	484 24%	254 26% b	230 21%	74 26% h	119 32% efgh	85 24%	72 20%	60 21%	74 19%	143 26%	130 23%	93 22%	118 23%	180 23%	305 24%	405 24%	79 21%
No opinion	105 5%	40 4%	65 6%	23 8% def	10 3%	13 4%	12 3%	14 5%	33 8% def	17 3%	24 4%	33 8% ij	30 6%	35 4%	70 6%	76 5%	29 8% o
TOTAL NEITHER/ NO OPINION	455 22%	204 21%	251 23%	79 28% dh	74 20%	82 23%	78 22%	60 21%	82 21%	118 22%	115 21%	108 25%	114 22%	166 21%	289 23%	360 22%	95 25%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 115**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch sexually explicit programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Strongly agree	625	307	318	517	55	43	9	31	73	74	74	49	51	65	24	78	537	88
	31%	27%	35%	30%	31%	42%	16%	13%	25%	42%	39%	34%	28%	37%	27%	34%	30%	32%
Slightly agree	481	297	184	410	32	26	13	86	73	43	36	30	40	36	22	45	414	67
	24%	26%	20%	24%	18%	26%	22%	36%	25%	24%	19%	21%	22%	21%	25%	20%	23%	24%
TOTAL AGREE	1106	603	502	927	87	70	22	117	146	116	110	78	91	101	46	123	951	154
	54%	53%	55%	54%	48%	68%	38%	48%	51%	67%	59%	54%	50%	57%	52%	54%	54%	57%
Neither/ nor	351	206	144	295	35	11	10	83	47	17	23	20	27	28	13	36	320	31
	17%	18%	16%	17%	20%	10%	18%	35%	16%	10%	12%	14%	15%	16%	15%	16%	18%	11%
Slightly disagree	258	160	96	220	27	7	4	25	48	11	19	19	33	17	15	33	214	43
	13%	14%	11%	13%	15%	7%	7%	10%	17%	6%	10%	13%	18%	10%	17%	14%	12%	16%
Strongly disagree	227	126	99	187	15	13	11	8	35	26	26	16	16	24	8	29	196	30
	11%	11%	11%	11%	9%	13%	19%	3%	12%	15%	14%	11%	9%	14%	9%	13%	11%	11%
TOTAL DISAGREE	484	287	196	407	42	20	15	33	83	37	45	34	50	41	23	61	411	74
	24%	25%	22%	24%	24%	19%	26%	14%	29%	21%	24%	24%	27%	23%	26%	27%	23%	27%
No opinion	105	38	63	77	15	2	11	8	13	4	9	11	13	6	7	6	91	13
	5%	3%	7%	5%	8%	2%	18%	3%	4%	2%	5%	8%	7%	3%	8%	3%	5%	5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 115**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES** - If people want to watch sexually explicit programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
TOTAL NEITHER/ NO OPINION	455	244	208	372	50	13	21	91	59	21	32	32	40	34	20	42	411	44
	22%	22%	23%	22%	28%	12%	36%	38%	21%	12%	17%	22%	22%	19%	23%	19%	23%	16%
				ei	eijo		cehijklmno	cehijklmno	i			ei	ei		ei		q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 116**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit TV channels in the 'adult' section of the on-screen TV planner don't bother me. I can block them if I want. (These types of channels can be viewed without having to pay for them). (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Strongly agree	768 38%	369 38%	399 37%	111 40% h	150 40% h	132 37%	140 39% h	115 41% h	120 30%	202 37%	192 35%	175 41%	199 39%	312 40%	456 36%	647 39% p	120 32%
Slightly agree	451 22%	218 22%	233 22%	63 22%	89 24%	85 24%	68 19%	68 24%	79 20%	137 25% l	133 24%	86 20%	96 19%	182 23%	270 21%	383 23%	68 18%
TOTAL AGREE	1219 60%	587 60%	632 59%	174 62% h	239 64% h	217 61% h	208 58% h	182 64% h	199 50%	339 62%	325 59%	260 60%	295 58%	494 63% n	725 57%	1030 62% p	189 51%
Neither/ nor	363 18%	180 19%	183 17%	60 21% gh	58 16%	80 22% dgh	67 19%	40 14%	60 15%	96 17%	101 18%	72 17%	94 18%	131 17%	232 18%	299 18%	65 17%
Slightly disagree	155 8%	76 8%	80 7%	9 3%	27 7% c	25 7% c	39 11% cg	17 6%	38 10% c	51 9% l	48 9% l	28 7%	27 5%	53 7%	102 8%	124 7%	31 8%
Strongly disagree	145 7%	62 6%	84 8%	7 3%	26 7% c	19 5%	29 8% c	22 8% c	42 11% ce	36 6%	41 7%	25 6%	44 9%	49 6%	96 8%	109 7%	36 10% o
TOTAL DISAGREE	300 15%	137 14%	163 15%	16 6%	53 14% c	45 13% c	68 19% ce	39 14% c	80 20% cdeg	87 16%	89 16%	53 12%	71 14%	102 13%	198 16%	233 14%	68 18% o
No opinion	162 8%	68 7%	95 9%	32 11% def	23 6%	14 4%	13 4%	22 8% f	58 15% defg	27 5%	40 7%	45 10% i	51 10% i	52 7%	110 9%	110 7%	52 14% o
TOTAL NEITHER/ NO OPINION	526 26%	248 25%	278 26%	92 33% dfg	81 22%	94 26%	80 22%	62 22%	117 30% dfg	123 22%	141 25%	117 27%	145 28% i	183 24%	342 27%	408 24%	117 31% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 116**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit TV channels in the 'adult' section of the on-screen TV planner don't bother me. I can block them if I want. (These types of channels can be viewed without having to pay for them). (SINGLE CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Strongly agree	768 38%	445 39%	321 35%	646 38% gh	67 37% gh	38 37% g	18 31% g	33 14% g	77 27% g	80 46% c f g h	80 43% f g h	66 46% c f g h	72 40% gh	90 51% c d e f g h l	36 41% gh	110 49% c d e f g h	661 37%	107 39%
Slightly agree	451 22%	276 24% b	175 19%	361 21% c i j k m o	54 30% c i j k m o	22 22%	14 24%	63 26% j m	73 25%	34 19%	32 17%	27 19%	38 21%	30 17%	19 22%	47 21%	382 22%	70 26%
TOTAL AGREE	1219 60%	720 64% b	497 55%	1007 59% g	121 67% c f g h	60 59% g	32 55% g	95 40% g	150 52% g	114 65% gh	112 60% g	93 65% gh	109 61% g	120 68% c f g h	56 63% gh	157 69% c f g h	1043 59%	176 65%
Neither/ nor	363 18%	201 18%	161 18%	321 19% e k o	23 13%	9 9%	11 19% e o	95 39% c d e f h i j k l m n o	66 23% d e i k l m o	22 13%	35 19% e o	18 12%	26 14%	22 13%	15 17% e	23 10%	322 18%	41 15%
Slightly disagree	155 8%	92 8%	63 7%	132 8% f	10 6% f i o	11 11% f i o	1 3% c d f i j m n o	33 14% c d f i j m n o	26 9% f	8 5%	11 6%	13 9% f	14 8% f	11 6%	5 6%	11 5%	137 8%	18 7%
Strongly disagree	145 7%	63 6%	82 9% a	112 7%	11 6% c d f g h i j k l m n	18 18% c d f g h i j k l m n	4 7%	8 3%	14 5% c g h k l m n	21 12% c g h k l m n	14 7%	6 4%	10 5%	10 6%	3 4%	26 12% c g h k l n	130 7%	16 6%
TOTAL DISAGREE	300 15%	156 14%	145 16%	244 14%	21 12% c d f g h i j k l m n o	29 29% c d f g h i j k l m n o	5 9%	41 17%	40 14%	29 17%	25 13%	19 13%	24 13%	21 12%	9 10%	37 16%	266 15%	34 13%
No opinion	162 8%	57 5%	103 11% a	134 8%	14 8%	4 4% c d e g i j m o	10 17%	10 4%	33 12% e g i o	9 5%	16 8%	14 10% g o	21 12% e g i o	13 8%	9 10% e g o	9 4%	142 8%	20 7%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 116**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit TV channels in the 'adult' section of the on-screen TV planner don't bother me. I can block them if I want. (These types of channels can be viewed without having to pay for them). (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS		NATION/ REGION											LOCATION				
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
TOTAL NEITHER/ NO OPINION	526	258	264	455	37	13	21	105	99	31	51	32	47	35	24	32	464	62
	26%	23%	29%	27%	21%	13%	36%	43%	34%	18%	27%	22%	26%	20%	27%	14%	26%	23%
			a	eio			cdeikmo	cdeijklmno	cdeikmo		eo	e	eo		eo			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 117**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should be freely available on any channel after 9pm. (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Strongly agree	178 9%	97 10%	81 8%	36 13% eh	36 10%	26 7%	28 8%	26 9%	26 7%	43 8%	35 6%	39 9%	61 12% ij	68 9%	110 9%	151 9%	27 7%
Slightly agree	266 13%	139 14%	127 12%	45 16% h	60 16% h	43 12%	37 11%	39 14%	41 10%	53 10%	85 15% i	63 15% i	66 13%	94 12%	172 14%	206 12%	59 16%
TOTAL AGREE	445 22%	236 24% b	209 19%	81 29% efh	96 26% fh	69 19%	66 18%	65 23% h	68 17%	96 17%	120 22%	101 24% i	127 25% i	163 21%	282 22%	357 21%	87 23%
Neither/ nor	385 19%	194 20%	191 18%	60 21% h	91 24% fh	71 20% h	61 17%	53 19% h	49 12%	105 19%	108 19%	79 18%	93 18%	151 19%	234 18%	314 19%	71 19%
Slightly disagree	360 18%	189 19%	171 16%	52 18%	77 21% g	73 20% g	58 16%	40 14%	61 15%	112 20%	96 17%	65 15%	86 17%	139 18%	221 17%	300 18%	60 16%
Strongly disagree	738 36%	300 31%	438 41% a	60 21%	98 26%	123 35% cd	158 44% cde	110 39% cd	189 48% cdeg	216 39%	195 35%	152 35%	176 34%	285 37%	453 36%	614 37%	124 33%
TOTAL DISAGREE	1098 54%	489 50%	610 57% a	112 40%	175 47%	196 55% c	216 61% cd	150 53% c	250 63% cdeg	328 60% jkl	292 52%	217 50%	262 51%	424 54%	675 53%	914 55%	184 49%
No opinion	117 6%	53 5%	65 6%	29 10% defg	10 3%	20 6%	14 4%	15 5%	30 8% df	20 4%	36 6%	33 8% i	29 6%	42 5%	75 6%	86 5%	32 8% o
TOTAL NEITHER/ NO OPINION	502 25%	247 25%	255 24%	89 32% fh	101 27% h	90 25%	75 21%	68 24%	79 20%	125 23%	144 26%	112 26%	122 24%	193 25%	309 24%	399 24%	103 28%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 117**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should be freely available on any channel after 9pm. (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Strongly agree	178 9%	94 8%	85 9%	147 9%	16 9%	9 9%	7 12%	4 1%	29 10%	5 3%	18 10%	22 15%	14 8%	23 13%	5 6%	28 12%	158 9%	20 7%
				gi	gi	gi	gi		gi		gi	cgiln	g	gin	g	gi		
Slightly agree	266 13%	164 14%	103 11%	221 13%	28 16%	11 10%	7 12%	35 15%	40 14%	13 8%	19 10%	13 9%	36 20%	17 10%	13 15%	34 15%	229 13%	37 14%
				i				i					ceijkm		i	i		
TOTAL AGREE	445 22%	257 23%	187 21%	368 22%	44 24%	19 19%	14 25%	39 16%	68 24%	18 11%	37 20%	35 24%	50 28%	40 23%	19 21%	62 27%	387 22%	57 21%
				i	i	i	i		i		i	i	gi	i	i	gi		
Neither/ nor	385 19%	233 20%	150 17%	324 19%	37 21%	13 12%	11 19%	82 34%	56 19%	28 16%	30 16%	15 11%	36 20%	30 17%	18 20%	28 12%	334 19%	51 19%
		b		ko	ko		k	cdefhijklmn o	k				k		k			
Slightly disagree	360 18%	209 18%	151 17%	308 18%	27 15%	20 20%	5 9%	67 28%	52 18%	24 14%	26 14%	21 15%	36 20%	32 18%	19 21%	31 14%	314 18%	46 17%
				f		f		cdfhijkmo	f				f	f	f			
Strongly disagree	738 36%	388 34%	350 39%	615 36%	58 32%	48 47%	18 31%	45 19%	91 32%	100 58%	82 44%	68 47%	40 22%	67 38%	26 30%	95 42%	637 36%	101 37%
				gl	gl	cdfghln	g		gl	cdfghjlmno	cdfghln	cdfghln		gl	g	fghln		
TOTAL DISAGREE	1098 54%	597 53%	501 55%	922 54%	85 48%	68 66%	23 40%	112 47%	143 50%	124 71%	109 58%	89 62%	76 42%	99 56%	45 50%	126 55%	952 54%	147 54%
				fl		cdfghln				cdfghjlmno	fgl	dfghln		fl		fl		
No opinion	117 6%	47 4%	68 8%	93 5%	12 7%	2 2%	10 17%	7 3%	21 7%	4 2%	12 6%	5 3%	19 10%	7 4%	7 8%	11 5%	100 6%	18 6%
			a		i		cdeghijklmn o		ei				cegikm		egi			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 117**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should be freely available on any channel after 9pm. (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
TOTAL NEITHER/ NO OPINION	502	280	218	416	50	15	21	90	77	32	42	20	55	37	25	39	434	68
	25%	25%	24%	24%	28%	15%	36%	37%	27%	18%	22%	14%	30%	21%	29%	17%	24%	25%
				eko	eiko		ceijkmo	cehijkmo	eko				eiko		eiko			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 118**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch particularly violent programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)**

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Strongly agree	463 23%	182 19%	281 26% a	41 15%	57 15%	67 19%	93 26% cde	79 28% cde	126 32% cde	110 20%	122 22%	100 23%	132 26% i	156 20%	307 24% m	364 22%	98 26%
Slightly agree	418 20%	183 19%	235 22%	66 24% e	74 20%	57 16%	75 21%	67 24% e	80 20%	103 19%	108 19%	106 25% i	102 20%	152 20%	266 21%	341 20%	76 20%
TOTAL AGREE	882 43%	365 38%	517 48% a	107 38%	131 35%	124 35%	167 47% cde	146 52% cde	206 52% cde	212 39%	229 41%	206 48% ij	234 46% i	309 40%	573 45% m	706 42%	174 47%
Neither/ nor	379 19%	194 20%	184 17%	54 19% g	73 20% g	73 20% g	72 20% g	35 12%	72 18% g	111 20%	114 20%	66 15%	89 17%	142 18%	236 19%	307 18%	72 19%
Slightly disagree	323 16%	178 18% b	144 13%	45 16%	72 19% gh	70 20% gh	55 15%	37 13%	44 11%	110 20% kl	91 16%	55 13%	66 13%	146 19% n	177 14%	283 17% p	39 10%
Strongly disagree	363 18%	200 21% b	163 15%	58 21% h	84 23% fh	71 20% h	52 14%	47 17%	51 13%	96 17%	95 17%	72 17%	100 20%	144 18%	219 17%	304 18%	59 16%
TOTAL DISAGREE	686 34%	379 39% b	307 29%	103 36% h	156 42% fgh	141 40% fgh	106 30%	84 30%	96 24%	205 37% k	186 33%	127 30%	167 33%	290 37% n	396 31%	587 35% p	98 26%
No opinion	100 5%	34 4%	66 6% a	17 6%	12 3%	18 5%	10 3%	18 6% f	24 6%	20 4%	27 5%	31 7% i	22 4%	39 5%	61 5%	71 4%	29 8% o
TOTAL NEITHER/ NO OPINION	478 23%	228 23%	250 23%	71 25%	85 23%	90 25%	83 23%	53 19%	95 24%	130 24%	140 25%	97 23%	110 22%	181 23%	297 23%	378 23%	101 27%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 118**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch particularly violent programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Strongly agree	463 23%	221 20%	242 27% a	373 22% fg	42 24% fg	40 39% cd fghijlmno	8 13%	26 11%	46 16%	54 31% cfghln	43 23% fg	44 31% cfghln	34 19% g	48 27% fghn	15 17%	64 28% fghln	409 23%	54 20%
Slightly agree	418 20%	242 21%	177 20%	342 20% o	41 23% ko	26 25% jko	10 18%	71 29% cfjklmo	69 24% ko	37 21%	30 16%	19 14%	36 20%	29 17%	20 22% ko	31 14%	353 20%	66 24%
TOTAL AGREE	882 43%	463 41%	419 46% a	715 42% f	83 46% f	66 64% cd fghijklmn o	18 31%	97 40%	115 40%	91 52% cfghjln	73 39%	64 44% f	69 38%	77 44% f	34 39%	95 42% f	761 43%	120 44%
Neither/ nor	379 19%	217 19%	160 18%	313 18% ek	47 26% ceijko	8 7%	11 18% e	75 31% ce fghijklmno	54 19% ek	21 12%	23 12%	15 10%	36 20% ek	35 20% ek	16 18% e	38 17% e	342 19% q	36 13%
Slightly disagree	323 16%	207 18% b	115 13%	289 17% defi	19 11%	10 9%	5 9%	47 20% defi	49 17% f	17 10%	36 19% defi	33 23% defimo	35 19% defi	21 12%	18 20% defim	33 15%	273 15%	50 18%
Strongly disagree	363 18%	204 18%	158 17%	311 18% dg	20 11%	17 17% g	15 26% cdgkl	20 8%	51 18% g	41 24% dgl	49 26% cdgkl	22 15% g	27 15%	33 19% g	15 17% g	53 23% dg	315 18%	48 18%
TOTAL DISAGREE	686 34%	411 36% b	273 30%	599 35% de	39 22%	27 26%	20 34% d	67 28%	99 34% d	58 33% d	84 45% cd eghilm	56 39% deg	62 34% d	54 31%	33 37% d	86 38% deg	588 33%	98 36%
No opinion	100 5%	43 4%	54 6% a	79 5% g	10 5% g	2 2% cd eghijklmn o	10 16%	3 1%	20 7% egi	4 2%	7 4%	9 6% eg	13 7% egi	10 6% g	5 6% g	7 3%	82 5%	18 7%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 118**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch particularly violent programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION				
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER			NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351		
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305		
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272		
TOTAL NEITHER/ NO OPINION	478	260	215	392	57	9	20	77	74	25	30	24	49	45	21	45	424	54		
	23%	23%	24%	23%	32%	9%	35%	32%	26%	14%	16%	17%	27%	26%	24%	20%	24%	20%		
				ej	cejko		ceijkno	ceijko	ej				eijk	ej	ei	e				
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 119**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Particularly violent programmes should be freely available on any channel after 9pm. (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Strongly agree	249 12%	153 16% b	96 9%	48 17% fgh	51 14% h	46 13%	38 11%	30 11%	35 9%	48 9%	58 10%	51 12%	92 18% ijk	99 13%	149 12%	200 12%	49 13%
Slightly agree	350 17%	180 19%	170 16%	66 23% fgh	68 18% h	66 19% h	57 16%	41 14%	52 13%	97 18%	90 16%	59 14%	103 20% k	141 18%	208 16%	281 17%	68 18%
TOTAL AGREE	598 29%	333 34% b	265 25%	114 40% efgh	120 32% h	112 32% h	95 27%	71 25%	87 22%	145 27%	148 27%	110 26%	195 38% ijk	241 31%	357 28%	481 29%	117 31%
Neither/ nor	339 17%	180 19% b	159 15%	53 19% h	75 20% gh	57 16%	65 18%	37 13%	52 13%	77 14%	103 19%	83 19%	76 15%	128 16%	211 17%	284 17%	55 15%
Slightly disagree	376 18%	183 19%	193 18%	47 17%	79 21% h	80 22% h	65 18%	50 18%	57 14%	115 21% l	111 20%	73 17%	78 15%	161 21%	215 17%	323 19% p	52 14%
Strongly disagree	643 31%	241 25%	402 37% a	48 17%	84 22%	95 27% c	120 34% cd	113 40% cde	184 46% cdef	196 36% l	173 31%	134 31%	141 28%	214 27%	429 34% m	519 31%	124 33%
TOTAL DISAGREE	1019 50%	424 44%	595 55% a	94 34%	162 44% c	174 49% c	185 52% c	162 57% cde	241 61% cdef	311 57% kl	283 51% l	207 48%	219 43%	375 48%	645 51%	842 50%	176 47%
No opinion	89 4%	35 4%	54 5%	20 7%	15 4%	12 3%	12 3%	13 5%	17 4%	15 3%	22 4%	30 7% jj	21 4%	36 5%	52 4%	64 4%	25 7% o
TOTAL NEITHER/ NO OPINION	428 21%	215 22%	213 20%	73 26% gh	90 24% h	69 19%	76 21%	50 18%	69 17%	92 17%	125 23% i	113 26% il	97 19%	164 21%	264 21%	348 21%	80 21%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 119**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Particularly violent programmes should be freely available on any channel after 9pm. (SINGLE CODE)**

Base : Those with any TV sets

		WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Strongly agree	249 12%	125 11%	123 14%	213 12%	19 10%	11 11%	6 10%	9 4%	27 9%	13 7%	41 22%	24 16%	20 11%	29 16%	11 12%	41 18%	221 12%	27 10%
				g	g	g	g		g	cdefghiln		ghi	g	ghi	g	cdfghi		
Slightly agree	350 17%	199 18%	149 16%	289 17%	36 20%	13 13%	11 20%	50 21%	48 17%	12 7%	25 14%	31 22%	42 23%	27 15%	25 29%	30 13%	291 16%	58 21%
				i	i		i	i	i		i	io	eijo	i	cehijmo			p
TOTAL AGREE	598 29%	324 29%	272 30%	502 29%	54 30%	24 24%	17 30%	59 25%	74 26%	25 14%	66 35%	55 38%	62 34%	56 32%	36 41%	70 31%	513 29%	86 31%
				i	i	i	i	i	i		egi	ceghi	ei	i	ceghi	i		
Neither/ nor	339 17%	210 19%	129 14%	280 16%	41 23%	8 8%	10 17%	57 24%	48 17%	22 13%	19 10%	8 5%	40 22%	32 18%	15 17%	40 17%	308 17%	31 11%
		b		ejk	ceijk		ek	ceijk	ek	k			eijk	ejk	ek	ek	q	
Slightly disagree	376 18%	243 21%	134 15%	326 19%	29 16%	15 15%	6 11%	82 34%	54 19%	25 14%	41 22%	18 13%	29 16%	32 18%	17 19%	28 12%	330 19%	46 17%
		b		fo				cdefhijklmn o	f		fko				f			
Strongly disagree	643 31%	314 28%	328 36%	530 31%	44 25%	53 52%	17 29%	43 18%	98 34%	98 56%	51 27%	57 39%	37 21%	47 27%	16 18%	82 36%	548 31%	95 35%
			a	gln		cdfghijklmno	gn		gln	cdfghijklmno	g	cdgjlmn		g		dgln		
TOTAL DISAGREE	1019 50%	557 49%	462 51%	856 50%	73 41%	68 66%	23 39%	125 52%	152 53%	124 71%	92 49%	75 52%	66 37%	80 45%	33 37%	109 48%	878 50%	141 52%
				dfln		cdfghijklmno		dfln	dfln	cdfghijklmno	ln	dfln				l		
No opinion	89 4%	43 4%	43 5%	68 4%	11 6%	2 2%	8 13%	- -%	14 5%	4 3%	10 5%	6 4%	12 7%	9 5%	4 5%	7 3%	74 4%	15 5%
				g	g		cdeghijklmn o		g	g	g	g	eg	g	g	g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 119**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q47F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Particularly violent programmes should be freely available on any channel after 9pm. (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
TOTAL NEITHER/ NO OPINION	428	254	172	348	52	10	18	57	62	26	29	14	53	41	19	47	382	46
	21%	22%	19%	20%	29%	10%	31%	24%	22%	15%	15%	10%	29%	23%	22%	21%	22%	17%
Columns Tested:				ek	ceijk		ceijko	ek	ek				ceijk	ek	ek	ek		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 120**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q48 There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television. Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children? (MULTI CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Yes - for children	217	105	112	17	37	41	43	35	44	65	62	41	49	82	136	188	29
	11%	11%	10%	6%	10%	12%	12%	12%	11%	12%	11%	10%	10%	10%	11%	11%	8%
						c	c	c	c							p	
Yes - for myself	139	48	91	6	17	16	31	25	44	41	34	28	35	44	95	107	32
	7%	5%	9%	2%	5%	5%	9%	9%	11%	8%	6%	7%	7%	6%	7%	6%	8%
			a				c	cde	cde								
Yes - for other adults	117	53	64	8	17	19	27	19	26	36	37	22	22	45	72	103	13
	6%	5%	6%	3%	5%	5%	7%	7%	7%	7%	7%	5%	4%	6%	6%	6%	4%
							c		c							p	
TOTAL 'YES'	322	141	182	21	55	55	63	51	78	89	92	63	77	122	200	267	55
	16%	14%	17%	8%	15%	15%	18%	18%	20%	16%	17%	15%	15%	16%	16%	16%	15%
					c	c	c	c	c								
No	1653	805	848	249	303	292	287	222	301	439	444	344	426	640	1014	1347	305
	81%	83%	79%	88%	81%	82%	81%	78%	76%	80%	80%	80%	83%	82%	80%	81%	82%
		b		defgh		h											
Don't know	70	26	43	12	14	9	6	11	18	20	19	23	8	17	52	56	13
	3%	3%	4%	4%	4%	3%	2%	4%	4%	4%	3%	5%	1%	2%	4%	3%	4%
									f	l	l	l			m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 120**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q48 There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television. Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children? (MULTI CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Yes - for children	217	124	93	187	18	12	1	24	22	25	19	15	22	17	14	29	184	33
	11%	11%	10%	11%	10%	11%	2%	10%	8%	14%	10%	10%	12%	9%	16%	13%	10%	12%
				f	f	f		f	f	fh	f	f	f	f	fh	f		
Yes - for myself	139	62	76	109	14	15	1	18	11	13	14	13	8	7	5	20	116	23
	7%	5%	8%	6%	8%	15%	1%	7%	4%	8%	7%	9%	4%	4%	5%	9%	7%	8%
			a	f	f	cfghjlmn		f		f	f	f				f		
Yes - for other adults	117	68	48	98	11	8	-	15	18	11	11	11	9	2	8	14	96	20
	6%	6%	5%	6%	6%	8%	-%	6%	6%	6%	6%	8%	5%	1%	9%	6%	5%	7%
				fm	fm	fm		fm	fm	fm	fm	fm	f		fm	fm		
TOTAL 'YES'	322	173	149	272	26	22	2	31	42	31	35	22	28	21	18	44	272	51
	16%	15%	16%	16%	15%	22%	3%	13%	14%	18%	19%	15%	16%	12%	21%	20%	15%	19%
				f	f	fgm		f	f	f	f	f	f	f	fm	f		
No	1653	931	720	1381	147	72	54	203	235	136	146	118	146	152	67	176	1442	211
	81%	82%	79%	81%	82%	70%	93%	84%	82%	78%	78%	82%	81%	86%	76%	78%	81%	78%
				e	e		cdeghijklno	e	e			e	e	eno				
Don't know	70	30	38	53	5	8	2	7	11	8	6	4	6	2	2	6	59	10
	3%	3%	4%	3%	3%	8%	4%	3%	4%	4%	3%	3%	4%	1%	3%	3%	3%	4%
						cgkmno												
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 121**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q49 Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Unweighted total	325	146	179	21	45	45	56	60	98	75	102	63	85	106	219	258	66
Effective Weighted Sample	286	128	159	19	41	42	51	53	91	68	90	56	75	96	193	229	58
Total	322	141	182	21	55	55	63	51	78	89	92	63	77	122	200	267	55
Violence	161	65	96	**	**	**	**	**	**	**	44	**	**	59	101	130	**
	50%	46%	53%	**	**	**	**	**	**	**	47%	**	**	49%	51%	49%	**
Sex/ sexually explicit content	120	49	71	**	**	**	**	**	**	**	37	**	**	47	72	91	**
	37%	35%	39%	**	**	**	**	**	**	**	40%	**	**	39%	36%	34%	**
Bad language	99	41	58	**	**	**	**	**	**	**	29	**	**	28	71	79	**
	31%	29%	32%	**	**	**	**	**	**	**	32%	**	**	23%	35%	30%	**
															m		
Antisocial behaviour	75	37	37	**	**	**	**	**	**	**	26	**	**	28	46	56	**
	23%	27%	21%	**	**	**	**	**	**	**	28%	**	**	23%	23%	21%	**
Bullying	50	25	25	**	**	**	**	**	**	**	11	**	**	19	31	41	**
	16%	18%	14%	**	**	**	**	**	**	**	12%	**	**	16%	15%	15%	**
Alcohol/ smoking/ substance misuse	28	15	14	**	**	**	**	**	**	**	8	**	**	16	12	27	**
	9%	10%	8%	**	**	**	**	**	**	**	9%	**	**	13%	6%	10%	**
														n			
Hate speech or other abusive treatment	23	12	11	**	**	**	**	**	**	**	8	**	**	9	15	19	**
	7%	9%	6%	**	**	**	**	**	**	**	9%	**	**	7%	7%	7%	**
Portrayal of self-harm	23	12	11	**	**	**	**	**	**	**	8	**	**	13	10	21	**
	7%	9%	6%	**	**	**	**	**	**	**	8%	**	**	11%	5%	8%	**
Scenes of war/ war reporting/ reports from areas of conflict/ executions/ disasters	21	9	12	**	**	**	**	**	**	**	5	**	**	7	14	19	**
	6%	6%	6%	**	**	**	**	**	**	**	5%	**	**	5%	7%	7%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 121**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q49 Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Unweighted total	325	146	179	21	45	45	56	60	98	75	102	63	85	106	219	258	66
Effective Weighted Sample	286	128	159	19	41	42	51	53	91	68	90	56	75	96	193	229	58
Total	322	141	182	21	55	55	63	51	78	89	92	63	77	122	200	267	55
Portrayal of suicide	19	13	7	**	**	**	**	**	**	**	6	**	**	11	8	17	**
	6%	9%	4%	**	**	**	**	**	**	**	6%	**	**	9%	4%	6%	**
Financial advice/ recommendation	9	4	5	**	**	**	**	**	**	**	3	**	**	6	3	8	**
	3%	3%	3%	**	**	**	**	**	**	**	3%	**	**	5%	2%	3%	**
Occult/ paranormal	8	5	4	**	**	**	**	**	**	**	3	**	**	5	4	7	**
	3%	3%	2%	**	**	**	**	**	**	**	4%	**	**	4%	2%	3%	**
Medical/ health advice/ recommendation	8	2	6	**	**	**	**	**	**	**	1	**	**	5	3	8	**
	2%	1%	3%	**	**	**	**	**	**	**	1%	**	**	4%	1%	3%	**
Something in the news	7	3	4	**	**	**	**	**	**	**	4	**	**	2	5	6	**
	2%	2%	2%	**	**	**	**	**	**	**	4%	**	**	2%	3%	2%	**
Cruelty to animals/ dog fighting	2	1	2	**	**	**	**	**	**	**	1	**	**	-	2	2	**
	1%	1%	1%	**	**	**	**	**	**	**	1%	**	**	-%	1%	1%	**
Other	18	8	10	**	**	**	**	**	**	**	2	**	**	5	13	16	**
	6%	6%	5%	**	**	**	**	**	**	**	3%	**	**	4%	7%	6%	**
Don't know	12	6	5	**	**	**	**	**	**	**	3	**	**	7	5	11	**
	4%	5%	3%	**	**	**	**	**	**	**	3%	**	**	6%	3%	4%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 121**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q49 Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	325	150	174	263	26	31	5	24	28	29	34	27	30	23	33	35	264	61
Effective Weighted Sample	286	135	156	233	24	30	5	22	27	27	31	25	28	21	33	33	233	56
Total	322	173	149	272	26	22	2	31	42	31	35	22	28	21	18	44	272	51
Violence	161	76	84	128	**	**	**	**	**	**	**	**	**	**	**	**	142	**
	50%	44%	56%	47%	**	**	**	**	**	**	**	**	**	**	**	**	52%	**
		a																
Sex/ sexually explicit content	120	64	56	92	**	**	**	**	**	**	**	**	**	**	**	**	103	**
	37%	37%	37%	34%	**	**	**	**	**	**	**	**	**	**	**	**	38%	**
Bad language	99	50	49	77	**	**	**	**	**	**	**	**	**	**	**	**	84	**
	31%	29%	33%	28%	**	**	**	**	**	**	**	**	**	**	**	**	31%	**
Antisocial behaviour	75	43	32	65	**	**	**	**	**	**	**	**	**	**	**	**	63	**
	23%	25%	21%	24%	**	**	**	**	**	**	**	**	**	**	**	**	23%	**
Bullying	50	27	23	40	**	**	**	**	**	**	**	**	**	**	**	**	45	**
	16%	16%	16%	15%	**	**	**	**	**	**	**	**	**	**	**	**	17%	**
Alcohol/ smoking/ substance misuse	28	20	9	23	**	**	**	**	**	**	**	**	**	**	**	**	24	**
	9%	11%	6%	9%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**
Hate speech or other abusive treatment	23	12	11	17	**	**	**	**	**	**	**	**	**	**	**	**	20	**
	7%	7%	7%	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**
Portrayal of self-harm	23	15	8	17	**	**	**	**	**	**	**	**	**	**	**	**	20	**
	7%	9%	5%	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**
Scenes of war/ war reporting/ reports from areas of conflict/ executions/ disasters	21	9	10	17	**	**	**	**	**	**	**	**	**	**	**	**	15	**
	6%	5%	7%	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 121**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q49 Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS		NATION/ REGION													LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	325	150	174	263	26	31	5	24	28	29	34	27	30	23	33	35	264	61
Effective Weighted Sample	286	135	156	233	24	30	5	22	27	27	31	25	28	21	33	33	233	56
Total	322	173	149	272	26	22	2	31	42	31	35	22	28	21	18	44	272	51
Portrayal of suicide	19 6%	13 8%	6 4%	16 6%	**	**	**	**	**	**	**	**	**	**	**	**	17 6%	**
Financial advice/ recommendation	9 3%	5 3%	4 3%	9 3%	**	**	**	**	**	**	**	**	**	**	**	**	8 3%	**
Occult/ paranormal	8 3%	5 3%	3 2%	8 3%	**	**	**	**	**	**	**	**	**	**	**	**	8 3%	**
Medical/ health advice/ recommendation	8 2%	4 2%	4 3%	6 2%	**	**	**	**	**	**	**	**	**	**	**	**	6 2%	**
Something in the news	7 2%	4 2%	3 2%	5 2%	**	**	**	**	**	**	**	**	**	**	**	**	5 2%	**
Cruelty to animals/ dog fighting	2 1%	1 1%	1 1%	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	1 1%	**
Other	18 6%	10 6%	8 5%	18 7%	**	**	**	**	**	**	**	**	**	**	**	**	12 4%	**
Don't know	12 4%	7 4%	5 4%	12 4%	**	**	**	**	**	**	**	**	**	**	**	**	12 4%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 122**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q50 (SHOWCARD) 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? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Unweighted total	325	146	179	21	45	45	56	60	98	75	102	63	85	106	219	258	66
Effective Weighted Sample	286	128	159	19	41	42	51	53	91	68	90	56	75	96	193	229	58
Total	322	141	182	21	55	55	63	51	78	89	92	63	77	122	200	267	55
Reality programme	88	38	50	**	**	**	**	**	**	**	22	**	**	35	53	74	**
	27%	27%	27%	**	**	**	**	**	**	**	24%	**	**	29%	26%	28%	**
Soap	78	32	46	**	**	**	**	**	**	**	22	**	**	28	50	59	**
	24%	23%	25%	**	**	**	**	**	**	**	24%	**	**	23%	25%	22%	**
Drama	76	35	41	**	**	**	**	**	**	**	21	**	**	22	54	63	**
	24%	25%	23%	**	**	**	**	**	**	**	23%	**	**	18%	27%	24%	**
Documentary	58	27	31	**	**	**	**	**	**	**	19	**	**	23	35	45	**
	18%	19%	17%	**	**	**	**	**	**	**	21%	**	**	19%	17%	17%	**
News programme	52	22	30	**	**	**	**	**	**	**	17	**	**	19	32	38	**
	16%	16%	16%	**	**	**	**	**	**	**	19%	**	**	16%	16%	14%	**
Film	46	19	27	**	**	**	**	**	**	**	12	**	**	16	30	43	**
	14%	14%	15%	**	**	**	**	**	**	**	13%	**	**	13%	15%	16%	**
Current affairs	31	13	18	**	**	**	**	**	**	**	8	**	**	13	19	27	**
	10%	9%	10%	**	**	**	**	**	**	**	9%	**	**	10%	9%	10%	**
General entertainment	27	14	13	**	**	**	**	**	**	**	12	**	**	9	18	24	**
	8%	10%	7%	**	**	**	**	**	**	**	13%	**	**	8%	9%	9%	**
Comedy	21	10	12	**	**	**	**	**	**	**	5	**	**	7	14	20	**
	7%	7%	6%	**	**	**	**	**	**	**	5%	**	**	6%	7%	7%	**
Talent show	16	8	8	**	**	**	**	**	**	**	7	**	**	6	10	13	**
	5%	5%	4%	**	**	**	**	**	**	**	7%	**	**	5%	5%	5%	**
Music video (on music channel or general channels)	14	10	4	**	**	**	**	**	**	**	3	**	**	10	4	14	**
	4%	7%	2%	**	**	**	**	**	**	**	4%	**	**	8%	2%	5%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 122**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q50 (SHOWCARD) 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? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Unweighted total	325	146	179	21	45	45	56	60	98	75	102	63	85	106	219	258	66
Effective Weighted Sample	286	128	159	19	41	42	51	53	91	68	90	56	75	96	193	229	58
Total	322	141	182	21	55	55	63	51	78	89	92	63	77	122	200	267	55
Children's programme	10	3	7	**	**	**	**	**	**	**	5	**	**	9	2	10	**
	3%	2%	4%	**	**	**	**	**	**	**	6%	**	**	7%	1%	4%	**
														n			
Game/ quiz show	6	1	4	**	**	**	**	**	**	**	2	**	**	1	5	5	**
	2%	1%	2%	**	**	**	**	**	**	**	3%	**	**	1%	3%	2%	**
Sports programme	5	3	3	**	**	**	**	**	**	**	2	**	**	2	3	5	**
	2%	2%	2%	**	**	**	**	**	**	**	2%	**	**	2%	1%	2%	**
Religious programming	1	1	-	**	**	**	**	**	**	**	1	**	**	-	1	1	**
	*%	*%	-%	**	**	**	**	**	**	**	1%	**	**	-%	*%	*%	**
Other	12	5	7	**	**	**	**	**	**	**	4	**	**	4	8	11	**
	4%	3%	4%	**	**	**	**	**	**	**	4%	**	**	3%	4%	4%	**
Don't know	20	9	11	**	**	**	**	**	**	**	3	**	**	8	12	17	**
	6%	7%	6%	**	**	**	**	**	**	**	3%	**	**	7%	6%	7%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 122**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q50 (SHOWCARD) 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? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	325	150	174	263	26	31	5	24	28	29	34	27	30	23	33	35	264	61
Effective Weighted Sample	286	135	156	233	24	30	5	22	27	27	31	25	28	21	33	33	233	56
Total	322	173	149	272	26	22	2	31	42	31	35	22	28	21	18	44	272	51
Reality programme	88 27%	52 30%	35 24%	72 26%	**	**	**	**	**	**	**	**	**	**	**	**	74 27%	**
Soap	78 24%	40 23%	38 25%	67 25%	**	**	**	**	**	**	**	**	**	**	**	**	67 25%	**
Drama	76 24%	37 21%	39 27%	62 23%	**	**	**	**	**	**	**	**	**	**	**	**	66 24%	**
Documentary	58 18%	37 21%	21 14%	53 19%	**	**	**	**	**	**	**	**	**	**	**	**	49 18%	**
News programme	52 16%	27 15%	24 16%	46 17%	**	**	**	**	**	**	**	**	**	**	**	**	43 16%	**
Film	46 14%	29 17%	17 11%	36 13%	**	**	**	**	**	**	**	**	**	**	**	**	39 14%	**
Current affairs	31 10%	16 9%	15 10%	28 10%	**	**	**	**	**	**	**	**	**	**	**	**	27 10%	**
General entertainment	27 8%	16 9%	11 7%	22 8%	**	**	**	**	**	**	**	**	**	**	**	**	22 8%	**
Comedy	21 7%	10 6%	12 8%	18 6%	**	**	**	**	**	**	**	**	**	**	**	**	17 6%	**
Talent show	16 5%	8 5%	8 5%	11 4%	**	**	**	**	**	**	**	**	**	**	**	**	12 4%	**
Music video (on music channel or general channels)	14 4%	12 7% b	2 1%	14 5%	**	**	**	**	**	**	**	**	**	**	**	**	14 5%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 122**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q50 (SHOWCARD) 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? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	325	150	174	263	26	31	5	24	28	29	34	27	30	23	33	35	264	61
Effective Weighted Sample	286	135	156	233	24	30	5	22	27	27	31	25	28	21	33	33	233	56
Total	322	173	149	272	26	22	2	31	42	31	35	22	28	21	18	44	272	51
Children's programme	10 3%	8 4%	2 2%	9 3%	**	**	**	**	**	**	**	**	**	**	**	**	10 4%	**
Game/ quiz show	6 2%	1 1%	5 3%	5 2%	**	**	**	**	**	**	**	**	**	**	**	**	5 2%	**
Sports programme	5 2%	3 2%	3 2%	4 1%	**	**	**	**	**	**	**	**	**	**	**	**	3 1%	**
Religious programming	1 *%	- -%	1 *%	- -%	**	**	**	**	**	**	**	**	**	**	**	**	- -%	**
Other	12 4%	6 3%	6 4%	11 4%	**	**	**	**	**	**	**	**	**	**	**	**	10 4%	**
Don't know	20 6%	8 5%	12 8%	19 7%	**	**	**	**	**	**	**	**	**	**	**	**	19 7%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 123**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q51 (SHOWCARD) 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? What else? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Unweighted total	325	146	179	21	45	45	56	60	98	75	102	63	85	106	219	258	66
Effective Weighted Sample	286	128	159	19	41	42	51	53	91	68	90	56	75	96	193	229	58
Total	322	141	182	21	55	55	63	51	78	89	92	63	77	122	200	267	55
Switched over	136	57	79	**	**	**	**	**	**	**	41	**	**	54	82	110	**
	42%	41%	43%	**	**	**	**	**	**	**	45%	**	**	45%	41%	41%	**
Switched off	78	34	44	**	**	**	**	**	**	**	20	**	**	31	47	62	**
	24%	24%	24%	**	**	**	**	**	**	**	22%	**	**	26%	24%	23%	**
Continued watching/ did nothing	63	32	31	**	**	**	**	**	**	**	20	**	**	18	45	51	**
	19%	23%	17%	**	**	**	**	**	**	**	22%	**	**	14%	23%	19%	**
Discussed it with other people	55	21	34	**	**	**	**	**	**	**	15	**	**	21	34	53	**
	17%	15%	19%	**	**	**	**	**	**	**	16%	**	**	17%	17%	20%	**
Complained to the broadcaster (via letter/ phone/ email/ online)	3	2	1	**	**	**	**	**	**	**	*	**	**	1	2	3	**
	1%	2%	1%	**	**	**	**	**	**	**	%	**	**	1%	1%	1%	**
Complained to the regulator (via letter/ phone/ email/ online)	1	-	1	**	**	**	**	**	**	**	1	**	**	-	1	1	**
	%	-%	1%	**	**	**	**	**	**	**	2%	**	**	-%	1%	1%	**
TOTAL MADE A COMPLAINT	5	2	3	**	**	**	**	**	**	**	2	**	**	1	4	5	**
	2%	2%	1%	**	**	**	**	**	**	**	2%	**	**	1%	2%	2%	**
Other	8	1	7	**	**	**	**	**	**	**	2	**	**	4	3	7	**
	2%	%	4%	**	**	**	**	**	**	**	2%	**	**	4%	2%	3%	**
Don't know	13	7	6	**	**	**	**	**	**	**	3	**	**	6	7	12	**
	4%	5%	3%	**	**	**	**	**	**	**	3%	**	**	5%	3%	4%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 123**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q51 (SHOWCARD) 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? What else? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	325	150	174	263	26	31	5	24	28	29	34	27	30	23	33	35	264	61
Effective Weighted Sample	286	135	156	233	24	30	5	22	27	27	31	25	28	21	33	33	233	56
Total	322	173	149	272	26	22	2	31	42	31	35	22	28	21	18	44	272	51
Switched over	136	80	57	116	**	**	**	**	**	**	**	**	**	**	**	**	114	**
	42%	46%	38%	43%	**	**	**	**	**	**	**	**	**	**	**	**	42%	**
Switched off	78	42	36	60	**	**	**	**	**	**	**	**	**	**	**	**	63	**
	24%	24%	24%	22%	**	**	**	**	**	**	**	**	**	**	**	**	23%	**
Continued watching/ did nothing	63	25	37	57	**	**	**	**	**	**	**	**	**	**	**	**	55	**
	19%	15%	25%	21%	**	**	**	**	**	**	**	**	**	**	**	**	20%	**
			a															
Discussed it with other people	55	30	25	49	**	**	**	**	**	**	**	**	**	**	**	**	50	**
	17%	17%	17%	18%	**	**	**	**	**	**	**	**	**	**	**	**	18%	**
Complained to the broadcaster (via letter/ phone/ email/ online)	3	3	-	3	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	1%	2%	-%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Complained to the regulator (via letter/ phone/ email/ online)	1	1	-	1	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	*%	1%	-%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
TOTAL MADE A COMPLAINT	5	5	-	4	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	2%	3%	-%	2%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
		b																
Other	8	5	3	7	**	**	**	**	**	**	**	**	**	**	**	**	7	**
	2%	3%	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Don't know	13	6	7	11	**	**	**	**	**	**	**	**	**	**	**	**	11	**
	4%	4%	4%	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 124**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q52 As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television.**  
**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? (SINGLE CODE)**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
Yes	162	77	85	10	29	20	29	31	42	40	39	35	47	62	99	130	32
	8%	8%	8%	4%	8%	6%	8%	11%	11%	7%	7%	8%	9%	8%	8%	8%	8%
					c		c	ce	ce								
No	1821	868	952	261	333	330	320	241	336	495	502	379	445	700	1121	1494	326
	89%	89%	89%	93%	89%	93%	90%	85%	85%	90%	90%	88%	87%	90%	89%	89%	87%
				gh		gh											
Don't know	63	26	36	10	10	6	7	11	18	13	15	16	19	17	46	47	15
	3%	3%	3%	4%	3%	2%	2%	4%	5%	2%	3%	4%	4%	2%	4%	3%	4%
								e									

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 124**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q52 As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television.**

**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? (SINGLE CODE)**

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
Yes	162	81	80	143	6	12	*	8	27	11	22	18	11	18	8	18	143	19
	8%	7%	9%	8%	4%	12%	1%	3%	9%	7%	12%	13%	6%	10%	9%	8%	8%	7%
				dfg		dfg			dfg	f	dfg	dfgl	f	dfg	dfg	f		
No	1821	1030	787	1513	168	84	56	232	247	155	162	123	162	153	78	202	1575	245
	89%	91%	87%	89%	94%	82%	97%	96%	86%	89%	86%	85%	90%	87%	88%	89%	89%	90%
		b		e	cehijk		cehijklmno	cehijklmno					e					
Don't know	63	23	38	50	5	7	1	1	15	8	3	3	7	5	2	6	55	8
	3%	2%	4%	3%	3%	7%	2%	*%	5%	5%	2%	2%	4%	3%	2%	3%	3%	3%
			a			cgj			g	g			g					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 125**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q53 (SHOWCARD) 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? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	162	75	87	12	24	16	24	34	52	34	43	34	51	54	108	122	40
Effective Weighted Sample	144	67	77	12	22	15	22	30	48	31	38	30	46	49	97	110	37
Total	162	77	85	10	29	20	29	31	42	40	39	35	47	62	99	130	32
Reality programme	34	**	**	**	**	**	**	**	**	**	**	**	**	**	18	29	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	22%	**
Soap	31	**	**	**	**	**	**	**	**	**	**	**	**	**	23	21	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	23%	16%	**
Drama	23	**	**	**	**	**	**	**	**	**	**	**	**	**	17	20	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	16%	**
Documentary	21	**	**	**	**	**	**	**	**	**	**	**	**	**	9	18	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	13%	**
Current affairs	17	**	**	**	**	**	**	**	**	**	**	**	**	**	10	11	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	9%	**
Talent show	15	**	**	**	**	**	**	**	**	**	**	**	**	**	9	12	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	10%	**
Film	13	**	**	**	**	**	**	**	**	**	**	**	**	**	9	11	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	9%	**
News programme	9	**	**	**	**	**	**	**	**	**	**	**	**	**	6	7	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	5%	**
General entertainment	5	**	**	**	**	**	**	**	**	**	**	**	**	**	2	5	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	4%	**
Children's programme	5	**	**	**	**	**	**	**	**	**	**	**	**	**	3	5	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	4%	**
Game/ quiz show	4	**	**	**	**	**	**	**	**	**	**	**	**	**	4	4	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	3%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 125**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q53 (SHOWCARD) 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? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	162	75	87	12	24	16	24	34	52	34	43	34	51	54	108	122	40
Effective Weighted Sample	144	67	77	12	22	15	22	30	48	31	38	30	46	49	97	110	37
Total	162	77	85	10	29	20	29	31	42	40	39	35	47	62	99	130	32
Music video (on music channel or general channels)	4	**	**	**	**	**	**	**	**	**	**	**	**	**	2	4	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	3%	**
Comedy	4	**	**	**	**	**	**	**	**	**	**	**	**	**	1	4	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	3%	**
Sports programme	2	**	**	**	**	**	**	**	**	**	**	**	**	**	2	2	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	2%	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	7	10	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	7%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 125**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q53 (SHOWCARD) 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? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme

		WORKING STATUS			NATION/ REGION												LOCATION	
			NOT											YORKS				
	Total	WORKING	WORKING	ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	HUMBER	NORTH	NORTH	URBAN	RURAL
					-LAND				EAST	WEST		MIDS	MIDS	&	EAST	WEST		
Significance Level: 95%		~a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	162	67	95	137	7	17	1	7	19	12	19	20	13	17	15	15	140	22
Effective Weighted Sample	144	62	87	123	7	16	1	7	18	11	17	19	12	16	15	14	124	21
Total	162	81	80	143	6	12	*	8	27	11	22	18	11	18	8	18	143	19
Reality programme	34	**	**	28	**	**	**	**	**	**	**	**	**	**	**	**	29	**
	21%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**	21%	**
Soap	31	**	**	28	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	19%	**	**	20%	**	**	**	**	**	**	**	**	**	**	**	**	19%	**
Drama	23	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**	20	**
	14%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**	14%	**
Documentary	21	**	**	18	**	**	**	**	**	**	**	**	**	**	**	**	21	**
	13%	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**	14%	**
Current affairs	17	**	**	13	**	**	**	**	**	**	**	**	**	**	**	**	15	**
	10%	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**
Talent show	15	**	**	13	**	**	**	**	**	**	**	**	**	**	**	**	14	**
	9%	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**
Film	13	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**	13	**
	8%	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**
News programme	9	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**	7	**
	6%	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**
General entertainment	5	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**	5	**
	3%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
Children's programme	5	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	3%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Game/ quiz show	4	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	3%	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Columns Tested: ~a,~b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 125**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q53 (SHOWCARD) 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? (MULTI CODE)**

Base : Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	~a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	162	67	95	137	7	17	1	7	19	12	19	20	13	17	15	15	140	22
Effective Weighted Sample	144	62	87	123	7	16	1	7	18	11	17	19	12	16	15	14	124	21
Total	162	81	80	143	6	12	*	8	27	11	22	18	11	18	8	18	143	19
Music video (on music channel or general channels)	4	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	2%	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Comedy	4	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	2%	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Sports programme	2	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Don't know	10	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**	9	**
	6%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF HARM AND OFFENCE ON TELEVISION IN THE LAST 12 MONTHS**

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2022	950	1072	259	314	317	311	336	485	440	598	424	559	689	1333	1586	434
Effective Weighted Sample	1751	820	931	226	279	280	275	297	437	395	525	366	488	607	1154	1382	377
Total	2045	972	1074	282	372	355	356	283	397	548	556	430	511	780	1266	1671	373
SEEN ANYTHING OFFENSIVE	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
	19%	17%	22%	5%	15%	19%	22%	27%	27%	24%	19%	17%	16%	18%	20%	19%	20%
			a		c	c	cd	cde	cde	kl							
SEEN ANYTHING HARMFUL	322	141	182	21	55	55	63	51	78	89	92	63	77	122	200	267	55
	16%	14%	17%	8%	15%	15%	18%	18%	20%	16%	17%	15%	15%	16%	16%	16%	15%
					c	c	c	c	c								
SEEN ANYTHING WHERE CONCERNED ABOUT WELFARE OF CHILDREN OR YOUNG PEOPLE	162	77	85	10	29	20	29	31	42	40	39	35	47	62	99	130	32
	8%	8%	8%	4%	8%	6%	8%	11%	11%	7%	7%	8%	9%	8%	8%	8%	8%
					c		c	ce	ce								
ANY OF THESE	612	271	341	37	91	105	121	103	156	185	168	114	145	222	390	501	110
	30%	28%	32%	13%	24%	29%	34%	36%	39%	34%	30%	26%	28%	29%	31%	30%	29%
					c	c	cd	cd	cde	k							
ALL OF THESE	45	20	25	2	9	7	4	10	13	10	13	11	11	21	24	34	10
	2%	2%	2%	1%	2%	2%	1%	4%	3%	2%	2%	3%	2%	3%	2%	2%	3%
								c	c								
NONE OF THESE	1433	701	733	245	281	251	235	180	241	363	387	316	366	557	876	1169	263
	70%	72%	68%	87%	76%	71%	66%	64%	61%	66%	70%	74%	72%	71%	69%	70%	71%
				defgh	fgh	h						i					

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF HARM AND OFFENCE ON TELEVISION IN THE LAST 12 MONTHS**

Base : Those with any TV sets

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2022	1001	1017	1551	175	142	154	176	192	164	175	166	178	164	154	182	1671	351
Effective Weighted Sample	1751	878	895	1389	164	136	153	167	186	154	162	153	164	152	152	173	1465	305
Total	2045	1134	906	1706	179	102	58	241	288	174	187	144	181	176	88	226	1773	272
SEEN ANYTHING OFFENSIVE	397 19%	200 18%	196 22% a	345 20% df	21 12%	27 26% dfglm	4 6%	34 14% f	54 19% f	45 26% dfglm	43 23% dfgm	38 26% dfglm	28 15% f	25 14% f	15 17% f	64 28% cdfghlmn	346 20%	51 19%
SEEN ANYTHING HARMFUL	322 16%	173 15%	149 16%	272 16% f	26 15% f	22 22% fgm	2 3%	31 13% f	42 14% f	31 18% f	35 19% f	22 15% f	28 16% f	21 12% f	18 21% fm	44 20% f	272 15%	51 19%
SEEN ANYTHING WHERE CONCERNED ABOUT WELFARE OF CHILDREN OR YOUNG PEOPLE	162 8%	81 7%	80 9%	143 8% dfg	6 4%	12 12% dfg	* 1%	8 3%	27 9% dfg	11 7% f	22 12% dfg	18 13% dfgl	11 6% f	18 10% dfg	8 9% dfg	18 8% f	143 8%	19 7%
ANY OF THESE	612 30%	320 28%	291 32%	530 31% dfg	36 20% f	42 41% cdfglm	4 8%	49 20% f	92 32% dfg	61 35% dfgm	76 41% cdfglm	48 33% dfg	49 27% f	41 23% f	29 33% dfg	83 37% dfgm	525 30%	87 32%
ALL OF THESE	45 2%	21 2%	24 3%	39 2%	2 1%	4 4%	* 1%	4 2%	7 2% 2%	2 1% 1%	5 3% 3%	6 4% 4%	2 1% 1%	3 2% 2%	3 3% 3%	8 3% 3%	40 2%	4 2%
NONE OF THESE	1433 70%	814 72%	615 68%	1177 69% ej	143 80% cehijkno	61 59%	53 92% cdeghijklmn	192 80% cehijkno	196 68%	113 65%	111 59%	96 67%	132 73% ej	135 77% eijo	59 67%	143 63%	1249 70%	185 68%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 127**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF HARM AND OFFENCE ON TELEVISION IN THE LAST 12 MONTHS**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
SEEN ANYTHING OFFENSIVE	397	162	235	13	56	67	78	77	107	132	107	75	83	143	254	321	76
	19%	16%	21%	4%	14%	18%	21%	27%	27%	23%	19%	17%	16%	18%	19%	19%	20%
			a		c	c	cd	cde	cde	kl							
SEEN ANYTHING HARMFUL	322	141	182	21	55	55	63	51	78	89	92	63	77	122	200	267	55
	15%	14%	17%	7%	14%	15%	17%	18%	19%	16%	16%	14%	15%	15%	15%	16%	14%
					c	c	c	c	c								
SEEN ANYTHING WHERE CONCERNED ABOUT WELFARE OF CHILDREN OR YOUNG PEOPLE	162	77	85	10	29	20	29	31	42	40	39	35	47	62	99	130	32
	8%	8%	8%	3%	8%	5%	8%	11%	10%	7%	7%	8%	9%	8%	8%	8%	8%
					c		c	ce	ce								
ANY OF THESE	612	271	341	37	91	105	121	103	156	185	168	114	145	222	390	501	110
	29%	27%	31%	12%	23%	29%	33%	36%	39%	33%	30%	26%	27%	28%	30%	29%	28%
					c	c	cd	cd	cde	k							
ALL OF THESE	45	20	25	2	9	7	4	10	13	10	13	11	11	21	24	34	10
	2%	2%	2%	1%	2%	2%	1%	3%	3%	2%	2%	3%	2%	3%	2%	2%	3%
								c	c								
NONE OF THESE	1433	701	733	245	281	251	235	180	241	363	387	316	366	557	876	1169	263
	68%	69%	67%	83%	72%	69%	65%	63%	60%	64%	68%	71%	70%	70%	67%	68%	68%
				defgh	gh	h						i					
NO TV IN THE HOUSEHOLD	62	38	23	15	18	10	8	5	6	21	13	13	16	19	42	48	13
	3%	4%	2%	5%	5%	3%	2%	2%	2%	4%	2%	3%	3%	2%	3%	3%	3%
		b		gh	h												

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 127**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF HARM AND OFFENCE ON TELEVISION IN THE LAST 12 MONTHS**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
SEEN ANYTHING OFFENSIVE	397 19%	200 17%	196 21% a	345 20% dfg	21 12% f	27 26% dfglm	4 6% f	34 13% f	54 18% f	45 25% dfglm	43 23% dfgm	38 26% dfglm	28 15% f	25 14% f	15 17% f	64 28% cdfghlmn	346 19%	51 18%
SEEN ANYTHING HARMFUL	322 15%	173 15%	149 16%	272 15% f	26 14% f	22 21% fgm	2 3%	31 12% f	42 14% f	31 17% f	35 18% f	22 15% f	28 15% f	21 12% f	18 21% fgm	44 19% f	272 15%	51 18%
SEEN ANYTHING WHERE CONCERNED ABOUT WELFARE OF CHILDREN OR YOUNG PEOPLE	162 8%	81 7%	80 9%	143 8% dfg	6 4% f	12 12% dfg	* 1%	8 3%	27 9% dfg	11 6% f	22 12% dfg	18 12% dfg	11 6% f	18 10% dfg	8 9% dfg	18 8% f	143 8%	19 7%
ANY OF THESE	612 29%	320 27%	291 31% a	530 30% dfg	36 20% f	42 40% cdfglm	4 8%	49 19% f	92 31% dfg	61 34% dfgm	76 40% cdfglm	48 33% dfg	49 27% f	41 23% f	29 33% dfg	83 36% dfgm	525 29%	87 32%
ALL OF THESE	45 2%	21 2%	24 3%	39 2%	2 1%	4 3%	* 1%	4 1%	7 2% f	2 1% f	5 2% f	6 4% f	2 1% f	3 2% f	3 3% f	8 3% f	40 2%	4 2%
NONE OF THESE	1433 68%	814 69%	615 66%	1177 67% ej	143 78% cehijkno	61 58% cdeghijklmn	53 92% o	192 73% eijo	196 67%	113 63%	111 58%	96 65%	132 72% ejo	135 75% ceijo	59 66%	143 61%	1249 68%	185 67%
NO TV IN THE HOUSEHOLD	62 3%	42 4%	19 2%	56 3%	4 2%	1 1%	* 1% cdefhijklmn	23 9% o	6 2%	6 3%	5 2%	4 3%	2 1%	4 2%	1 1%	6 3%	57 3%	5 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 128**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54A (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - Firstly, listening to any radio station in general? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Every day	861	448	413	71	156	140	168	151	175	274	227	182	178	317	543	722	138
	41%	44%	38%	24%	40%	38%	46%	52%	43%	48%	40%	41%	34%	40%	42%	42%	36%
		b			c	c	c	cdeh	c	ijkl	l	l				p	
Several times a week	429	189	240	59	76	68	96	57	73	124	123	94	89	158	271	361	68
	20%	19%	22%	20%	19%	19%	26%	20%	18%	22%	22%	21%	17%	20%	21%	21%	18%
							eh										
At least once a month	103	54	49	14	16	26	20	8	20	28	25	23	27	40	63	81	22
	5%	5%	4%	5%	4%	7%	5%	3%	5%	5%	4%	5%	5%	5%	5%	5%	6%
						g											
Several times a year	33	16	16	8	5	7	3	4	7	11	8	5	8	13	20	26	6
	2%	2%	2%	3%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%
Less often	127	63	64	26	22	29	15	18	17	26	44	28	30	50	77	111	16
	6%	6%	6%	9%	6%	8%	4%	6%	4%	5%	8%	6%	6%	6%	6%	6%	4%
				fh		h					i						
EVER LISTEN	1553	771	782	178	276	269	302	237	291	462	427	332	333	578	975	1302	250
	74%	76%	71%	60%	71%	74%	83%	82%	72%	81%	75%	75%	63%	72%	75%	76%	65%
		b			c	c	cdeh	cdeh	c	ijkl	l	l				p	
Never	550	235	314	116	113	95	62	51	112	107	140	110	192	216	333	415	135
	26%	23%	29%	39%	29%	26%	17%	18%	28%	19%	25%	25%	36%	27%	25%	24%	35%
			a	defgh	fg	fg			fg		i	i	ijk				o
Don't know	5	4	1	2	1	1	-	-	-	-	1	1	2	5	-	3	2
	0.2%	0.2%	0.1%	1%	0.2%	0.2%	0%	0%	0%	0%	0.2%	0.2%	0.2%	1%	0%	0.2%	0.2%
														n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 128**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54A (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - Firstly, listening to any radio station in general? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	861 41%	542 46% b	315 34%	731 41% fg	71 39% g	41 39% g	18 32% g	38 14%	144 49% cdfgn	96 53% cdefgmn	90 47% fg	66 45% fg	79 43% fg	74 41% g	33 37% g	111 48% fgn	724 40%	137 49% p
Several times a week	429 20%	241 20%	188 20%	350 20%	44 24% i	22 21%	14 24% i	47 18%	68 23% i	26 14%	40 21%	30 20%	36 20%	36 20%	24 27% cgi	43 18%	368 20%	61 22%
At least once a month	103 5%	56 5%	47 5%	91 5%	6 3%	3 3%	3 4%	16 6%	19 6%	10 5%	5 3%	8 5%	5 3%	14 8% jl	5 5%	11 5%	93 5%	10 3%
Several times a year	33 2%	15 1%	17 2%	33 2%	- -%	- -%	- -%	11 4% defkn	6 2%	4 2%	4 2%	- -%	3 1%	3 2%	1 1%	2 1%	26 1%	6 2%
Less often	127 6%	85 7% b	43 5%	111 6% kl	9 5% l	3 3%	5 8% eklm	46 18% cdefhijklmn o	17 6% l	12 7% kl	14 8% klm	3 2%	1 1%	5 3%	5 6% l	8 3%	115 6%	13 5%
EVER LISTEN	1553 74%	939 80% b	610 66%	1316 75% eg	129 70% g	68 66%	40 68%	157 60%	253 86% cdefgklmno	148 82% cdefgkl	154 80% defgl	106 72% g	125 68%	132 74% g	67 75% g	175 75% g	1326 72%	226 82% p
Never	550 26%	235 20%	312 34% a	441 25% h	54 30% hij	35 34% chij	19 32% hij	106 40% cdhijkmn	41 14%	33 18%	37 19%	41 28% hi	57 31% hij	48 26% h	22 24% h	56 24% h	499 27% q	51 18%
Don't know	5 *%	2 *%	3 *%	5 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	1 1%	- -%	1 1%	2 1%	5 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 129**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54D (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to BBC national radio stations - such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Every day	490	269	221	33	82	70	91	95	119	194	128	88	80	172	318	420	70
	23%	27%	20%	11%	21%	19%	25%	33%	29%	34%	22%	20%	15%	22%	24%	24%	18%
		b			c	c	c	cdef	cde	jkl	l					p	
Several times a week	324	173	150	31	52	50	76	45	69	96	94	79	55	105	219	271	52
	15%	17%	14%	11%	13%	14%	21%	16%	17%	17%	17%	18%	10%	13%	17%	16%	14%
		b					cde		c	l	l	l			m		
At least once a month	123	63	60	20	25	24	25	12	17	39	39	19	26	55	67	111	11
	6%	6%	5%	7%	6%	7%	7%	4%	4%	7%	7%	4%	5%	7%	5%	6%	3%
																p	
Several times a year	38	16	23	5	7	8	5	6	7	16	7	9	6	18	20	32	7
	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%	1%	2%	2%	2%	2%
Less often	160	76	84	31	24	34	23	22	25	45	50	30	35	62	98	136	24
	8%	8%	8%	10%	6%	9%	6%	8%	6%	8%	9%	7%	7%	8%	8%	8%	6%
EVER LISTEN	1135	598	538	120	191	186	221	180	237	390	318	225	202	412	723	971	164
	54%	59%	49%	40%	49%	51%	61%	63%	59%	69%	56%	51%	38%	52%	55%	56%	42%
		b				c	cde	cde	cde	jkl	l	l				p	
Never	959	410	549	176	195	176	143	106	164	176	247	214	322	379	581	740	218
	46%	41%	50%	59%	50%	48%	39%	37%	41%	31%	43%	48%	61%	47%	44%	43%	57%
		a		defgh	fgh	fgh					i	i	ijk				o
Don't know	13	2	10	1	4	4	-	2	2	2	4	3	3	8	4	8	4
	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 129**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54D (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to BBC national radio stations - such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	490 23%	312 27% b	175 19%	421 24% fgm	42 23% fg	21 20% fg	6 10%	23 9%	92 31% cefgmn	69 38% cdefgjlmno	46 24% fg	42 28% fgmn	44 24% fg	29 16% g	15 17% g	60 26% fgmn	406 22%	84 30% p
Several times a week	324 15%	191 16%	132 14%	261 15%	36 20% n	18 18%	8 14%	39 15%	48 16%	27 15%	31 16%	21 14%	34 18%	21 12%	10 11%	30 13%	274 15%	49 18%
At least once a month	123 6%	79 7%	44 5%	112 6%	5 3%	3 3%	3 5%	17 6%	24 8% de	15 8% de	8 4%	5 3%	12 6%	7 4% cdefjkmo	11 12%	13 6%	111 6%	11 4%
Several times a year	38 2%	25 2%	13 1%	35 2%	2 1%	1 1%	1 2%	10 4% k	9 3%	2 1%	3 2%	1 *% m	2 1%	5 3%	1 1%	3 1%	31 2%	7 3%
Less often	160 8%	96 8%	64 7%	136 8% km	15 8% km	3 3%	6 11% eklm	41 16% cdeijklmno	34 12% eijklmn	9 5%	11 6%	4 3%	8 4%	5 3%	5 5%	19 8% km	145 8%	15 5%
EVER LISTEN	1135 54%	704 60% b	428 46%	965 55% efmn	100 54% fm	46 45%	24 42%	129 49% m	208 71% cdefgijklmno	122 68% cdefgijklmno	100 52% m	73 49% m	99 54% fm	67 37%	41 46%	126 54% fm	968 53%	167 60% p
Never	959 46%	467 40%	491 53% a	788 45% hi	82 45% hi	57 55% chi	33 57% cdhil	134 51% hi	86 29%	57 32%	89 46% hi	74 50% hi	82 45% hi	111 62% cdghijkl	48 53% chi	107 46% hi	852 47% q	107 39%
Don't know	13 1%	6 1%	7 1%	9 1%	2 1%	1 1%	1 1%	- -%	- -%	1 1%	4 2% c	1 1%	1 1%	2 1%	1 1%	- -%	9 1%	3 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 130**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54E (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to BBC local radio stations for your local area - services such as BBC Radio Leeds or BBC Three Counties Radio? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Every day	157	86	71	6	21	25	19	32	55	47	41	32	38	38	119	117	40
	7%	9%	6%	2%	5%	7%	5%	11%	14%	8%	7%	7%	7%	5%	9%	7%	10%
					c	c	c	cdf	cdef						m		o
Several times a week	229	119	110	11	36	39	55	36	52	67	54	48	60	76	153	178	51
	11%	12%	10%	4%	9%	11%	15%	12%	13%	12%	9%	11%	11%	9%	12%	10%	13%
					c	c	cd	c	c								
At least once a month	131	71	60	10	26	24	30	19	24	44	43	27	17	48	83	114	17
	6%	7%	5%	3%	7%	6%	8%	6%	6%	8%	8%	6%	3%	6%	6%	7%	4%
							c			l	l						
Several times a year	52	29	23	2	10	10	10	10	10	23	9	12	8	18	34	45	6
	2%	3%	2%	1%	3%	3%	3%	3%	3%	4%	2%	3%	1%	2%	3%	3%	2%
								c		jl							
Less often	232	130	102	31	40	46	41	34	40	72	74	47	39	82	151	210	22
	11%	13%	9%	11%	10%	13%	11%	12%	10%	13%	13%	11%	7%	10%	12%	12%	6%
		b								l	l					p	
EVER LISTEN	801	436	366	60	132	144	155	129	181	253	221	166	162	261	540	665	136
	38%	43%	33%	20%	34%	39%	42%	45%	45%	44%	39%	37%	31%	33%	41%	39%	35%
		b			c	c	cd	cd	cd	kl	l	l			m		
Never	1290	570	720	235	254	218	209	155	219	313	342	273	363	530	760	1044	246
	61%	56%	66%	79%	65%	60%	57%	54%	54%	55%	60%	62%	69%	66%	58%	61%	63%
			a	defgh	gh								ijk	n			
Don't know	15	4	11	1	3	3	1	4	3	3	6	4	2	8	8	10	5
	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 130**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54E (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to BBC local radio stations for your local area - services such as BBC Radio Leeds or BBC Three Counties Radio? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	157 7%	76 7%	81 9%	129 7%	10 6%	8 8%	9 16%	3 1%	21 7%	17 9%	18 9%	10 6%	21 12%	7 4%	2 2%	30 13%	128 7%	29 10%
				gn	g	gn	cdeghkmn		gn	gn	gn	g	gm			cdgkmn		p
Several times a week	229 11%	134 11%	95 10%	190 11%	19 10%	12 11%	8 14%	30 12%	42 14%	15 8%	19 10%	12 8%	16 9%	18 10%	13 14%	25 11%	193 11%	35 13%
At least once a month	131 6%	83 7%	47 5%	111 6%	13 7%	4 4%	3 5%	24 9%	19 6%	17 9%	11 6%	3 2%	13 7%	6 3%	8 9%	10 4%	114 6%	17 6%
				k	k			km	k	km			k		km			
Several times a year	52 2%	32 3%	19 2%	46 3%	4 2%	2 2%	- -%	6 2%	10 3%	5 3%	4 2%	3 2%	1 1%	6 3%	2 2%	9 4%	43 2%	9 3%
				f					f					f		fl		
Less often	232 11%	153 13%	79 9%	198 11%	22 12%	6 5%	6 11%	28 11%	50 17%	24 13%	22 11%	14 10%	19 10%	7 4%	3 3%	32 14%	196 11%	36 13%
		b		emn	emn		mn	mn	cekmn	emn	mn	n	mn			emn		
EVER LISTEN	801 38%	479 41%	321 35%	675 38%	68 37%	32 31%	27 46%	92 35%	142 48%	77 43%	74 38%	42 28%	70 39%	45 25%	28 32%	105 45%	675 37%	126 45%
		b		km	m		egkmn		cdegkmn	ekmn	m		m			egkmn		p
Never	1290 61%	691 59%	597 65%	1076 61%	112 61%	71 69%	31 54%	171 65%	151 51%	102 57%	116 60%	104 71%	110 61%	133 74%	61 68%	127 55%	1142 62%	148 53%
			a	h		fhio		fho				cfhio		cdfhijlo	fhio		q	
Don't know	15 1%	7 1%	7 1%	11 1%	3 2%	1 1%	- -%	1 *%	1 *%	1 1%	2 1%	2 1%	2 1%	2 1%	- -%	- -%	12 1%	3 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 131**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54F (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to national commercial radio stations - so those with advertisements, such as Classic FM, talkSPORT, Absolute or Kiss? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Every day	215	113	101	22	64	39	34	29	27	54	66	48	46	88	127	182	32
	10%	11%	9%	7%	16%	11%	9%	10%	7%	10%	12%	11%	9%	11%	10%	11%	8%
					ce fgh	h											
Several times a week	274	136	138	40	40	51	66	40	37	86	72	56	60	100	174	240	33
	13%	13%	13%	14%	10%	14%	18%	14%	9%	15%	13%	13%	11%	13%	13%	14%	9%
							dh									p	
At least once a month	140	75	65	17	22	27	35	17	22	43	36	30	31	52	88	116	24
	7%	7%	6%	6%	6%	7%	9%	6%	5%	8%	6%	7%	6%	7%	7%	7%	6%
							h										
Several times a year	55	32	23	7	10	11	11	12	3	23	15	8	8	20	35	51	3
	3%	3%	2%	2%	3%	3%	3%	4%	1%	4%	3%	2%	2%	2%	3%	3%	1%
					h	h	h	h		l						p	
Less often	203	112	91	27	30	51	35	20	39	63	59	46	35	78	126	175	28
	10%	11%	8%	9%	8%	14%	10%	7%	10%	11%	10%	10%	7%	10%	10%	10%	7%
		b				dg				l	l	l					
EVER LISTEN	886	469	417	114	166	179	181	118	128	270	248	189	179	337	549	765	121
	42%	46%	38%	38%	43%	49%	50%	41%	32%	47%	44%	43%	34%	42%	42%	45%	31%
		b			h	ch	cgh	h		l	l	l				p	
Never	1198	535	663	181	218	181	181	166	271	297	310	247	345	448	751	938	259
	57%	53%	60%	61%	56%	49%	50%	58%	67%	52%	54%	56%	65%	56%	57%	55%	67%
			a	ef			e	e	defg				ijk				o
Don't know	22	6	16	1	6	6	2	4	4	3	11	6	3	14	8	16	7
	1%	1%	1%	*%	2%	2%	1%	1%	1%	*%	2%	1%	1%	2%	1%	1%	2%
														n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 131**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54F (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to national commercial radio stations - so those with advertisements, such as Classic FM, talkSPORT, Absolute or Kiss? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	215	154	59	189	13	12	*	11	29	16	38	16	13	25	7	34	179	36
	10%	13%	6%	11%	7%	12%	1%	4%	10%	9%	20%	11%	7%	14%	8%	15%	10%	13%
		b		fg	f	fg		f	fg	f	cd fghikln	fg	f	fg	f	dfgl		
Several times a week	274	173	100	230	27	13	4	29	51	19	28	26	16	16	14	32	227	47
	13%	15%	11%	13%	15%	12%	7%	11%	17%	10%	15%	17%	9%	9%	15%	14%	12%	17%
		b		f	f				flm		f	flm			f	f		p
At least once a month	140	91	49	125	9	5	1	30	20	11	14	8	7	16	4	14	124	16
	7%	8%	5%	7%	5%	5%	2%	11%	7%	6%	7%	6%	4%	9%	5%	6%	7%	6%
		b		f				cdefln	f		f			fl				
Several times a year	55	33	21	49	5	1	-	7	12	10	2	2	7	2	1	7	48	7
	3%	3%	2%	3%	3%	1%	-%	3%	4%	5%	1%	1%	4%	1%	1%	3%	3%	2%
				f	f			f	f	efjkm			f			f		
Less often	203	130	73	168	24	3	7	44	46	15	21	6	17	4	4	12	174	30
	10%	11%	8%	10%	13%	3%	13%	17%	16%	8%	11%	4%	9%	2%	4%	5%	9%	11%
		b		ekmn	ekmno		ekmno	ceiklmno	ceiklmno	em	ekmn		em					
EVER LISTEN	886	581	303	762	78	34	13	121	158	71	102	57	59	63	30	100	751	135
	42%	49%	33%	43%	42%	33%	22%	46%	54%	39%	53%	39%	33%	35%	34%	43%	41%	49%
		b		eflmn	f	f		eflmn	cdefiklmno	f	cdefiklmn	f	f	f	f	fl		p
Never	1198	583	614	981	102	69	45	142	134	105	87	89	121	114	59	131	1059	140
	57%	50%	66%	56%	56%	67%	78%	54%	45%	58%	45%	60%	66%	63%	66%	57%	58%	50%
			a	hj	h	cghj	cdeghijklmn o			hj		hj	cghj	hj	cghj	hj	q	
Don't know	22	12	9	19	3	1	-	-	3	5	2	2	2	3	-	1	20	2
	1%	1%	1%	1%	2%	1%	-%	-%	1%	3%	1%	1%	1%	2%	-%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 132**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54G (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to local commercial radio stations - so those with advertisements, such as Clyde 1, Key 103, Heart or Hallam FM? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Every day	284	136	147	28	74	54	53	38	37	62	76	73	73	130	153	234	49
	13%	13%	13%	9%	19%	15%	15%	13%	9%	11%	13%	17%	14%	16%	12%	14%	13%
					ch	h	h					i		n			
Several times a week	331	150	181	45	71	58	79	52	26	84	102	75	71	141	190	279	53
	16%	15%	16%	15%	18%	16%	22%	18%	7%	15%	18%	17%	13%	18%	15%	16%	14%
				h	h	h	h	h			l						
At least once a month	131	69	61	12	17	32	36	18	15	49	31	24	27	46	85	106	24
	6%	7%	6%	4%	4%	9%	10%	6%	4%	9%	5%	5%	5%	6%	6%	6%	6%
						cdh	cdh			l							
Several times a year	43	23	20	7	5	11	5	9	7	13	12	13	5	16	28	39	4
	2%	2%	2%	2%	1%	3%	1%	3%	2%	2%	2%	3%	1%	2%	2%	2%	1%
												l					
Less often	202	109	92	30	34	46	35	22	35	56	72	44	31	76	126	178	23
	10%	11%	8%	10%	9%	13%	10%	8%	9%	10%	13%	10%	6%	9%	10%	10%	6%
						g				l	l	l				p	
EVER LISTEN	990	488	502	122	202	200	207	139	120	263	292	229	207	409	581	836	154
	47%	48%	46%	41%	52%	55%	57%	48%	30%	46%	51%	52%	39%	51%	44%	49%	40%
				h	ch	ch	cgh	h		l	l	l		n		p	
Never	1095	517	578	172	183	160	156	146	278	301	268	209	317	378	716	865	229
	52%	51%	53%	58%	47%	44%	43%	51%	69%	53%	47%	47%	60%	47%	55%	50%	59%
				def					cdefg				ijk		m		o
Don't know	22	5	16	3	5	5	1	3	5	5	9	4	3	12	10	18	4
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
			a														

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q54G (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to local commercial radio stations - so those with advertisements, such as Clyde 1, Key 103, Heart or Hallam FM? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	284 13%	182 15% b	102 11%	238 13% gk	27 15% gk	14 13% g	6 9% g	5 2%	41 14% gk	20 11% g	31 16% gk	10 7% g	31 17% fgk	41 23% cefgghik	13 15% gk	46 20% cefgik	254 14%	30 11%
Several times a week	331 16%	216 18% b	113 12%	268 15%	45 24% cefgghikmo	11 11%	8 13%	27 10%	45 15%	27 15%	36 18% g	22 15%	32 17%	21 11%	22 24% cefgghikmo	36 16%	279 15%	52 19%
At least once a month	131 6%	92 8% b	39 4%	114 6% e	13 7% e	2 2%	2 4%	19 7% e	21 7% e	10 5%	12 6% e	8 6%	10 5%	8 4%	4 5%	21 9% e	117 6%	14 5%
Several times a year	43 2%	24 2%	19 2%	38 2%	4 2%	1 1%	- -%	5 2%	6 2%	8 4% efn	6 3% f	5 3% f	2 1%	3 2%	1 1%	4 2%	36 2%	7 3%
Less often	202 10%	142 12% b	60 6%	175 10% lm	17 10% m	5 5%	4 7% m	50 19% cdefiklmno	47 16% cefgiklmno	14 8% m	25 13% eklmno	8 5%	8 4%	4 2%	5 6%	14 6%	172 9%	29 11%
EVER LISTEN	990 47%	656 56% b	332 36%	833 47% efk	105 57% cefgiklm	32 31%	20 34%	106 40%	161 55% efgikm	79 44% e	109 57% cefgiklm	52 36%	83 45% ef	77 43% e	45 50% efk	122 52% efgk	858 47%	133 48%
Never	1095 52%	509 43%	584 63% a	912 52% dj	75 41% cdhijlmno	70 68%	38 65% cdhijlno	157 60% dhjo	131 44%	97 54% dj	80 42% cdhjlno	95 64%	98 53% dj	100 56% dhj	44 49%	111 48%	953 52%	142 51%
Don't know	22 1%	11 1%	10 1%	16 1%	3 2%	1 1%	1 1%	1 *% ko	3 1%	5 3% ko	2 1%	- -%	2 1%	3 2%	1 1%	- -%	19 1%	3 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 133**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF RADIO LISTENING**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
<b>BBC RADIO</b>																	
ANY BBC RADIO STATIONS	1240	649	591	125	206	204	238	199	268	405	341	251	243	446	794	1047	192
	59%	64%	54%	42%	53%	56%	65%	69%	66%	71%	60%	57%	46%	56%	61%	61%	50%
		b			c	c	cde	cde	cde	jkl	l	l			m	p	
ANY BBC NATIONAL RADIO STATIONS	1135	598	538	120	191	186	221	180	237	390	318	225	202	412	723	971	164
	54%	59%	49%	40%	49%	51%	61%	63%	59%	69%	56%	51%	38%	52%	55%	56%	42%
		b				c	cde	cde	cde	jkl	l	l				p	
ANY BBC LOCAL RADIO STATIONS	801	436	366	60	132	144	155	129	181	253	221	166	162	261	540	665	136
	38%	43%	33%	20%	34%	39%	42%	45%	45%	44%	39%	37%	31%	33%	41%	39%	35%
		b			c	c	cd	cd	cd	kl	l	l			m		
<b>COMMERCIAL RADIO</b>																	
ANY COMMERCIAL RADIO STATIONS	1209	602	606	157	239	229	248	168	167	334	343	269	263	481	727	1026	182
	57%	60%	55%	53%	61%	63%	68%	58%	42%	59%	60%	61%	50%	60%	56%	60%	47%
				h	h	ch	cgh	h		l	l	l				p	
ANY NATIONAL COMMERCIAL RADIO STATIONS	886	469	417	114	166	179	181	118	128	270	248	189	179	337	549	765	121
	42%	46%	38%	38%	43%	49%	50%	41%	32%	47%	44%	43%	34%	42%	42%	45%	31%
		b			h	ch	cgh	h		l	l	l				p	
ANY LOCAL COMMERCIAL RADIO STATIONS	990	488	502	122	202	200	207	139	120	263	292	229	207	409	581	836	154
	47%	48%	46%	41%	52%	55%	57%	48%	30%	46%	51%	52%	39%	51%	44%	49%	40%
				h	ch	ch	cgh	h		l	l	l		n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 133**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF RADIO LISTENING**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
<b>TOTAL</b>																	
ANY NATIONAL BBC OR COMMERCIAL RADIO STATIONS	1343	679	663	159	234	236	264	197	253	427	378	275	263	500	842	1146	197
	64%	67%	60%	54%	60%	65%	72%	68%	63%	75%	66%	62%	50%	63%	64%	67%	51%
		b				c	cdeh	cd	c	ijkl	l	l				p	
ANY LOCAL BBC OR COMMERCIAL RADIO STATIONS	1220	617	603	136	233	229	235	176	212	337	344	277	263	462	759	1011	208
	58%	61%	55%	46%	60%	63%	64%	61%	53%	59%	60%	63%	50%	58%	58%	59%	54%
		b			c	ch	ch	ch		l	l	l					
ANY BBC OR COMMERCIAL RADIO STATIONS	1557	771	785	183	275	272	299	235	292	456	431	337	334	583	974	1309	246
	74%	76%	72%	62%	71%	75%	82%	82%	72%	80%	76%	76%	63%	73%	74%	76%	64%
		b			c	c	cdeh	cdeh	c	l	l	l				p	
NEITHER BBC NOR COMMERCIAL RADIO STATIONS	550	239	311	113	114	93	65	53	111	113	138	106	193	216	334	410	140
	26%	24%	28%	38%	29%	25%	18%	18%	28%	20%	24%	24%	37%	27%	26%	24%	36%
			a	defgh	fg	fg			fg				ijk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 133**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF RADIO LISTENING**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
<b>BBC RADIO</b>																		
ANY BBC RADIO STATIONS	1240 59%	751 64% b	486 52%	1053 60% egm	101 55%	52 51%	33 58% m	132 50%	221 75% cdefgijklmno	132 73% cdefgijklmno	111 58% m	82 55%	102 56% m	80 45%	48 54%	144 62% egm	1049 57%	191 69% p
ANY BBC NATIONAL RADIO STATIONS	1135 54%	704 60% b	428 46%	965 55% efmn	100 54% fm	46 45%	24 42%	129 49% m	208 71% cdefgijklmno	122 68% cdefgijklmno	100 52% m	73 49% m	99 54% fm	67 37%	41 46%	126 54% fm	968 53%	167 60% p
ANY BBC LOCAL RADIO STATIONS	801 38%	479 41% b	321 35%	675 38% km	68 37% m	32 31%	27 46% egkmn	92 35%	142 48% cdegkmn	77 43% ekmn	74 38% m	42 28%	70 39% m	45 25%	28 32%	105 45% egkmn	675 37%	126 45% p
<b>COMMERCIAL RADIO</b>																		
ANY COMMERCIAL RADIO STATIONS	1209 57%	772 66% b	435 47%	1022 58% efg	114 62% efg	47 46%	25 43%	132 50%	193 65% efgkl	100 55% f	124 65% efgkl	77 52%	94 52%	106 59% ef	50 56% f	146 63% efgkl	1040 57%	168 61%
ANY NATIONAL COMMERCIAL RADIO STATIONS	886 42%	581 49% b	303 33%	762 43% eflmn	78 42% f	34 33% f	13 22%	121 46% eflmn	158 54% cdefiklmno	71 39% f	102 53% cdefiklmn	57 39% f	59 33% f	63 35% f	30 34% f	100 43% fl	751 41%	135 49% p
ANY LOCAL COMMERCIAL RADIO STATIONS	990 47%	656 56% b	332 36%	833 47% efk	105 57% cefgiklm	32 31%	20 34%	106 40%	161 55% efgikm	79 44% e	109 57% cefgiklm	52 36%	83 45% ef	77 43% e	45 50% efk	122 52% efgk	858 47%	133 48%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 133**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF RADIO LISTENING**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
			NOT											YORKS				
	Total	WORKING	WORKING	ENGLAND	SCOT	WALES	N	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	HUMBER	NORTH	NORTH	URBAN	RURAL
Significance Level: 95%		a	b	c	-LAND	d	e	f	g	EAST	WEST		MIDS	MIDS		EAST	WEST	
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL																		
ANY NATIONAL BBC OR COMMERCIAL RADIO STATIONS	1343	835	504	1150	110	57	26	153	225	132	136	94	108	98	51	153	1143	200
	64%	71%	55%	65%	60%	55%	45%	58%	76%	73%	71%	64%	59%	54%	57%	66%	62%	72%
		b		efmn	f			f	cdefgklmno	cdefglmn	defglmn	f	f		f	fm		p
ANY LOCAL BBC OR COMMERCIAL RADIO STATIONS	1220	753	466	1022	117	47	34	126	191	106	122	68	104	94	56	155	1048	172
	58%	64%	50%	58%	64%	46%	59%	48%	65%	59%	63%	46%	57%	52%	63%	67%	57%	62%
		b		egk	egkm		egk		egkm	egk	egkm		e		egk	cegkm		
ANY BBC OR COMMERCIAL RADIO STATIONS	1557	943	611	1318	131	68	39	157	251	149	148	107	124	133	69	180	1331	226
	74%	80%	66%	75%	71%	66%	68%	60%	85%	82%	77%	72%	68%	74%	77%	78%	73%	82%
		b		eg	g				cdefgijklmn	cdefgkl	eg	g		g	eg	efgl		p
NEITHER BBC NOR COMMERCIAL RADIO STATIONS	550	234	315	444	52	35	19	106	43	32	44	41	58	47	21	52	499	51
	26%	20%	34%	25%	29%	34%	32%	40%	15%	18%	23%	28%	32%	26%	23%	22%	27%	18%
			a	hi	hi	chijno	hio	cdhijkmn			h	hi	hio	h	h		q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 134**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : Those who ever listen to BBC local radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		789	430	359	57	107	127	132	151	215	203	232	170	184	228	561	632	157
Effective Weighted Sample		679	369	310	48	96	112	116	133	192	181	204	146	159	200	483	546	136
Total		801	436	366	60	132	144	155	129	181	253	221	166	162	261	540	665	136
1- Completely rely on	(1.0)	79	43	35	**	11	17	8	15	22	26	16	17	20	24	55	58	21
		10%	10%	10%	**	8%	12%	5%	11%	12% f	10%	7%	10%	12%	9%	10%	9%	15% o
2	(2.0)	107	63	44	**	13	20	23	16	28	30	33	20	25	32	75	82	25
		13%	15%	12%	**	10%	14%	15%	12%	15%	12%	15%	12%	15%	12%	14%	12%	18%
3	(3.0)	196	106	89	**	28	41	40	29	41	62	55	42	37	57	139	158	38
		24%	24%	24%	**	21%	28%	26%	22%	23%	25%	25%	25%	23%	22%	26%	24%	28%
4	(4.0)	95	53	42	**	13	19	22	18	15	29	34	15	17	31	64	82	13
		12%	12%	11%	**	10%	13%	14%	14%	8%	11%	15%	9%	10%	12%	12%	12%	10%
5- Do not rely on at all	(5.0)	317	167	150	**	64	47	59	51	73	104	79	71	63	115	202	279	39
		40%	38%	41%	**	48% e	33%	38%	40%	41%	41%	36%	43%	39%	44%	37%	42% p	28%
TOTAL RELY ON (1-2)		186	107	79	**	24	37	31	30	50	56	49	37	44	55	130	139	46
		23%	25%	22%	**	18%	25%	20%	24%	28%	22%	22%	22%	27%	21%	24%	21%	34% o
TOTAL DO NOT RELY ON (4-5)		412	220	192	**	77	66	81	70	88	133	114	86	80	146	266	360	52
		51%	51%	53%	**	58%	46%	52%	54%	49%	53%	51%	52%	49%	56%	49%	54% p	38%
Don't know		8	2	5	**	3	1	2	-	2	2	4	1	1	3	5	8	-
		1%	1%	1%	**	2%	*%	1%	-%	1%	1%	2%	1%	1%	1%	1%	1%	-%
Mean score		3.6	3.5	3.6	**	3.8 e	3.4	3.7	3.6	3.5	3.6	3.6	3.6	3.5	3.7	3.5	3.7 p	3.2
Standard deviation		1.38	1.38	1.38	**	1.36	1.38	1.28	1.41	1.46	1.39	1.31	1.41	1.44	1.38	1.38	1.36	1.42
Standard error		.05	.07	.07	**	.13	.12	.11	.11	.10	.10	.09	.11	.11	.09	.06	.05	.11
Columns Tested:		a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 134**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : Those who ever listen to BBC local radio stations

		WORKING STATUS			NATION/ REGION													LOCATION		
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER			URBAN	RURAL	
		WORKING	WORKING	NORTH EAST											NORTH WEST					
Significance Level: 95%		Total	a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	
Unweighted total		789	418	369	607	67	44	71	69	94	70	71	50	75	45	50	83	629	160	
Effective Weighted Sample		679	364	328	543	64	41	71	64	91	66	66	45	69	42	50	80	547	141	
Total		801	479	321	675	68	32	27	92	142	77	74	42	70	45	28	105	675	126	
1- Completely rely on	(1.0)	79	40	39	65	**	**	**	**	**	**	**	**	**	**	**	**	62	17	
		10%	8%	12%	10%	**	**	**	**	**	**	**	**	**	**	**	**	9%	13%	
2	(2.0)	107	68	38	86	**	**	**	**	**	**	**	**	**	**	**	**	88	19	
		13%	14%	12%	13%	**	**	**	**	**	**	**	**	**	**	**	**	13%	15%	
3	(3.0)	196	141	55	162	**	**	**	**	**	**	**	**	**	**	**	**	175	21	
		24%	29% b	17%	24%	**	**	**	**	**	**	**	**	**	**	**	**	26% q	17%	
4	(4.0)	95	56	39	75	**	**	**	**	**	**	**	**	**	**	**	**	81	14	
		12%	12%	12%	11%	**	**	**	**	**	**	**	**	**	**	**	**	12%	11%	
5- Do not rely on at all	(5.0)	317	167	149	279	**	**	**	**	**	**	**	**	**	**	**	**	262	55	
		40%	35%	46% a	41%	**	**	**	**	**	**	**	**	**	**	**	**	39%	44%	
TOTAL RELY ON (1-2)		186	108	77	152	**	**	**	**	**	**	**	**	**	**	**	**	149	36	
		23%	23%	24%	23%	**	**	**	**	**	**	**	**	**	**	**	**	22%	29%	
TOTAL DO NOT RELY ON (4-5)		412	223	188	353	**	**	**	**	**	**	**	**	**	**	**	**	344	69	
		51%	47%	59% a	52%	**	**	**	**	**	**	**	**	**	**	**	**	51%	55%	
Don't know		8	7	1	7	**	**	**	**	**	**	**	**	**	**	**	**	8	-	
		1%	1%	*%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	-%	
Mean score		3.6	3.5	3.7	3.6	**	**	**	**	**	**	**	**	**	**	**	**	3.6	3.6	
Standard deviation		1.38	1.32	1.46	1.39	**	**	**	**	**	**	**	**	**	**	**	**	1.36	1.50	
Standard error		.05	.07	.08	.06	**	**	**	**	**	**	**	**	**	**	**	**	.05	.12	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																				

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 135**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1- Completely rely on	(1.0)	79 4%	43 4%	35 3%	7 2%	11 3%	17 5%	8 2%	15 5%	22 5% cf	26 5%	16 3%	17 4%	20 4%	24 3%	55 4%	58 3%	21 5%
2	(2.0)	107 5%	63 6% b	44 4%	7 2%	13 3%	20 5%	23 6% c	16 5%	28 7% cd	30 5%	33 6%	20 4%	25 5%	32 4%	75 6%	82 5%	25 6%
3	(3.0)	196 9%	106 11%	89 8%	17 6%	28 7%	41 11% c	40 11% c	29 10%	41 10% c	62 11% l	55 10%	42 9%	37 7%	57 7%	139 11% m	158 9%	38 10%
4	(4.0)	95 5%	53 5%	42 4%	7 3%	13 3%	19 5%	22 6%	18 6% c	15 4%	29 5%	34 6% l	15 3%	17 3%	31 4%	64 5%	82 5%	13 3%
5- Do not rely on at all	(5.0)	317 15%	167 17%	150 14%	22 8%	64 16% c	47 13% c	59 16% c	51 18% c	73 18% c	104 18% l	79 14%	71 16%	63 12%	115 14%	202 15%	279 16% p	39 10%
TOTAL RELY ON (1-2)		186 9%	107 11% b	79 7%	14 5%	24 6%	37 10% c	31 9%	30 11% cd	50 12% cd	56 10%	49 9%	37 8%	44 8%	55 7%	130 10% m	139 8%	46 12% o
TOTAL DO NOT RELY ON (4-5)		412 20%	220 22% b	192 18%	30 10%	77 20% c	66 18% c	81 22% c	70 24% c	88 22% c	133 23% l	114 20% l	86 19%	80 15%	146 18%	266 20%	360 21% p	52 13%
Don't know		8 *%	2 *%	5 *%	- -%	3 1%	1 *%	2 1%	- -%	2 *%	2 *%	4 1%	1 *%	1 *%	3 *%	5 *%	8 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 135**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS	1306	574	731	236	257	221	210	159	222	316	348	277	365	538	768	1054	251
	62%	57%	67%	80%	66%	61%	58%	55%	55%	56%	61%	63%	69%	67%	59%	61%	65%
			a	defgh	fgh							i	ijk	n			
Mean score	3.6	3.5	3.6	3.5	3.8	3.4	3.7	3.6	3.5	3.6	3.6	3.6	3.5	3.7	3.5	3.7	3.2
					cegh		e							n		p	
Standard deviation	1.38	1.38	1.38	1.38	1.36	1.38	1.28	1.41	1.46	1.39	1.31	1.41	1.44	1.38	1.38	1.36	1.42
Standard error	.05	.07	.07	.18	.13	.12	.11	.11	.10	.10	.09	.11	.11	.09	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 135**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	79	40	39	65	4	4	5	2	6	10	6	5	13	7	2	15	62	17
		4%	3%	4%	4%	2%	3%	9%	1%	2%	6%	3%	3%	7%	4%	2%	6%	3%	6%
					g			cdeghijkmn			g			cdghn			ghn		p
2	(2.0)	107	68	38	86	9	5	6	25	19	3	8	2	8	9	4	9	88	19
		5%	6%	4%	5%	5%	5%	10%	9%	7%	2%	4%	1%	4%	5%	4%	4%	5%	7%
					k			cijko	cijko	ik									
3	(3.0)	196	141	55	162	18	6	9	38	52	13	8	7	15	9	5	17	175	21
		9%	12%	6%	9%	10%	6%	15%	14%	18%	7%	4%	5%	8%	5%	6%	7%	10%	8%
			b		j	j		ceijklmno	ceijklmno	cdeijklmno									
4	(4.0)	95	56	39	75	11	6	3	15	9	14	7	3	12	1	4	11	81	14
		5%	5%	4%	4%	6%	6%	5%	6%	3%	8%	4%	2%	6%	*%	4%	5%	4%	5%
					m	m	m	m	m		chkm			m		m	m		
5- Do not rely on at all	(5.0)	317	167	149	279	25	10	4	10	55	36	45	23	22	20	14	54	262	55
		15%	14%	16%	16%	14%	9%	6%	4%	19%	20%	23%	16%	12%	11%	16%	23%	14%	20%
					efg	fg	g		efg	efglm	cdefglm	fg	g	g	fg	cdefglm			p
TOTAL RELY ON (1-2)		186	108	77	152	14	9	11	27	26	14	13	7	21	15	5	24	149	36
		9%	9%	8%	9%	8%	9%	19%	10%	9%	7%	7%	5%	11%	9%	6%	10%	8%	13%
								cdeghijkmn o						k					p
TOTAL DO NOT RELY ON (4-5)		412	223	188	353	36	16	7	25	64	50	52	26	33	21	18	65	344	69
		20%	19%	20%	20%	20%	15%	12%	9%	22%	28%	27%	18%	18%	11%	20%	28%	19%	25%
					fgm	gm				fgm	cefgklm	cefgkm	g	g		gm	cefgklm		p
Columns Tested:		a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q																	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 135**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	8	7	1	7	-	1	-	2	1	-	1	2	1	-	-	-	8	-
	0.4%	0.6%	0.1%	0.4%	0.0%	0.6%	0.0%	0.8%	0.4%	0.0%	0.5%	0.8%	0.6%	0.0%	0.0%	0.0%	0.4%	0.0%
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS	1306	698	604	1087	115	72	31	172	152	104	118	106	112	135	61	127	1155	151
	62%	59%	65%	62%	63%	69%	54%	65%	52%	57%	62%	72%	61%	75%	68%	55%	63%	55%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Mean score	3.6	3.5	3.7	3.6	3.6	3.4	2.8	3.1	3.6	3.8	4.1	3.9	3.3	3.4	3.9	3.8	3.6	3.6
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Standard deviation	1.38	1.32	1.46	1.39	1.29	1.39	1.31	1.00	1.25	1.42	1.36	1.45	1.49	1.57	1.33	1.50	1.36	1.50
Standard error	.05	.07	.08	.06	.16	.21	.15	.12	.13	.17	.16	.21	.17	.23	.19	.16	.05	.12
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 136**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : Those who ever listen to BBC local radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		789	430	359	57	107	127	132	151	215	203	232	170	184	228	561	632	157
Effective Weighted Sample		679	369	310	48	96	112	116	133	192	181	204	146	159	200	483	546	136
Total		801	436	366	60	132	144	155	129	181	253	221	166	162	261	540	665	136
1- Completely rely on	(1.0)	92	54	37	**	16	15	8	23	23	31	18	23	20	26	66	69	22
		11%	13%	10%	**	12%	11%	5%	17%	13%	12%	8%	14%	12%	10%	12%	10%	16%
									f	f								
2	(2.0)	146	78	68	**	16	29	34	19	38	50	38	24	34	50	96	116	30
		18%	18%	19%	**	12%	20%	22%	15%	21%	20%	17%	14%	21%	19%	18%	17%	22%
3	(3.0)	185	100	84	**	27	41	34	30	40	57	57	41	29	53	132	154	31
		23%	23%	23%	**	20%	28%	22%	23%	22%	23%	26%	25%	18%	20%	24%	23%	23%
4	(4.0)	88	54	34	**	13	15	21	14	17	26	32	15	15	26	62	72	16
		11%	12%	9%	**	9%	10%	14%	11%	9%	10%	15%	9%	9%	10%	12%	11%	12%
5- Do not rely on at all	(5.0)	283	147	136	**	58	43	55	44	63	86	73	62	61	103	180	246	36
		35%	34%	37%	**	44%	30%	36%	34%	35%	34%	33%	38%	38%	39%	33%	37%	27%
						e											p	
TOTAL RELY ON (1-2)		238	132	105	**	31	45	42	41	61	81	56	46	54	76	162	185	52
		30%	30%	29%	**	24%	31%	27%	32%	34%	32%	26%	28%	33%	29%	30%	28%	39%
																	o	
TOTAL DO NOT RELY ON (4-5)		371	201	170	**	70	57	76	58	80	112	105	78	76	129	242	318	53
		46%	46%	47%	**	53%	40%	49%	45%	44%	44%	48%	47%	47%	49%	45%	48%	39%
Don't know		8	2	6	**	4	1	2	-	-	2	3	1	2	4	4	8	-
		1%	1%	2%	**	3%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%
						gh												
Mean score		3.4	3.4	3.5	**	3.6	3.3	3.5	3.3	3.3	3.3	3.5	3.4	3.4	3.5	3.4	3.5	3.1
																	p	
Standard deviation		1.42	1.42	1.42	**	1.46	1.37	1.33	1.50	1.45	1.44	1.33	1.46	1.48	1.43	1.41	1.41	1.44
Standard error		.05	.07	.08	**	.14	.12	.12	.12	.10	.10	.09	.11	.11	.10	.06	.06	.11
Columns Tested:		a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 136**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : Those who ever listen to BBC local radio stations

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total		789	418	369	607	67	44	71	69	94	70	71	50	75	45	50	83	629	160
Effective Weighted Sample		679	364	328	543	64	41	71	64	91	66	66	45	69	42	50	80	547	141
Total		801	479	321	675	68	32	27	92	142	77	74	42	70	45	28	105	675	126
1- Completely rely on	(1.0)	92	44	48	79	**	**	**	**	**	**	**	**	**	**	**	**	75	16
		11%	9%	15%	12%	**	**	**	**	**	**	**	**	**	**	**	**	11%	13%
			a																
2	(2.0)	146	93	53	122	**	**	**	**	**	**	**	**	**	**	**	**	121	25
		18%	19%	17%	18%	**	**	**	**	**	**	**	**	**	**	**	**	18%	20%
3	(3.0)	185	131	53	158	**	**	**	**	**	**	**	**	**	**	**	**	158	27
		23%	27%	16%	23%	**	**	**	**	**	**	**	**	**	**	**	**	23%	21%
			b																
4	(4.0)	88	51	37	68	**	**	**	**	**	**	**	**	**	**	**	**	74	14
		11%	11%	12%	10%	**	**	**	**	**	**	**	**	**	**	**	**	11%	11%
5- Do not rely on at all	(5.0)	283	153	129	240	**	**	**	**	**	**	**	**	**	**	**	**	239	43
		35%	32%	40%	36%	**	**	**	**	**	**	**	**	**	**	**	**	35%	34%
			a																
TOTAL RELY ON (1-2)		238	137	101	201	**	**	**	**	**	**	**	**	**	**	**	**	196	41
		30%	29%	32%	30%	**	**	**	**	**	**	**	**	**	**	**	**	29%	33%
TOTAL DO NOT RELY ON (4-5)		371	204	166	308	**	**	**	**	**	**	**	**	**	**	**	**	313	58
		46%	43%	52%	46%	**	**	**	**	**	**	**	**	**	**	**	**	46%	46%
			a																
Don't know		8	7	1	8	**	**	**	**	**	**	**	**	**	**	**	**	8	-
		1%	1%	*%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	-%
Mean score		3.4	3.4	3.5	3.4	**	**	**	**	**	**	**	**	**	**	**	**	3.4	3.3
Standard deviation		1.42	1.35	1.51	1.43	**	**	**	**	**	**	**	**	**	**	**	**	1.42	1.45
Standard error		.05	.07	.08	.06	**	**	**	**	**	**	**	**	**	**	**	**	.06	.11
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 137**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1- Completely rely on	(1.0)	92	54	37	7	16	15	8	23	23	31	18	23	20	26	66	69	22
		4%	5%	3%	2%	4%	4%	2%	8%	6%	5%	3%	5%	4%	3%	5%	4%	6%
					b						cdf	cf						
2	(2.0)	146	78	68	11	16	29	34	19	38	50	38	24	34	50	96	116	30
		7%	8%	6%	4%	4%	8%	9%	7%	9%	9%	7%	5%	6%	6%	7%	7%	8%
							cd	cd		cd								
3	(3.0)	185	100	84	13	27	41	34	30	40	57	57	41	29	53	132	154	31
		9%	10%	8%	5%	7%	11%	9%	10%	10%	10%	10%	9%	6%	7%	10%	9%	8%
								c	c	c	c	l	l	l			m	
4	(4.0)	88	54	34	9	13	15	21	14	17	26	32	15	15	26	62	72	16
		4%	5%	3%	3%	3%	4%	6%	5%	4%	5%	6%	3%	3%	3%	5%	4%	4%
					b								l					
5- Do not rely on at all	(5.0)	283	147	136	21	58	43	55	44	63	86	73	62	61	103	180	246	36
		13%	15%	12%	7%	15%	12%	15%	15%	16%	15%	13%	14%	12%	13%	14%	14%	9%
								c		c	c	c						p
TOTAL RELY ON (1-2)		238	132	105	17	31	45	42	41	61	81	56	46	54	76	162	185	52
		11%	13%	10%	6%	8%	12%	12%	14%	15%	14%	10%	10%	10%	9%	12%	11%	14%
				b			c	c	cd	cd	j							
TOTAL DO NOT RELY ON (4-5)		371	201	170	30	70	57	76	58	80	112	105	78	76	129	242	318	53
		18%	20%	16%	10%	18%	16%	21%	20%	20%	20%	18%	18%	14%	16%	19%	19%	14%
				b			c	c	c	c	l						p	
Don't know		8	2	6	-	4	1	2	-	-	2	3	1	2	4	4	8	-
		*%	*%	1%	-%	1%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%
							h											

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 137**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS	1306	574	731	236	257	221	210	159	222	316	348	277	365	538	768	1054	251
	62%	57%	67%	80%	66%	61%	58%	55%	55%	56%	61%	63%	69%	67%	59%	61%	65%
			a	defgh	fgh							i	ijk	n			
Mean score	3.4	3.4	3.5	3.4	3.6	3.3	3.5	3.3	3.3	3.3	3.5	3.4	3.4	3.5	3.4	3.5	3.1
					egh		eg							n		p	
Standard deviation	1.42	1.42	1.42	1.40	1.46	1.37	1.33	1.50	1.45	1.44	1.33	1.46	1.48	1.43	1.41	1.41	1.44
Standard error	.05	.07	.08	.19	.14	.12	.12	.12	.10	.10	.09	.11	.11	.10	.06	.06	.11
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 137**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
					YORKS &														
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356	
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309	
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
1- Completely rely on	(1.0)	92 4%	44 4%	48 5%	79 4%	3 2%	5 5%	5 8%	4 2%	11 4%	11 6%	7 4%	6 4%	12 6%	9 5%	2 3%	17 7%	75 4%	16 6%
2	(2.0)	146 7%	93 8%	53 6%	122 7%	13 7%	4 4%	7 12%	18 7%	28 9%	13 7%	14 7%	9 6%	15 8%	10 5%	4 4%	11 5%	121 7%	25 9%
3	(3.0)	185 9%	131 11%	53 6%	158 9%	15 8%	4 4%	8 13%	38 15%	46 16%	11 6%	14 7%	5 3%	15 8%	7 4%	7 8%	16 7%	158 9%	27 10%
4	(4.0)	88 4%	51 4%	37 4%	68 4%	10 6%	6 6%	4 7%	19 7%	10 3%	9 5%	7 3%	2 1%	7 4%	2 1%	2 2%	11 5%	74 4%	14 5%
5- Do not rely on at all	(5.0)	283 13%	153 13%	129 14%	240 14%	27 15%	12 12%	3 6%	10 4%	46 16%	33 18%	31 16%	20 14%	21 11%	17 9%	14 15%	49 21%	239 13%	43 16%
TOTAL RELY ON (1-2)		238 11%	137 12%	101 11%	201 11%	16 9%	9 9%	12 20%	23 9%	39 13%	24 13%	21 11%	14 10%	26 14%	19 10%	6 7%	29 12%	196 11%	41 15%
TOTAL DO NOT RELY ON (4-5)		371 18%	204 17%	166 18%	308 17%	37 20%	19 18%	7 12%	28 11%	56 19%	42 23%	37 19%	22 15%	28 15%	18 10%	15 17%	61 26%	313 17%	58 21%
Don't know		8 *%	7 1%	1 *%	8 *%	- -%	- -%	- -%	2 1%	1 *%	- -%	1 1%	1 1%	1 1%	1 1%	- -%	- -%	8 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 137**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS	1306	698	604	1087	115	72	31	172	152	104	118	106	112	135	61	127	1155	151
	62%	59%	65%	62%	63%	69%	54%	65%	52%	57%	62%	72%	61%	75%	68%	55%	63%	55%
		a		h	h	fhio		fho				cfhio		cdfhijlo	fhio		q	
Mean score	3.4	3.4	3.5	3.4	3.6	3.5	2.8	3.1	3.4	3.5	3.5	3.5	3.2	3.2	3.7	3.6	3.4	3.3
				fgl	cfglm	fglm		f	fg	fgl	fglm	fgl	f	f	cfghlm	fglm		
Standard deviation	1.42	1.35	1.51	1.43	1.31	1.50	1.27	1.02	1.33	1.53	1.44	1.59	1.49	1.62	1.41	1.55	1.42	1.45
Standard error	.05	.07	.08	.06	.16	.23	.15	.12	.14	.18	.17	.23	.17	.24	.20	.17	.06	.11
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 138**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : Those who ever listen to BBC local radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		789	430	359	57	107	127	132	151	215	203	232	170	184	228	561	632	157
Effective Weighted Sample		679	369	310	48	96	112	116	133	192	181	204	146	159	200	483	546	136
Total		801	436	366	60	132	144	155	129	181	253	221	166	162	261	540	665	136
1- Completely rely on	(1.0)	107	58	49	**	20	20	13	22	27	37	21	26	23	34	73	87	20
		13%	13%	14%	**	15%	14%	8%	17%	15%	15%	9%	16%	14%	13%	14%	13%	15%
									f									
2	(2.0)	138	76	62	**	16	27	31	20	33	42	40	28	28	41	97	111	27
		17%	18%	17%	**	12%	19%	20%	15%	18%	16%	18%	17%	17%	16%	18%	17%	20%
3	(3.0)	175	94	80	**	19	40	33	29	40	61	52	28	33	58	117	139	36
		22%	22%	22%	**	15%	28% d	21%	22%	22%	24%	24%	17%	21%	22%	22%	21%	26%
							d											
4	(4.0)	93	52	41	**	16	15	22	14	14	28	32	16	16	26	67	77	16
		12%	12%	11%	**	12%	11%	14%	11%	8%	11%	14%	10%	10%	10%	12%	12%	12%
5- Do not rely on at all	(5.0)	284	153	132	**	59	41	54	44	67	84	73	67	60	102	183	247	38
		36%	35%	36%	**	44% e	29%	35%	34%	37%	33%	33%	40%	37%	39%	34%	37% p	28%
						e											p	
TOTAL RELY ON (1-2)		245	134	111	**	36	47	44	42	60	79	61	54	51	74	171	198	47
		31%	31%	30%	**	27%	33%	29%	32%	33%	31%	28%	32%	31%	28%	32%	30%	34%
TOTAL DO NOT RELY ON (4-5)		377	205	173	**	75	57	76	58	81	113	105	83	76	128	250	324	54
		47%	47%	47%	**	57% e	39%	49%	45%	45%	45%	48%	50%	47%	49%	46%	49%	40%
						e												
Don't know		4	3	2	**	2	-	1	1	1	-	2	1	1	1	3	4	-
		1%	1%	*%	**	2%	-%	1%	*%	*%	-%	1%	1%	1%	*%	1%	1%	-%
Mean score		3.4	3.4	3.4	**	3.6	3.2	3.5	3.3	3.3	3.3	3.4	3.4	3.4	3.5	3.4	3.4	3.2
Standard deviation		1.45	1.45	1.46	**	1.53	1.40	1.37	1.50	1.49	1.45	1.37	1.53	1.48	1.46	1.45	1.46	1.41
Standard error		.05	.07	.08	**	.15	.12	.12	.12	.10	.10	.09	.12	.11	.10	.06	.06	.11

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 138**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : Those who ever listen to BBC local radio stations

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total		789	418	369	607	67	44	71	69	94	70	71	50	75	45	50	83	629	160
Effective Weighted Sample		679	364	328	543	64	41	71	64	91	66	66	45	69	42	50	80	547	141
Total		801	479	321	675	68	32	27	92	142	77	74	42	70	45	28	105	675	126
1- Completely rely on	(1.0)	107	56	51	91	**	**	**	**	**	**	**	**	**	**	**	**	82	25
		13%	12%	16%	13%	**	**	**	**	**	**	**	**	**	**	**	**	12%	20% p
2	(2.0)	138	92	45	114	**	**	**	**	**	**	**	**	**	**	**	**	110	28
		17%	19%	14%	17%	**	**	**	**	**	**	**	**	**	**	**	**	16%	22%
3	(3.0)	175	117	58	152	**	**	**	**	**	**	**	**	**	**	**	**	161	14
		22%	24% b	18%	23%	**	**	**	**	**	**	**	**	**	**	**	**	24%	11% q
4	(4.0)	93	61	32	76	**	**	**	**	**	**	**	**	**	**	**	**	80	13
		12%	13%	10%	11%	**	**	**	**	**	**	**	**	**	**	**	**	12%	10%
5- Do not rely on at all	(5.0)	284	150	133	238	**	**	**	**	**	**	**	**	**	**	**	**	239	45
		36%	31%	42% a	35%	**	**	**	**	**	**	**	**	**	**	**	**	35%	36%
TOTAL RELY ON (1-2)		245	148	96	204	**	**	**	**	**	**	**	**	**	**	**	**	192	53
		31%	31%	30%	30%	**	**	**	**	**	**	**	**	**	**	**	**	28%	42% p
TOTAL DO NOT RELY ON (4-5)		377	211	165	314	**	**	**	**	**	**	**	**	**	**	**	**	319	58
		47%	44%	51%	47%	**	**	**	**	**	**	**	**	**	**	**	**	47%	46%
Don't know		4	3	2	4	**	**	**	**	**	**	**	**	**	**	**	**	4	-
		1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	-%
Mean score		3.4	3.3	3.5	3.4	**	**	**	**	**	**	**	**	**	**	**	**	3.4	3.2
Standard deviation		1.45	1.40	1.53	1.45	**	**	**	**	**	**	**	**	**	**	**	**	1.42	1.60
Standard error		.05	.07	.08	.06	**	**	**	**	**	**	**	**	**	**	**	**	.06	.13
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 139**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1- Completely rely on	(1.0)	107	58	49	6	20	20	13	22	27	37	21	26	23	34	73	87	20
		5%	6%	5%	2%	5%	5%	4%	8%	7%	7%	4%	6%	4%	4%	6%	5%	5%
2	(2.0)	138	76	62	11	16	27	31	20	33	42	40	28	28	41	97	111	27
		7%	8%	6%	4%	4%	7%	9%	7%	8%	7%	7%	6%	5%	5%	7%	6%	7%
3	(3.0)	175	94	80	14	19	40	33	29	40	61	52	28	33	58	117	139	36
		8%	9%	7%	5%	5%	11%	9%	10%	10%	11%	9%	6%	6%	7%	9%	8%	9%
4	(4.0)	93	52	41	11	16	15	22	14	14	28	32	16	16	26	67	77	16
		4%	5%	4%	4%	4%	4%	6%	5%	3%	5%	6%	4%	3%	3%	5%	4%	4%
5- Do not rely on at all	(5.0)	284	153	132	20	59	41	54	44	67	84	73	67	60	102	183	247	38
		14%	15%	12%	7%	15%	11%	15%	15%	17%	15%	13%	15%	11%	13%	14%	14%	10%
TOTAL RELY ON (1-2)		245	134	111	16	36	47	44	42	60	79	61	54	51	74	171	198	47
		12%	13%	10%	5%	9%	13%	12%	14%	15%	14%	11%	12%	10%	9%	13%	12%	12%
			b				c	c	c	cd	l					m		
TOTAL DO NOT RELY ON (4-5)		377	205	173	30	75	57	76	58	81	113	105	83	76	128	250	324	54
		18%	20%	16%	10%	19%	16%	21%	20%	20%	20%	18%	19%	15%	16%	19%	19%	14%
			b			c		c	c	c	l						p	
Don't know		4	3	2	-	2	-	1	1	1	-	2	1	1	1	3	4	-
		0.2%	0.3%	0.2%	0%	1%	0%	0.3%	0.3%	0.3%	0%	0.3%	0.2%	0.2%	0.1%	0.2%	0.2%	0%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 139**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS	1306	574	731	236	257	221	210	159	222	316	348	277	365	538	768	1054	251
	62%	57%	67%	80%	66%	61%	58%	55%	55%	56%	61%	63%	69%	67%	59%	61%	65%
			a	defgh	fgh							i	ijk	n			
Mean score	3.4	3.4	3.4	3.5	3.6	3.2	3.5	3.3	3.3	3.3	3.4	3.4	3.4	3.5	3.4	3.4	3.2
				e	egh		e									p	
Standard deviation	1.45	1.45	1.46	1.36	1.53	1.40	1.37	1.50	1.49	1.45	1.37	1.53	1.48	1.46	1.45	1.46	1.41
Standard error	.05	.07	.08	.18	.15	.12	.12	.12	.10	.10	.09	.12	.11	.10	.06	.06	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 139**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	107	56	51	91	6	5	5	6	15	15	11	6	11	10	3	15	82	25
		5%	5%	5%	5%	3%	4%	cdgn	2%	5%	gn	6%	4%	6%	5%	3%	6%	4%	9%
2	(2.0)	138	92	45	114	15	4	5	18	28	11	13	8	13	6	4	12	110	28
		7%	8%	5%	6%	8%	4%	9%	7%	9%	6%	7%	6%	7%	3%	5%	5%	6%	10%
3	(3.0)	175	117	58	152	8	6	8	39	42	8	12	5	16	9	5	16	161	14
		8%	10%	6%	9%	4%	6%	14%	15%	14%	4%	6%	4%	9%	5%	6%	7%	9%	5%
4	(4.0)	93	61	32	76	8	5	4	18	15	9	6	-	11	3	2	13	80	13
		4%	5%	3%	4%	4%	5%	7%	7%	5%	5%	3%	-%	6%	2%	2%	6%	4%	5%
5- Do not rely on at all	(5.0)	284	150	133	238	31	12	4	10	43	34	32	21	18	17	14	50	239	45
		14%	13%	14%	14%	17%	11%	7%	4%	15%	19%	17%	14%	10%	9%	16%	21%	13%	16%
TOTAL RELY ON (1-2)		245	148	96	204	21	9	10	24	43	26	24	15	24	15	7	27	192	53
		12%	13%	10%	12%	12%	9%	18%	9%	14%	14%	12%	10%	13%	9%	8%	12%	10%	19%
TOTAL DO NOT RELY ON (4-5)		377	211	165	314	39	17	8	29	58	43	38	21	28	20	16	63	319	58
		18%	18%	18%	18%	21%	16%	14%	11%	20%	24%	20%	14%	15%	11%	17%	27%	17%	21%
Don't know		4	3	2	4	-	-	-	-	-	-	-	1	2	1	1	-	4	-
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%
Columns Tested:		a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 139**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS	1306	698	604	1087	115	72	31	172	152	104	118	106	112	135	61	127	1155	151
	62%	59%	65%	62%	63%	69%	54%	65%	52%	57%	62%	72%	61%	75%	68%	55%	63%	55%
		a	h	h	fhio	fhio	fhio	fhio	fhio	fhio	fhio	fhio	fhio	cdhijlo	fhio	fhio	q	q
Mean score	3.4	3.3	3.5	3.4	3.6	3.5	2.9	3.1	3.3	3.5	3.5	3.5	3.2	3.3	3.7	3.7	3.4	3.2
		a	h	h	fhio	fhio	fhio	fhio	fhio	fhio	fhio	fhio	fhio	cdhijlo	fhio	fhio	q	q
Standard deviation	1.45	1.40	1.53	1.45	1.47	1.48	1.35	1.05	1.36	1.62	1.55	1.64	1.42	1.62	1.48	1.50	1.42	1.60
Standard error	.05	.07	.08	.06	.18	.22	.16	.13	.14	.19	.18	.23	.17	.24	.21	.16	.06	.13
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 140**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : Those who ever listen to BBC local radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		789	430	359	57	107	127	132	151	215	203	232	170	184	228	561	632	157
Effective Weighted Sample		679	369	310	48	96	112	116	133	192	181	204	146	159	200	483	546	136
Total		801	436	366	60	132	144	155	129	181	253	221	166	162	261	540	665	136
1- Completely rely on	(1.0)	63 8%	38 9%	25 7%	** **	13 9%	12 9%	6 4%	12 9%	18 10% f	23 9%	10 4%	15 9%	15 9%	18 7%	45 8%	45 7%	18 13% o
2	(2.0)	103 13%	57 13%	46 13%	** **	12 9%	22 15%	21 14%	17 13%	22 12%	34 13%	35 16%	17 10%	18 11%	29 11%	73 14%	85 13%	18 13%
3	(3.0)	159 20%	80 18%	79 22%	** **	17 13%	33 23%	31 20%	24 18%	36 20%	41 16%	48 22%	32 19%	38 23%	50 19%	109 20%	120 18%	38 28% o
4	(4.0)	124 15%	73 17%	50 14%	** **	16 12%	30 21% h	28 18%	18 14%	19 10%	51 20% kl	40 18% l	19 12%	13 8%	45 17%	78 15%	106 16%	18 13%
5- Do not rely on at all	(5.0)	344 43%	184 42%	160 44%	** **	72 55% e	43 30%	67 43% e	58 45% e	85 47% e	103 41%	82 37%	81 49% j	77 48%	114 44%	230 42%	300 45% p	44 32%
TOTAL RELY ON (1-2)		166 21%	94 22%	71 20%	** **	25 19%	34 24%	27 17%	29 23%	40 22%	57 22%	44 20%	32 19%	33 20%	47 18%	118 22%	130 20%	36 26%
TOTAL DO NOT RELY ON (4-5)		467 58%	257 59%	210 58%	** **	89 67% e	73 51%	95 61%	76 59%	104 57%	154 61%	123 56%	101 61%	90 56%	159 61%	308 57%	406 61% p	62 45%
Don't know		10 1%	5 1%	5 1%	** **	2 2%	4 3%	2 1%	- -%	2 1%	1 1% *	6 3%	1 1%	1 1%	4 2%	5 1%	9 1%	* 1% *
Mean score		3.7	3.7	3.8	**	3.9 e	3.5	3.8 e	3.7	3.7	3.7	3.7	3.8	3.7	3.8	3.7	3.8 p	3.4
Standard deviation		1.34	1.36	1.32	**	1.39	1.31	1.23	1.40	1.41	1.36	1.25	1.38	1.40	1.30	1.36	1.32	1.40
Standard error		.05	.07	.07	**	.14	.12	.11	.11	.10	.10	.08	.11	.10	.09	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 140**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : Those who ever listen to BBC local radio stations

		WORKING STATUS					NATION/ REGION											LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
		Total	a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Significance Level: 95%																			
Unweighted total		789	418	369	607	67	44	71	69	94	70	71	50	75	45	50	83	629	160
Effective Weighted Sample		679	364	328	543	64	41	71	64	91	66	66	45	69	42	50	80	547	141
Total		801	479	321	675	68	32	27	92	142	77	74	42	70	45	28	105	675	126
1- Completely rely on	(1.0)	63	31	32	53	**	**	**	**	**	**	**	**	**	**	**	**	49	13
		8%	6%	10%	8%	**	**	**	**	**	**	**	**	**	**	**	**	7%	11%
2	(2.0)	103	68	34	80	**	**	**	**	**	**	**	**	**	**	**	**	84	19
		13%	14%	11%	12%	**	**	**	**	**	**	**	**	**	**	**	**	12%	15%
3	(3.0)	159	107	51	145	**	**	**	**	**	**	**	**	**	**	**	**	143	16
		20%	22% b	16%	21%	**	**	**	**	**	**	**	**	**	**	**	**	21% q	12%
4	(4.0)	124	84	39	101	**	**	**	**	**	**	**	**	**	**	**	**	106	18
		15%	18%	12%	15%	**	**	**	**	**	**	**	**	**	**	**	**	16%	14%
5- Do not rely on at all	(5.0)	344	182	161	288	**	**	**	**	**	**	**	**	**	**	**	**	285	59
		43%	38%	50% a	43%	**	**	**	**	**	**	**	**	**	**	**	**	42%	47%
TOTAL RELY ON (1-2)		166	99	66	133	**	**	**	**	**	**	**	**	**	**	**	**	133	32
		21%	21%	21%	20%	**	**	**	**	**	**	**	**	**	**	**	**	20%	26%
TOTAL DO NOT RELY ON (4-5)		467	266	201	389	**	**	**	**	**	**	**	**	**	**	**	**	390	77
		58%	56%	62%	58%	**	**	**	**	**	**	**	**	**	**	**	**	58%	61%
Don't know		10	7	3	8	**	**	**	**	**	**	**	**	**	**	**	**	9	1
		1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	1%
Mean score		3.7	3.7	3.8	3.7	**	**	**	**	**	**	**	**	**	**	**	**	3.7	3.7
Standard deviation		1.34	1.29	1.41	1.33	**	**	**	**	**	**	**	**	**	**	**	**	1.32	1.45
Standard error		.05	.06	.07	.05	**	**	**	**	**	**	**	**	**	**	**	**	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 141**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1- Completely rely on	(1.0)	63	38	25	2	13	12	6	12	18	23	10	15	15	18	45	45	18
		3%	4%	2%	1%	3%	3%	2%	4%	4%	4%	2%	3%	3%	2%	3%	3%	5%
						c	c		c	cf	j							o
2	(2.0)	103	57	46	9	12	22	21	17	22	34	35	17	18	29	73	85	18
		5%	6%	4%	3%	3%	6%	6%	6%	5%	6%	6%	4%	3%	4%	6%	5%	5%
												l						
3	(3.0)	159	80	79	18	17	33	31	24	36	41	48	32	38	50	109	120	38
		8%	8%	7%	6%	4%	9%	8%	8%	9%	7%	8%	7%	7%	6%	8%	7%	10%
							d	d	d	d								
4	(4.0)	124	73	50	12	16	30	28	18	19	51	40	19	13	45	78	106	18
		6%	7%	5%	4%	4%	8%	8%	6%	5%	9%	7%	4%	2%	6%	6%	6%	5%
			b				d				kl	l						
5- Do not rely on at all	(5.0)	344	184	160	19	72	43	67	58	85	103	82	81	77	114	230	300	44
		16%	18%	15%	7%	19%	12%	18%	20%	21%	18%	15%	18%	15%	14%	18%	17%	11%
			b			ce	c	ce	ce	ce							p	
TOTAL RELY ON (1-2)		166	94	71	11	25	34	27	29	40	57	44	32	33	47	118	130	36
		8%	9%	7%	4%	6%	9%	7%	10%	10%	10%	8%	7%	6%	6%	9%	8%	9%
			b			c		c	c	c	l				m			
TOTAL DO NOT RELY ON (4-5)		467	257	210	32	89	73	95	76	104	154	123	101	90	159	308	406	62
		22%	25%	19%	11%	23%	20%	26%	26%	26%	27%	22%	23%	17%	20%	24%	24%	16%
			b			c	c	c	c	c	l	l					p	
Don't know		10	5	5	-	2	4	2	-	2	1	6	1	1	4	5	9	*
		*%	*%	*%	-%	1%	1%	1%	-%	*%	*%	1%	*%	*%	1%	*%	1%	*%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 141**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS	1306	574	731	236	257	221	210	159	222	316	348	277	365	538	768	1054	251
	62%	57%	67%	80%	66%	61%	58%	55%	55%	56%	61%	63%	69%	67%	59%	61%	65%
		a	a	defgh	fgh							i	ijk	n			
Mean score	3.7	3.7	3.8	3.6	3.9	3.5	3.8	3.7	3.7	3.7	3.7	3.8	3.7	3.8	3.7	3.8	3.4
					cegh		ce	e								p	
Standard deviation	1.34	1.36	1.32	1.18	1.39	1.31	1.23	1.40	1.41	1.36	1.25	1.38	1.40	1.30	1.36	1.32	1.40
Standard error	.05	.07	.07	.16	.14	.12	.11	.11	.10	.10	.08	.11	.10	.09	.06	.05	.11
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 141**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION			
			NOT				N								YORKS &					
		WORKING	WORKING	ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	HUMBER	NORTH	NORTH	URBAN	RURAL		
		Total			-LAND				EAST	WEST		MIDS	MIDS		EAST	WEST				
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356	
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309	
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
1- Completely rely on	(1.0)	63	31	32	53	4	3	3	1	13	6	1	2	6	9	2	14	49	13	
		3%	3%	3%	3%	2%	3%	5%	1%	4%	3%	1%	2%	3%	5%	2%	6%	3%	5%	
					g			gj		gj				g	gj		cgjk		p	
2	(2.0)	103	68	34	80	13	6	5	12	20	8	7	3	11	6	3	10	84	19	
		5%	6%	4%	5%	7%	5%	9%	5%	7%	4%	3%	2%	6%	3%	3%	4%	5%	7%	
			b			k		ckmn		k										
3	(3.0)	159	107	51	145	3	4	7	39	43	10	11	7	13	5	5	12	143	16	
		8%	9%	6%	8%	1%	4%	12%	15%	14%	5%	6%	5%	7%	3%	6%	5%	8%	6%	
			b		dm			deijkmno	cdeijklmno	cdeijklmno		d		d		d				
4	(4.0)	124	84	39	101	11	7	4	31	20	9	9	4	11	2	4	10	106	18	
		6%	7%	4%	6%	6%	7%	7%	12%	7%	5%	5%	3%	6%	1%	4%	4%	6%	6%	
			b		m	m	m	m	cijkmno	m				m						
5- Do not rely on at all	(5.0)	344	182	161	288	38	11	7	8	45	44	45	25	27	21	14	58	285	59	
		16%	15%	17%	16%	21%	11%	12%	3%	15%	25%	23%	17%	15%	12%	16%	25%	16%	21%	
					g	efgm	g	g		g	cefgilm	cefgilm	g	g	g	g	cefgilm		p	
TOTAL RELY ON (1-2)		166	99	66	133	16	9	8	13	32	14	7	5	17	15	5	24	133	32	
		8%	8%	7%	8%	9%	9%	13%	5%	11%	8%	4%	4%	9%	8%	5%	10%	7%	12%	
								cgjkn		gjk				jk			jk		p	
TOTAL DO NOT RELY ON (4-5)		467	266	201	389	49	18	11	39	66	53	54	29	38	24	18	68	390	77	
		22%	23%	22%	22%	27%	18%	19%	15%	22%	29%	28%	19%	21%	13%	20%	29%	21%	28%	
					gm	gm				m	cefgkm	egm				cefgkm		p		
Don't know		10	7	3	8	-	1	1	-	1	-	1	1	2	1	1	1	9	1	
		1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	
Columns Tested: a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q																				

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 141**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS	1306	698	604	1087	115	72	31	172	152	104	118	106	112	135	61	127	1155	151
	62%	59%	65%	62%	63%	69%	54%	65%	52%	57%	62%	72%	61%	75%	68%	55%	63%	55%
		a	h	h	fhio		fho					cfhio		cdfhijlo	fhio		q	
Mean score	3.7	3.7	3.8	3.7	4.0	3.6	3.3	3.4	3.5	4.0	4.3	4.1	3.6	3.5	4.0	3.9	3.7	3.7
			a	fghm	cefgghlm					cefgghlm	cdefghlmno	cefgghlm	fg		efghlm	fghm		
Standard deviation	1.34	1.29	1.41	1.33	1.36	1.43	1.35	.87	1.31	1.35	1.09	1.26	1.38	1.67	1.31	1.50	1.32	1.45
Standard error	.05	.06	.07	.05	.17	.22	.16	.10	.14	.16	.13	.18	.16	.25	.19	.17	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 142**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		930	451	479	109	170	171	176	168	136	200	299	214	217	354	576	763	166
Effective Weighted Sample		818	397	421	96	153	154	158	148	122	182	267	188	193	316	504	673	147
Total		990	488	502	122	202	200	207	139	120	263	292	229	207	409	581	836	154
1- Completely rely on	(1.0)	111	48	62	13	26	24	12	18	18	22	25	31	33	45	66	90	21
		11%	10%	12%	10%	13% f	12%	6%	13% f	15% f	8%	9%	13%	16% ij	11%	11%	11%	14%
2	(2.0)	106	54	52	8	16	24	26	15	18	26	41	15	25	39	67	83	23
		11%	11%	10%	7%	8%	12%	12%	11%	15%	10%	14% k	7%	12%	10%	12%	10%	15%
3	(3.0)	188	91	96	24	33	47	39	22	22	42	58	50	39	76	112	152	35
		19%	19%	19%	20%	16%	23%	19%	16%	19%	16%	20%	22%	19%	19%	19%	18%	23%
4	(4.0)	167	82	85	25	32	35	30	29	16	51	55	35	25	63	104	143	24
		17%	17%	17%	20%	16%	18%	15%	21%	13%	19%	19%	15%	12%	15%	18%	17%	15%
5- Do not rely on at all	(5.0)	414	209	204	51	93	69	98	55	47	122	113	96	83	183	231	363	50
		42%	43%	41%	42%	46% e	35%	48% e	40%	39%	46%	39%	42%	40%	45%	40%	43% p	33%
TOTAL RELY ON (1-2)		217	102	114	21	42	48	38	33	35	48	66	46	57	84	133	172	44
		22%	21%	23%	17%	21%	24%	18%	24%	29% cf	18%	23%	20%	28% i	21%	23%	21%	28% o
TOTAL DO NOT RELY ON (4-5)		581	292	289	76	125	105	128	84	63	173	168	131	109	246	335	507	74
		59%	60%	58%	62%	62%	52%	62%	60%	52%	66% l	58%	57%	53%	60%	58%	61% p	48%
Don't know		5	3	2	2	2	1	1	-	-	1	-	3	2	3	2	4	1
		1%	1%	*%	1%	1%	*%	*%	-%	-%	*%	-%	1%	1%	1%	*%	1%	1%
Mean score		3.7	3.7	3.6	3.8	3.8	3.5	3.9 eh	3.6	3.5	3.9 l	3.7	3.7	3.5	3.7	3.6	3.7 p	3.4
Standard deviation		1.40	1.37	1.42	1.34	1.44	1.38	1.30	1.42	1.49	1.33	1.34	1.42	1.51	1.40	1.39	1.38	1.43
Standard error		.05	.06	.06	.13	.11	.11	.10	.11	.13	.09	.08	.10	.10	.07	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 142**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		930	565	363	733	101	44	52	78	104	70	101	58	80	70	78	94	765	165
Effective Weighted Sample		818	502	324	660	96	41	52	73	101	66	94	53	75	66	77	90	682	145
Total		990	656	332	833	105	32	20	106	161	79	109	52	83	77	45	122	858	133
1- Completely rely on	(1.0)	111	60	50	91	12	**	**	**	13	**	8	**	**	**	**	**	98	12
		11%	9%	15% a	11%	11%	**	**	**	8%	**	7%	**	**	**	**	**	11%	9%
2	(2.0)	106	68	37	78	15	**	**	**	17	**	13	**	**	**	**	**	82	24
		11%	10%	11%	9%	15%	**	**	**	11%	**	11%	**	**	**	**	**	10%	18% p
3	(3.0)	188	136	52	148	27	**	**	**	35	**	16	**	**	**	**	**	170	18
		19%	21%	16%	18%	25%	**	**	**	22%	**	15%	**	**	**	**	**	20%	14%
4	(4.0)	167	117	50	147	13	**	**	**	31	**	12	**	**	**	**	**	147	20
		17%	18%	15%	18%	12%	**	**	**	19%	**	11%	**	**	**	**	**	17%	15%
5- Do not rely on at all	(5.0)	414	274	139	365	38	**	**	**	63	**	61	**	**	**	**	**	356	57
		42%	42%	42%	44%	37%	**	**	**	39%	**	56% cdh	**	**	**	**	**	42%	43%
TOTAL RELY ON (1-2)		217	128	88	169	27	**	**	**	30	**	20	**	**	**	**	**	180	37
		22%	20%	26% a	20%	26%	**	**	**	19%	**	18%	**	**	**	**	**	21%	28%
TOTAL DO NOT RELY ON (4-5)		581	390	189	512	51	**	**	**	94	**	73	**	**	**	**	**	503	77
		59%	59%	57%	61% d	49%	**	**	**	58%	**	67% d	**	**	**	**	**	59%	58%
Don't know		5	2	4	4	-	**	**	**	2	**	-	**	**	**	**	**	4	1
		1%	1%	1%	1%	0%	**	**	**	1%	**	0%	**	**	**	**	**	1%	1%
Mean score		3.7	3.7	3.6	3.7	3.5	**	**	**	3.7	**	4.0	**	**	**	**	**	3.7	3.6
												d							
Standard deviation		1.40	1.34	1.50	1.39	1.40	**	**	**	1.31	**	1.35	**	**	**	**	**	1.39	1.43
Standard error		.05	.06	.08	.05	.14	**	**	**	.13	**	.13	**	**	**	**	**	.05	.11
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 143**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1- Completely rely on	(1.0)	111	48	62	13	26	24	12	18	18	22	25	31	33	45	66	90	21
		5%	5%	6%	4%	7%	7%	3%	6%	4%	4%	4%	7%	6%	6%	5%	5%	5%
2	(2.0)	106	54	52	8	16	24	26	15	18	26	41	15	25	39	67	83	23
		5%	5%	5%	3%	4%	7%	7%	5%	4%	5%	7%	3%	5%	5%	5%	5%	6%
3	(3.0)	188	91	96	24	33	47	39	22	22	42	58	50	39	76	112	152	35
		9%	9%	9%	8%	8%	13%	11%	8%	6%	7%	10%	11%	7%	9%	9%	9%	9%
4	(4.0)	167	82	85	25	32	35	30	29	16	51	55	35	25	63	104	143	24
		8%	8%	8%	8%	8%	10%	8%	10%	4%	9%	10%	8%	5%	8%	8%	8%	6%
5- Do not rely on at all	(5.0)	414	209	204	51	93	69	98	55	47	122	113	96	83	183	231	363	50
		20%	21%	19%	17%	24%	19%	27%	19%	12%	21%	20%	22%	16%	23%	18%	21%	13%
TOTAL RELY ON (1-2)		217	102	114	21	42	48	38	33	35	48	66	46	57	84	133	172	44
		10%	10%	10%	7%	11%	13%	10%	11%	9%	8%	12%	10%	11%	11%	10%	10%	11%
TOTAL DO NOT RELY ON (4-5)		581	292	289	76	125	105	128	84	63	173	168	131	109	246	335	507	74
		28%	29%	26%	25%	32%	29%	35%	29%	16%	30%	30%	30%	21%	31%	26%	29%	19%
Don't know		5	3	2	2	2	1	1	-	-	1	-	3	2	3	2	4	1
		0.2%	0.3%	0.2%	1%	0.5%	0.3%	0.3%	0%	0%	0.2%	0%	1%	0.4%	0.4%	0.3%	0.2%	0.3%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 143**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS	1117	522	595	174	188	165	157	149	283	306	277	213	320	390	726	883	233
	53%	52%	54%	59%	48%	45%	43%	52%	70%	54%	49%	48%	61%	49%	56%	51%	60%
				def			f	cdefg				ijk			m		o
Mean score	3.7	3.7	3.6	3.8	3.8	3.5	3.9	3.6	3.5	3.9	3.7	3.7	3.5	3.7	3.6	3.7	3.4
				eh	eh		eh			jkl						p	
Standard deviation	1.40	1.37	1.42	1.34	1.44	1.38	1.30	1.42	1.49	1.33	1.34	1.42	1.51	1.40	1.39	1.38	1.43
Standard error	.05	.06	.06	.13	.11	.11	.10	.11	.13	.09	.08	.10	.10	.07	.06	.05	.11
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 143**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
					YORKS & NORTH WEST														
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	111	60	50	91	12	5	3	6	13	12	8	3	10	14	4	21	98	12
		5%	5%	5%	5%	6% g	5%	5%	2%	4%	7% g	4%	2%	6%	8% gk	4%	9% cgk	5%	4%
2	(2.0)	106	68	37	78	15	6	6	8	17	2	13	6	9	8	7	8	82	24
		5%	6%	4%	4% i	8% cgi	6% i	10% cgikmo	3%	6% i	1% i	7% i	4%	5%	5% cgi	8% cgi	4%	4%	9% p
3	(3.0)	188	136	52	148	27	9	5	31	35	14	16	4	13	13	5	16	170	18
		9% b	12% b	6%	8% k	15% cklmno	8% k	9% k	12% k	12% kn	8% k	9% k	3%	7%	7%	6%	7%	9%	7%
4	(4.0)	167	117	50	147	13	3	5	42	31	12	12	5	17	8	3	18	147	20
		8% b	10% b	5%	8% ekn	7%	3%	8%	16% cdefijkmno	10% ekmn	7%	6%	3%	9% ek	4%	4%	8%	8%	7%
5- Do not rely on at all	(5.0)	414	274	139	365	38	9	1	19	63	39	61	33	34	33	25	58	356	57
		20% b	23% b	15%	21% efg	21% efg	8% f	2%	7% f	21% efg	22% efg	32% cdefghilm	22% efg	19% efg	19% efg	28% cefglm	25% efg	19%	21%
TOTAL RELY ON (1-2)		217	128	88	169	27	11	9	14	30	14	20	9	19	22	11	29	180	37
		10%	11%	10%	10% g	15% cgik	11%	15% cgik	5%	10%	8%	11%	6%	11%	12% g	12% g	13% g	10%	13%
TOTAL DO NOT RELY ON (4-5)		581	390	189	512	51	12	6	61	94	51	73	37	50	41	29	76	503	77
		28% b	33% b	20%	29% ef	28% ef	11%	10%	23% ef	32% ef	28% ef	38% cefgklm	25% ef	28% ef	23% ef	32% ef	33% efgm	28%	28%
Don't know		5	2	4	4	-	1	-	-	2	-	-	2	-	1	-	-	4	1
		*%	*%	*%	*%	-%	1%	-%	-%	1%	-%	-%	1%	-%	1%	-%	-%	*%	*%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 143**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS	1117	520	593	929	78	71	38	158	134	102	83	95	100	103	44	111	972	144
	53%	44%	64%	53%	43%	69%	66%	60%	45%	56%	43%	64%	55%	57%	50%	48%	53%	52%
		a	dj		cdhijlmno		cdhjln	dhjo		dhj		cdhjno	dj	dhj				
Mean score	3.7	3.7	3.6	3.7	3.5	3.1	2.7	3.6	3.7	3.8	4.0	4.1	3.7	3.5	3.9	3.7	3.7	3.6
		b		defm	ef	f		ef	ef	def	defglm	cdefghilmo	ef	ef	defgm	ef		
Standard deviation	1.40	1.34	1.50	1.39	1.40	1.45	1.17	1.04	1.31	1.45	1.35	1.35	1.43	1.58	1.46	1.54	1.39	1.43
Standard error	.05	.06	.08	.05	.14	.22	.16	.12	.13	.17	.13	.18	.16	.19	.17	.16	.05	.11
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 144**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		930	451	479	109	170	171	176	168	136	200	299	214	217	354	576	763	166
Effective Weighted Sample		818	397	421	96	153	154	158	148	122	182	267	188	193	316	504	673	147
Total		990	488	502	122	202	200	207	139	120	263	292	229	207	409	581	836	154
1- Completely rely on	(1.0)	119	52	67	12	30	26	13	21	17	24	24	36	35	52	66	96	22
		12%	11%	13%	10%	15%	13%	6%	15%	14%	9%	8%	16%	17%	13%	11%	11%	14%
2	(2.0)	134	71	63	11	19	35	31	17	21	35	47	29	24	59	75	113	22
		14%	15%	13%	9%	10%	18%	15%	12%	17%	13%	16%	13%	12%	15%	13%	13%	14%
3	(3.0)	190	99	90	26	33	43	42	24	21	51	55	50	34	69	120	159	31
		19%	20%	18%	22%	16%	21%	21%	18%	17%	19%	19%	22%	17%	17%	21%	19%	20%
4	(4.0)	152	77	75	17	29	36	32	21	16	37	57	28	30	56	96	123	29
		15%	16%	15%	14%	15%	18%	16%	15%	13%	14%	19%	12%	15%	14%	17%	15%	19%
5- Do not rely on at all	(5.0)	391	187	204	55	89	60	86	55	46	116	109	84	82	170	221	341	50
		39%	38%	41%	45%	44%	30%	42%	40%	38%	44%	37%	37%	40%	42%	38%	41%	32%
TOTAL RELY ON (1-2)		253	123	130	23	49	61	45	38	38	59	71	65	58	112	142	209	43
		26%	25%	26%	18%	24%	30%	22%	28%	31%	22%	24%	28%	28%	27%	24%	25%	28%
TOTAL DO NOT RELY ON (4-5)		543	264	279	72	119	96	119	76	62	153	166	112	113	226	317	464	79
		55%	54%	56%	59%	59%	48%	57%	55%	51%	58%	57%	49%	55%	55%	55%	55%	52%
Don't know		4	2	2	2	1	1	1	-	-	1	-	3	1	2	2	4	-
		0.4%	0.4%	0.4%	1%	1%	0.5%	0.5%	0%	0%	0.4%	0%	1%	1%	1%	0.3%	1%	0%
Mean score		3.6	3.6	3.6	3.8	3.6	3.3	3.7	3.5	3.4	3.7	3.6	3.4	3.5	3.6	3.6	3.6	3.4
					e			e										
Standard deviation		1.43	1.40	1.46	1.37	1.49	1.40	1.32	1.49	1.49	1.38	1.35	1.48	1.52	1.47	1.40	1.42	1.43
Standard error		.05	.07	.07	.13	.11	.11	.10	.11	.13	.10	.08	.10	.10	.08	.06	.05	.11
Columns Tested:		a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 144**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		930	565	363	733	101	44	52	78	104	70	101	58	80	70	78	94	765	165
Effective Weighted Sample		818	502	324	660	96	41	52	73	101	66	94	53	75	66	77	90	682	145
Total		990	656	332	833	105	32	20	106	161	79	109	52	83	77	45	122	858	133
1- Completely rely on	(1.0)	119	68	50	98	11	**	**	**	13	**	13	**	**	**	**	**	103	16
		12%	10%	15% a	12%	10%	**	**	**	8%	**	12%	**	**	**	**	**	12%	12%
2	(2.0)	134	99	34	104	19	**	**	**	20	**	13	**	**	**	**	**	109	26
		14%	15% b	10%	13%	18%	**	**	**	13%	**	12%	**	**	**	**	**	13%	20% p
3	(3.0)	190	134	55	151	28	**	**	**	34	**	15	**	**	**	**	**	171	18
		19%	20%	17%	18%	26% j	**	**	**	21%	**	13%	**	**	**	**	**	20%	14%
4	(4.0)	152	106	46	129	14	**	**	**	30	**	9	**	**	**	**	**	137	15
		15%	16%	14%	15%	13%	**	**	**	19% j	**	8%	**	**	**	**	**	16%	12%
5- Do not rely on at all	(5.0)	391	246	144	347	34	**	**	**	61	**	60	**	**	**	**	**	334	57
		39%	38%	43%	42%	32%	**	**	**	38%	**	55% cdh	**	**	**	**	**	39%	43%
TOTAL RELY ON (1-2)		253	168	84	203	30	**	**	**	33	**	26	**	**	**	**	**	212	41
		26%	26%	25%	24%	28%	**	**	**	21%	**	24%	**	**	**	**	**	25%	31%
TOTAL DO NOT RELY ON (4-5)		543	352	190	476	48	**	**	**	92	**	69	**	**	**	**	**	471	72
		55%	54%	57% d	57% d	46%	**	**	**	57%	**	63% d	**	**	**	**	**	55%	54%
Don't know		4	2	3	4	-	**	**	**	2	**	-	**	**	**	**	**	4	1
		%	%	1%	%	%	**	**	**	1%	**	%	**	**	**	**	**	%	1%
Mean score		3.6	3.6	3.6	3.6	3.4	**	**	**	3.7	**	3.8 d	**	**	**	**	**	3.6	3.5
Standard deviation		1.43	1.39	1.50	1.43	1.37	**	**	**	1.32	**	1.49	**	**	**	**	**	1.42	1.49
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 144**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	~f	~g	h	~i	j	~k	~l	~m	~n	~o	p	q
Unweighted total	930	565	363	733	101	44	52	78	104	70	101	58	80	70	78	94	765	165
Effective Weighted Sample	818	502	324	660	96	41	52	73	101	66	94	53	75	66	77	90	682	145
Total	990	656	332	833	105	32	20	106	161	79	109	52	83	77	45	122	858	133
Standard error	.05	.06	.08	.05	.14	**	**	**	.13	**	.15	**	**	**	**	**	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 145**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1- Completely rely on	(1.0)	119 6%	52 5%	67 6%	12 4%	30 8% fh	26 7%	13 4%	21 7%	17 4%	24 4%	24 4%	36 8% ij	35 7%	52 7%	66 5%	96 6%	22 6%
2	(2.0)	134 6%	71 7%	63 6%	11 4%	19 5%	35 10% cdh	31 9% c	17 6%	21 5%	35 6%	47 8% l	29 7%	24 5%	59 7%	75 6%	113 7%	22 6%
3	(3.0)	190 9%	99 10%	90 8%	26 9%	33 8%	43 12% h	42 12% h	24 8%	21 5%	51 9%	55 10%	50 11% l	34 7%	69 9%	120 9%	159 9%	31 8%
4	(4.0)	152 7%	77 8%	75 7%	17 6%	29 8% h	36 10% h	32 9% h	21 7% h	16 4%	37 6%	57 10% l	28 6%	30 6%	56 7%	96 7%	123 7%	29 8%
5- Do not rely on at all	(5.0)	391 19%	187 19%	204 19%	55 18% h	89 23% eh	60 16%	86 24% eh	55 19% h	46 11%	116 20%	109 19%	84 19%	82 16%	170 21% n	221 17%	341 20% p	50 13%
TOTAL RELY ON (1-2)		253 12%	123 12%	130 12%	23 8%	49 13%	61 17% ch	45 12%	38 13% c	38 9%	59 10%	71 12%	65 15%	58 11%	112 14%	142 11%	209 12%	43 11%
TOTAL DO NOT RELY ON (4-5)		543 26%	264 26%	279 25%	72 24% h	119 30% h	96 26% h	119 33% ch	76 27% h	62 15%	153 27%	166 29% l	112 25%	113 21%	226 28%	317 24%	464 27% p	79 20%
Don't know		4 *%	2 *%	2 *%	2 1%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	3 1%	1 *%	2 *%	2 *%	4 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 145**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS	1117	522	595	174	188	165	157	149	283	306	277	213	320	390	726	883	233
	53%	52%	54%	59%	48%	45%	43%	52%	70%	54%	49%	48%	61%	49%	56%	51%	60%
				def			f	cdefg					ijk		m		o
Mean score	3.6	3.6	3.6	3.8	3.6	3.3	3.7	3.5	3.4	3.7	3.6	3.4	3.5	3.6	3.6	3.6	3.4
				eh	e		eh			kl	k					p	
Standard deviation	1.43	1.40	1.46	1.37	1.49	1.40	1.32	1.49	1.49	1.38	1.35	1.48	1.52	1.47	1.40	1.42	1.43
Standard error	.05	.07	.07	.13	.11	.11	.10	.11	.13	.10	.08	.10	.10	.08	.06	.05	.11
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 145**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	119	68	50	98	11	7	3	5	13	12	13	4	12	15	6	18	103	16
		6%	6%	5%	6%	6%	6%	5%	2%	4%	7%	7%	3%	7%	8%	6%	8%	6%	6%
2	(2.0)	134	99	34	104	19	6	5	13	20	10	13	9	14	9	6	11	109	26
		6%	8% b	4%	6%	10% c	6%	9%	5%	7%	5%	7%	6%	8%	5%	6%	5%	6%	9% p
3	(3.0)	190	134	55	151	28	5	6	29	34	10	15	5	17	12	5	25	171	18
		9%	11% b	6%	9% k	15% ceijkmn	5%	11% k	11% ek	12% eik	6%	8%	3%	9% k	7%	6%	11% k	9%	7%
4	(4.0)	152	106	46	129	14	5	4	45	30	9	9	4	13	6	4	8	137	15
		7%	9% b	5%	7% k	8% k	5%	7%	17% cdefijklmno	10% kmo	5%	5%	3%	7%	3%	5%	4%	7%	6%
5- Do not rely on at all	(5.0)	391	246	144	347	34	9	1	15	61	37	60	30	26	35	24	59	334	57
		19%	21% b	16%	20% efg	19% efg	9% f	2%	6%	21% efg	21% efg	31% cdefghiklm	20% efg	14% fg	19% efg	27% cefgl	25% efgl	18%	20%
TOTAL RELY ON (1-2)		253	168	84	203	30	13	8	18	33	22	26	13	26	23	11	29	212	41
		12%	14% b	9%	11%	16% gk	12%	14% g	7%	11%	12%	13% g	9%	15% g	13%	13%	13%	12%	15%
TOTAL DO NOT RELY ON (4-5)		543	352	190	476	48	14	5	59	92	47	69	34	39	40	29	67	471	72
		26%	30% b	21%	27% ef	26% ef	13%	9%	23% ef	31% efl	26% ef	36% cefaiklm	23% ef	21% f	22% ef	32% efl	29% ef	26%	26%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 145**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION											LOCATION				
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	4	2	3	4	-	1	-	-	2	-	-	1	-	1	-	-	4	1
	%.0	%.0	%.0	%.0	%.0	1%	%.0	%.0	1%	%.0	%.0	1%	%.0	1%	%.0	%.0	%.0	%.0
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS	1117	520	593	929	78	71	38	158	134	102	83	95	100	103	44	111	972	144
	53%	44%	64%	53%	43%	69%	66%	60%	45%	56%	43%	64%	55%	57%	50%	48%	53%	52%
			a	dj		cdhijlmno	cdhjln	dhjo		dhj		cdhjino	dj	dhj				
Mean score	3.6	3.6	3.6	3.6	3.4	3.1	2.8	3.5	3.7	3.6	3.8	3.9	3.3	3.5	3.8	3.6	3.6	3.5
				defl	f	f		ef	efl	ef	defgl	cdefglm	f	ef	defgl	efl		
Standard deviation	1.43	1.39	1.50	1.43	1.37	1.55	1.15	1.03	1.32	1.55	1.49	1.45	1.45	1.61	1.52	1.52	1.42	1.49
Standard error	.05	.06	.08	.05	.14	.24	.16	.12	.13	.19	.15	.19	.16	.19	.17	.16	.05	.12
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 146**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		930	451	479	109	170	171	176	168	136	200	299	214	217	354	576	763	166
Effective Weighted Sample		818	397	421	96	153	154	158	148	122	182	267	188	193	316	504	673	147
Total		990	488	502	122	202	200	207	139	120	263	292	229	207	409	581	836	154
1- Completely rely on	(1.0)	113	44	69	10	30	32	15	15	12	25	22	33	33	58	55	94	19
		11%	9%	14%	8%	15%	16%	7%	11%	10%	10%	7%	15%	16%	14%	10%	11%	13%
2	(2.0)	133	76	57	22	19	32	25	17	18	33	37	34	29	56	76	114	19
		13%	16%	11%	18% d	9%	16%	12%	12%	15%	12%	13%	15%	14%	14%	13%	14%	12%
3	(3.0)	187	92	95	18	35	37	45	29	24	52	60	40	35	62	125	153	33
		19%	19%	19%	15%	17%	18%	22%	21%	20%	20%	21%	17%	17%	15%	21% m	18%	22%
4	(4.0)	138	75	62	17	22	33	28	19	18	38	54	27	19	47	90	110	27
		14%	15%	12%	14%	11%	16%	14%	13%	15%	14%	19% l	12%	9%	12%	15%	13%	18%
5- Do not rely on at all	(5.0)	411	196	216	54	92	66	93	59	48	113	116	92	90	180	231	357	55
		42%	40%	43%	44%	46% e	33%	45% e	42%	40%	43%	40%	40%	44%	44%	40%	43%	36%
TOTAL RELY ON (1-2)		245	120	126	32	48	63	40	32	30	58	59	68	62	114	132	207	38
		25%	25%	25%	26%	24%	32% f	19%	23%	25%	22%	20%	30% j	30% j	28%	23%	25%	25%
TOTAL DO NOT RELY ON (4-5)		549	271	278	71	114	98	121	78	66	151	170	119	109	228	321	467	82
		55%	56%	55%	58%	57%	49%	59%	56%	55%	57%	58%	52%	53%	56%	55%	56%	53%
Don't know		9	5	4	2	4	2	1	-	-	3	2	3	1	5	4	9	-
		1%	1%	1%	1%	2%	1%	*% e	-%	-%	1%	1%	1%	1%	1%	1%	1%	-%
Mean score		3.6	3.6	3.6	3.7	3.7	3.3	3.8	3.6	3.6	3.7	3.7	3.5	3.5	3.6	3.6	3.6	3.5
								e										
Standard deviation		1.43	1.38	1.47	1.40	1.50	1.47	1.33	1.41	1.40	1.38	1.31	1.50	1.54	1.51	1.37	1.43	1.41
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 146**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	930	451	479	109	170	171	176	168	136	200	299	214	217	354	576	763	166
Effective Weighted Sample	818	397	421	96	153	154	158	148	122	182	267	188	193	316	504	673	147
Total	990	488	502	122	202	200	207	139	120	263	292	229	207	409	581	836	154
Standard error	.05	.07	.07	.13	.12	.11	.10	.11	.12	.10	.08	.10	.10	.08	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 146**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	~e	~f	~g	h	~i	j	~k	~l	~m	~n	~o	p	q
Unweighted total		930	565	363	733	101	44	52	78	104	70	101	58	80	70	78	94	765	165
Effective Weighted Sample		818	502	324	660	96	41	52	73	101	66	94	53	75	66	77	90	682	145
Total		990	656	332	833	105	32	20	106	161	79	109	52	83	77	45	122	858	133
1- Completely rely on	(1.0)	113	72	41	90	12	**	**	**	17	**	11	**	**	**	**	**	96	17
		11%	11%	12%	11%	12%	**	**	**	11%	**	10%	**	**	**	**	**	11%	13%
2	(2.0)	133	90	42	103	20	**	**	**	14	**	13	**	**	**	**	**	107	25
		13%	14%	13%	12%	19% h	**	**	**	9%	**	12%	**	**	**	**	**	12%	19% p
3	(3.0)	187	137	50	156	19	**	**	**	35	**	16	**	**	**	**	**	168	19
		19%	21% b	15%	19%	18%	**	**	**	22%	**	15%	**	**	**	**	**	20%	14%
4	(4.0)	138	92	46	118	12	**	**	**	29	**	9	**	**	**	**	**	124	14
		14%	14%	14%	14%	12%	**	**	**	18%	**	8%	**	**	**	**	**	14%	11%
5- Do not rely on at all	(5.0)	411	259	151	359	42	**	**	**	62	**	60	**	**	**	**	**	356	56
		42%	39%	46%	43%	40%	**	**	**	39%	**	55% cdh	**	**	**	**	**	41%	42%
TOTAL RELY ON (1-2)		245	162	83	192	32	**	**	**	31	**	24	**	**	**	**	**	203	43
		25%	25%	25%	23%	30%	**	**	**	20%	**	22%	**	**	**	**	**	24%	32% p
TOTAL DO NOT RELY ON (4-5)		549	351	197	477	54	**	**	**	91	**	69	**	**	**	**	**	479	70
		55%	53%	59%	57%	51%	**	**	**	57%	**	63%	**	**	**	**	**	56%	53%
Don't know		9	6	3	8	-	**	**	**	3	**	-	**	**	**	**	**	8	1
		1%	1%	1%	1%	-%	**	**	**	2%	**	-%	**	**	**	**	**	1%	1%
Mean score		3.6	3.6	3.7	3.7	3.5	**	**	**	3.7	**	3.9	**	**	**	**	**	3.6	3.5
Standard deviation		1.43	1.41	1.46	1.41	1.46	**	**	**	1.37	**	1.43	**	**	**	**	**	1.41	1.52
Standard error		.05	.06	.08	.05	.15	**	**	**	.14	**	.14	**	**	**	**	**	.05	.12
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 147**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1- Completely rely on	(1.0)	113	44	69	10	30	32	15	15	12	25	22	33	33	58	55	94	19
		5%	4%	6%	3%	8% ch	9% cfh	4%	5%	3%	4%	4%	8% j	6% n	7%	4%	5%	5%
2	(2.0)	133	76	57	22	19	32	25	17	18	33	37	34	29	56	76	114	19
		6%	8% b	5%	7%	5%	9% h	7%	6%	5%	6%	7%	8%	5%	7%	6%	7%	5%
3	(3.0)	187	92	95	18	35	37	45	29	24	52	60	40	35	62	125	153	33
		9%	9%	9%	6%	9%	10% h	12% ch	10% h	6%	9%	11% l	9%	7%	8%	10%	9%	9%
4	(4.0)	138	75	62	17	22	33	28	19	18	38	54	27	19	47	90	110	27
		7%	7%	6%	6%	6%	9% h	8%	6%	5%	7% l	10% l	6%	4%	6%	7%	6%	7%
5- Do not rely on at all	(5.0)	411	196	216	54	92	66	93	59	48	113	116	92	90	180	231	357	55
		20%	19%	20%	18% h	24% h	18% h	26% ceh	20% h	12%	20%	20%	21%	17%	23% n	18%	21% p	14%
TOTAL RELY ON (1-2)		245	120	126	32	48	63	40	32	30	58	59	68	62	114	132	207	38
		12%	12%	11%	11%	12% h	17% cfgh	11%	11%	8%	10%	10%	15% ij	12%	14% n	10%	12%	10%
TOTAL DO NOT RELY ON (4-5)		549	271	278	71	114	98	121	78	66	151	170	119	109	228	321	467	82
		26%	27%	25%	24% h	29% h	27% h	33% ch	27% h	16%	27% l	30% l	27% l	21%	28%	25%	27% p	21%
Don't know		9	5	4	2	4	2	1	-	-	3	2	3	1	5	4	9	-
		*% h	*%	*%	1%	1% h	1%	*%	-%	-%	*%	*%	1%	*%	1%	*%	1%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 147**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS	1117	522	595	174	188	165	157	149	283	306	277	213	320	390	726	883	233
	53%	52%	54%	59%	48%	45%	43%	52%	70%	54%	49%	48%	61%	49%	56%	51%	60%
				def			f	cdefg				ijk			m		o
Mean score	3.6	3.6	3.6	3.7	3.7	3.3	3.8	3.6	3.6	3.7	3.7	3.5	3.5	3.6	3.6	3.6	3.5
				e	e		e	e	e	k	kl						
Standard deviation	1.43	1.38	1.47	1.40	1.50	1.47	1.33	1.41	1.40	1.38	1.31	1.50	1.54	1.51	1.37	1.43	1.41
Standard error	.05	.07	.07	.13	.12	.11	.10	.11	.12	.10	.08	.10	.10	.08	.06	.05	.11
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 147**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	113	72	41	90	12	8	3	3	17	11	11	5	12	14	4	13	96	17
		5%	6%	4%	5%	7%	8%	5%	1%	6%	6%	6%	3%	6%	8%	4%	6%	5%	6%
					g	g	g	g		g	g	g		g	g		g		
2	(2.0)	133	90	42	103	20	5	5	11	14	13	13	8	14	9	7	13	107	25
		6%	8%	4%	6%	11%	5%	8%	4%	5%	7%	7%	6%	8%	5%	8%	5%	6%	9%
			b			cgh													p
3	(3.0)	187	137	50	156	19	6	6	33	35	13	16	5	14	11	7	22	168	19
		9%	12%	5%	9%	10%	6%	10%	13%	12%	7%	8%	3%	7%	6%	8%	10%	9%	7%
			b		k	k		k	km	k							k		
4	(4.0)	138	92	46	118	12	2	5	41	29	3	9	2	13	7	2	11	124	14
		7%	8%	5%	7%	7%	2%	9%	16%	10%	2%	5%	1%	7%	4%	3%	5%	7%	5%
			b		eikn	ik		eikn	cdefijklmno	eikmn				eik					
5- Do not rely on at all	(5.0)	411	259	151	359	42	9	2	17	62	38	60	31	30	33	24	62	356	56
		20%	22%	16%	20%	23%	9%	3%	6%	21%	21%	31%	21%	17%	18%	27%	27%	19%	20%
			b		efg	efg	f		efg	efg	cefgghiklm	efg	fg	efg	cefgl	efgl			
TOTAL RELY ON (1-2)		245	162	83	192	32	14	7	14	31	24	24	13	25	23	11	25	203	43
		12%	14%	9%	11%	18%	13%	13%	5%	11%	13%	12%	9%	14%	13%	12%	11%	11%	15%
			b		g	cgk	g	g			g	g		g	g	g			p
TOTAL DO NOT RELY ON (4-5)		549	351	197	477	54	12	7	58	91	42	69	33	44	40	27	73	479	70
		26%	30%	21%	27%	29%	11%	11%	22%	31%	23%	36%	22%	24%	23%	30%	31%	26%	25%
			b		ef	ef			ef	ef	ef	cefgiklm	ef	ef	ef	ef	efg		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 147**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	9	6	3	8	-	1	-	-	3	-	-	1	-	2	-	1	8	1
	0.4%	0.5%	0.3%	0.4%	0.0%	0.1%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	1.1%	0.0%	0.4%	0.4%	0.4%
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS	1117	520	593	929	78	71	38	158	134	102	83	95	100	103	44	111	972	144
	53%	44%	64%	53%	43%	69%	66%	60%	45%	56%	43%	64%	55%	57%	50%	48%	53%	52%
			a	dj		cdhijlmno	cdhjln	dhjo		dhj		cdhjino	dj	dhj				
Mean score	3.6	3.6	3.7	3.7	3.5	3.0	2.9	3.5	3.7	3.6	3.9	3.9	3.4	3.5	3.8	3.8	3.6	3.5
				ef	ef			ef	ef	ef	defglm	defglm	ef	ef	efl	defgl		
Standard deviation	1.43	1.41	1.46	1.41	1.46	1.60	1.20	.98	1.37	1.56	1.43	1.50	1.48	1.60	1.46	1.43	1.41	1.52
Standard error	.05	.06	.08	.05	.15	.24	.17	.11	.14	.19	.14	.20	.17	.19	.17	.15	.05	.12

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 148**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	930	451	479	109	170	171	176	168	136	200	299	214	217	354	576	763	166
Effective Weighted Sample	818	397	421	96	153	154	158	148	122	182	267	188	193	316	504	673	147
Total	990	488	502	122	202	200	207	139	120	263	292	229	207	409	581	836	154
1- Completely rely on	(1.0)	91	44	46	10	25	21	9	13	13	26	15	27	33	58	73	18
		9%	9%	9%	8%	12%	10%	4%	9%	11%	10%	5%	12%	8%	10%	9%	12%
					f	f			f			j	j				
2	(2.0)	103	57	46	13	11	28	20	15	15	23	35	19	44	59	83	19
		10%	12%	9%	11%	5%	14%	10%	11%	13%	9%	12%	8%	11%	10%	10%	13%
						d			d								
3	(3.0)	163	89	74	19	27	39	34	21	22	38	55	38	63	99	133	30
		16%	18%	15%	16%	14%	19%	17%	15%	18%	14%	19%	17%	15%	17%	16%	19%
4	(4.0)	168	88	81	22	28	37	40	22	18	53	60	35	66	103	145	22
		17%	18%	16%	18%	14%	19%	19%	16%	15%	20%	21%	15%	16%	18%	17%	14%
										l	l						
5- Do not rely on at all	(5.0)	460	207	253	56	108	74	102	68	52	123	125	108	199	261	397	62
		46%	42%	50%	46%	54%	37%	49%	49%	43%	47%	43%	47%	49%	45%	48%	41%
				a		e		e	e								
TOTAL RELY ON (1-2)	193	101	92	24	36	48	29	28	28	49	50	46	48	76	117	156	37
	20%	21%	18%	19%	18%	24%	14%	20%	23%	19%	17%	20%	23%	19%	20%	19%	24%
					f	f			f								
TOTAL DO NOT RELY ON (4-5)	628	295	333	78	136	111	142	90	70	176	185	143	123	265	363	543	85
	63%	60%	66%	64%	68%	55%	69%	65%	58%	67%	64%	63%	60%	65%	62%	65%	55%
					e		e									p	
Don't know	6	3	3	1	2	2	1	-	-	-	1	1	4	4	2	4	2
	1%	1%	1%	1%	1%	1%	*%	-%	-%	-%	*%	*%	2%	1%	*%	*%	1%
Mean score	3.8	3.7	3.9	3.8	3.9	3.6	4.0	3.8	3.7	3.9	3.8	3.8	3.8	3.9	3.8	3.9	3.6
					e		eh									p	
Standard deviation	1.36	1.36	1.36	1.35	1.43	1.38	1.21	1.38	1.41	1.35	1.25	1.42	1.46	1.34	1.37	1.34	1.43
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 148**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	930	451	479	109	170	171	176	168	136	200	299	214	217	354	576	763	166
Effective Weighted Sample	818	397	421	96	153	154	158	148	122	182	267	188	193	316	504	673	147
Total	990	488	502	122	202	200	207	139	120	263	292	229	207	409	581	836	154
Standard error	.04	.06	.06	.13	.11	.11	.09	.11	.12	.10	.07	.10	.10	.07	.06	.05	.11

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 148**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : Those who ever listen to local commercial radio stations

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		930	565	363	733	101	44	52	78	104	70	101	58	80	70	78	94	765	165
Effective Weighted Sample		818	502	324	660	96	41	52	73	101	66	94	53	75	66	77	90	682	145
Total		990	656	332	833	105	32	20	106	161	79	109	52	83	77	45	122	858	133
1- Completely rely on	(1.0)	91	53	38	70	12	**	**	**	14	**	7	**	**	**	**	**	77	14
		9%	8%	11%	8%	11%	**	**	**	9%	**	7%	**	**	**	**	**	9%	10%
2	(2.0)	103	69	32	72	20	**	**	**	13	**	9	**	**	**	**	**	85	17
		10%	11%	10%	9%	19% chj	**	**	**	8%	**	8%	**	**	**	**	**	10%	13%
3	(3.0)	163	118	44	138	14	**	**	**	33	**	10	**	**	**	**	**	145	18
		16%	18%	13%	17%	13%	**	**	**	20% j	**	9%	**	**	**	**	**	17%	14%
4	(4.0)	168	122	47	145	17	**	**	**	34	**	16	**	**	**	**	**	148	20
		17%	19%	14%	17%	17%	**	**	**	21%	**	15%	**	**	**	**	**	17%	15%
5- Do not rely on at all	(5.0)	460	292	167	402	42	**	**	**	67	**	67	**	**	**	**	**	397	63
		46%	44%	50%	48%	40%	**	**	**	41%	**	62% cdh	**	**	**	**	**	46%	48%
TOTAL RELY ON (1-2)		193	122	70	142	32	**	**	**	27	**	16	**	**	**	**	**	162	31
		20%	19%	21%	17%	30% chj	**	**	**	17%	**	14%	**	**	**	**	**	19%	23%
TOTAL DO NOT RELY ON (4-5)		628	413	213	546	60	**	**	**	101	**	84	**	**	**	**	**	545	83
		63%	63%	64%	66%	57%	**	**	**	63%	**	76% cdh	**	**	**	**	**	63%	63%
Don't know		6	2	4	6	-	**	**	**	-	**	-	**	**	**	**	**	6	-
		1%	1%	1%	1%	0%	**	**	**	0%	**	0%	**	**	**	**	**	1%	0%
Mean score		3.8	3.8	3.8	3.9	3.6	**	**	**	3.8	**	4.2	**	**	**	**	**	3.8	3.8
					d							dh							
Standard deviation		1.36	1.32	1.43	1.32	1.46	**	**	**	1.30	**	1.27	**	**	**	**	**	1.35	1.42
Standard error		.04	.06	.08	.05	.14	**	**	**	.13	**	.13	**	**	**	**	**	.05	.11
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 149**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
1- Completely rely on	(1.0)	91	44	46	10	25	21	9	13	13	26	15	27	22	33	58	73	18
		4%	4%	4%	3%	6% fh	6%	2%	4%	3%	5%	3%	6% j	4%	4%	4%	5%	
2	(2.0)	103	57	46	13	11	28	20	15	15	23	35	19	26	44	59	83	19
		5%	6%	4%	5%	3%	8% dh	6%	5%	4%	4%	6%	4%	5%	5%	4%	5%	5%
3	(3.0)	163	89	74	19	27	39	34	21	22	38	55	38	31	63	99	133	30
		8%	9%	7%	6%	7%	11% h	9% h	7%	5%	7%	10% l	9%	6%	8%	8%	8%	8%
4	(4.0)	168	88	81	22	28	37	40	22	18	53	60	35	19	66	103	145	22
		8%	9%	7%	8%	7%	10% h	11% h	8%	5%	9% l	11% l	8% l	4%	8%	8%	8%	6%
5- Do not rely on at all	(5.0)	460	207	253	56	108	74	102	68	52	123	125	108	104	199	261	397	62
		22%	20%	23%	19% h	28% ceh	20% h	28% ceh	24% h	13%	22%	22%	24%	20%	25% n	20%	23% p	16%
TOTAL RELY ON (1-2)		193	101	92	24	36	48	29	28	28	49	50	46	48	76	117	156	37
		9%	10%	8%	8%	9%	13% fh	8%	10%	7%	9%	9%	10%	9%	10%	9%	9%	10%
TOTAL DO NOT RELY ON (4-5)		628	295	333	78	136	111	142	90	70	176	185	143	123	265	363	543	85
		30%	29%	30%	26% h	35% ch	30% h	39% ceh	31% h	17%	31% l	33% l	32% l	23%	33% n	28%	32% p	22%
Don't know		6	3	3	1	2	2	1	-	-	-	1	1	4	4	2	4	2
		*%	*%	*%	*%	1%	1%	*%	-%	-%	-%	*%	*%	1%	1%	*%	*%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 149**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS	1117	522	595	174	188	165	157	149	283	306	277	213	320	390	726	883	233
	53%	52%	54%	59%	48%	45%	43%	52%	70%	54%	49%	48%	61%	49%	56%	51%	60%
				def				f	cdefg				ijk		m		o
Mean score	3.8	3.7	3.9	3.8	3.9	3.6	4.0	3.8	3.7	3.9	3.8	3.8	3.8	3.9	3.8	3.9	3.6
			a	e	eh		eh	e								p	
Standard deviation	1.36	1.36	1.36	1.35	1.43	1.38	1.21	1.38	1.41	1.35	1.25	1.42	1.46	1.34	1.37	1.34	1.43
Standard error	.04	.06	.06	.13	.11	.11	.09	.11	.12	.10	.07	.10	.10	.07	.06	.05	.11
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 149**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION			
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356	
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309	
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
1- Completely rely on	(1.0)	91	53	38	70	12	7	3	4	14	8	7	3	8	10	2	12	77	14	
		4%	4%	4%	4%	6% gk	6% gk	4%	2%	5%	4%	4%	2%	4%	6% g	2%	5%	4%	5%	
2	(2.0)	103	69	32	72	20	6	4	8	13	5	9	5	9	5	6	12	85	17	
		5%	6% b	4%	4% cghijklmo	11% cghijklmo	6%	7%	3%	4%	3%	4%	3%	5%	3%	7%	5%	5%	6%	
3	(3.0)	163	118	44	138	14	5	6	34	33	8	10	1	15	13	4	21	145	18	
		8%	10% b	5%	8% k	8% k	5%	10% k	13% ceijkn	11% eijkn	4%	5% k	1%	8% k	7% k	4%	9% k	8%	7%	
4	(4.0)	168	122	47	145	17	2	4	45	34	11	16	6	16	5	3	8	148	20	
		8%	10% b	5%	8% emno	10% emno	2%	7%	17% cdefijklmno	12% ekmno	6%	8% emo	4%	9% emo	3%	4%	3%	8%	7%	
5- Do not rely on at all		(5.0)	460	292	167	402	42	12	3	15	67	47	67	36	34	40	29	67	397	63
			22%	25% b	18%	23% efg	23% efg	12% g	6%	6%	23% efg	26% efg	35% cdefghklm	24% efg	19% fg	22% efg	33% cefghlm	29% efgl	22%	23%
TOTAL RELY ON (1-2)		193	122	70	142	32	13	7	12	27	14	16	8	17	16	9	24	162	31	
		9%	10% b	8%	8% cghijklmn	17% gk	12% gk	11% gk	5%	9%	8%	8%	5%	9%	9%	10%	10% g	9%	11%	
TOTAL DO NOT RELY ON (4-5)		628	413	213	546	60	15	7	60	101	58	84	43	50	45	32	75	545	83	
		30%	35% b	23%	31% efg	33% efg	14%	13%	23% f	34% efg	32% ef	44% cdefgiklmo	29% ef	27% ef	25% ef	36% efgm	32% efg	30%	30%	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 149**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	6	2	4	6	-	-	-	-	-	-	-	1	1	3	-	1	6	-
	0.3%	0.2%	0.4%	0.3%	-0.1%	-0.1%	-0.2%	-0.1%	-0.1%	-0.1%	-0.1%	0.1%	0.1%	0.2%	-0.1%	0.1%	0.3%	-0.1%
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS																		
	1117	520	593	929	78	71	38	158	134	102	83	95	100	103	44	111	972	144
	53%	44%	64%	53%	43%	69%	66%	60%	45%	56%	43%	64%	55%	57%	50%	48%	53%	52%
		a	dj			cdhijlmno	cdhjln	dhjo		dhj		cdhjno	dj	dhj				
Mean score	3.8	3.8	3.8	3.9	3.6	3.2	3.1	3.5	3.8	4.0	4.2	4.3	3.7	3.8	4.1	3.9	3.8	3.8
				defg	f			ef	efg	defgl	cdefghlm	cdefghlmo	ef	ef	cdefghlm	defg		
Standard deviation	1.36	1.32	1.43	1.32	1.46	1.63	1.31	.97	1.30	1.38	1.27	1.23	1.37	1.50	1.33	1.43	1.35	1.42
Standard error	.04	.06	.08	.05	.14	.25	.18	.11	.13	.17	.13	.16	.15	.18	.15	.15	.05	.11
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 150**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q57 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)**

Base : Those who ever listen to commercial radio stations

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1145	566	579	141	200	199	213	202	190	261	357	253	274	419	726	948	196
Effective Weighted Sample	1006	496	510	125	180	179	190	179	172	236	319	221	244	374	635	834	175
Total	1209	602	606	157	239	229	248	168	167	334	343	269	263	481	727	1026	182
It could go up quite a bit before it bothered me	32 3%	22 4% b	10 2%	5 3%	3 1%	6 3%	7 3%	3 2%	7 4%	8 3%	3 1%	7 3%	13 5% j	12 2%	20 3%	26 3%	5 3%
A little more would not bother me	119 10%	58 10%	62 10%	20 12% f	25 10% f	31 13% f	8 3%	19 12% f	17 10% f	26 8%	37 11%	30 11%	27 10%	52 11%	68 9%	97 9%	22 12%
The present levels don't bother me, but I would not want any more	640 53%	325 54%	315 52%	71 45%	110 46%	131 57% cd	148 60% cd	92 55%	88 52%	182 55%	198 58% l	133 49%	127 48%	248 51%	392 54%	539 53%	99 55%
There is already more than I am really happy with	372 31%	182 30%	189 31%	51 32%	93 39% egh	58 26%	74 30%	48 29%	47 28%	105 31%	95 28%	85 32%	88 33%	154 32%	218 30%	321 31%	50 28%
Don't know	46 4%	16 3%	30 5% a	11 7% e	8 3%	2 1%	11 4% e	5 3%	9 6% e	13 4%	11 3%	14 5%	8 3%	17 3%	30 4%	42 4%	4 2%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 150**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q57 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)**

Base : Those who ever listen to commercial radio stations

	WORKING STATUS		NATION/ REGION											LOCATION				
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	~f	~g	h	~i	j	~k	~l	~m	~n	o	p	q
Unweighted total	1145	668	475	905	109	65	66	98	125	90	115	86	94	96	86	115	939	206
Effective Weighted Sample	1006	593	425	816	103	62	66	92	122	85	107	79	88	90	85	110	835	181
Total	1209	772	435	1022	114	47	25	132	193	100	124	77	94	106	50	146	1040	168
It could go up quite a bit before it bothered me	32 3%	12 2%	19 4% a	27 3%	4 3%	** **	** **	** **	3 2%	** **	5 4%	** **	** **	** **	** **	3 2%	28 3%	3 2%
A little more would not bother me	119 10%	69 9%	51 12%	108 11%	7 6%	** **	** **	** **	17 9%	** **	17 14%	** **	** **	** **	** **	13 9%	104 10%	15 9%
The present levels don't bother me, but I would not want any more	640 53%	424 55%	214 49%	525 51%	68 60%	** **	** **	** **	95 49%	** **	63 51%	** **	** **	** **	** **	75 51%	547 53%	93 55%
There is already more than I am really happy with	372 31%	239 31%	133 30%	325 32%	31 27%	** **	** **	** **	71 37%	** **	36 29%	** **	** **	** **	** **	51 35%	324 31%	47 28%
Don't know	46 4%	28 4%	18 4%	37 4%	5 4%	** **	** **	** **	6 3%	** **	3 2%	** **	** **	** **	** **	4 3%	37 4%	9 6%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 151**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q58 (SHOWCARD) How satisfied are you with what you hear on your local radio station? (SINGLE CODE)**

Base : Those who ever listen to local radio

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1194	601	593	124	196	201	205	215	253	266	366	271	291	407	787	956	237
Effective Weighted Sample	1035	519	516	108	175	179	182	190	226	238	324	234	255	360	680	832	208
Total	1220	617	603	136	233	229	235	176	212	337	344	277	263	462	759	1011	208
Very satisfied	428 35%	197 32%	230 38% a	34 25%	86 37% ce	61 27%	92 39% ce	72 41% ce	83 39% ce	99 30%	110 32%	95 35%	123 47% ijk	158 34%	269 35%	324 32%	103 50% o
Fairly satisfied	533 44%	279 45%	254 42%	68 50%	90 39%	111 48%	99 42%	72 41%	93 44%	143 43%	163 47% l	133 48% l	94 36%	208 45%	325 43%	452 45%	81 39%
TOTAL SATISFIED	960 79%	476 77%	484 80%	102 75%	176 76%	172 75%	191 81%	144 81%	176 83%	243 72%	272 79% i	229 83% i	217 82% i	366 79%	594 78%	775 77%	184 89% o
Neither satisfied nor dissatisfied	179 15%	99 16%	80 13%	25 18% h	43 19% fh	39 17%	26 11%	24 13%	22 10%	65 19% k	53 15% k	26 10%	35 13%	65 14%	115 15%	160 16% p	19 9%
Fairly dissatisfied	24 2%	11 2%	13 2%	1 *% h	5 2% fh	7 3%	7 3%	1 1%	3 2%	12 4%	5 2%	4 1%	3 1%	12 3%	12 2%	21 2%	2 1%
Very dissatisfied	12 1%	9 1%	4 1%	1 1%	4 2%	3 1%	1 1%	1 1%	2 1%	6 2%	1 *% j	3 1%	3 1%	5 1%	8 1%	12 1%	* *% j
TOTAL DISSATISFIED	36 3%	20 3%	16 3%	2 1%	9 4%	9 4%	9 4%	2 1%	5 2%	17 5% j	6 2%	6 2%	6 2%	16 4%	20 3%	34 3%	3 1%
Don't know	44 4%	21 3%	23 4%	7 5%	5 2%	8 4%	9 4%	7 4%	9 4%	11 3%	12 4%	15 5% l	6 2%	15 3%	30 4%	42 4% p	2 1%
TOTAL NEITHER/ DON'T KNOW	224 18%	121 20%	103 17%	32 23% h	48 21%	48 21%	35 15%	30 17%	31 15%	77 23% kl	65 19%	42 15%	40 15%	79 17%	145 19%	202 20% p	21 10%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 151**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q58 (SHOWCARD) How satisfied are you with what you hear on your local radio station? (SINGLE CODE)**

Base : Those who ever listen to local radio

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	~f	~g	h	~i	j	~k	l	~m	~n	o	p	q
Unweighted total	1194	662	530	924	113	66	91	94	124	96	113	79	107	90	98	123	972	222
Effective Weighted Sample	1035	581	470	827	107	63	91	88	120	90	105	72	99	84	97	118	854	194
Total	1220	753	466	1022	117	47	34	126	191	106	122	68	104	94	56	155	1048	172
Very satisfied	428 35%	229 30%	197 42% a	351 34%	45 38%	**	**	**	57 30%	**	35 29%	**	55 53% cdhj	**	**	80 51% cdhj	367 35%	61 35%
Fairly satisfied	533 44%	351 47% b	181 39%	436 43%	57 49% o	**	**	**	84 44%	**	58 48% o	**	39 38%	**	**	52 34%	447 43%	86 50%
TOTAL SATISFIED	960 79%	580 77%	378 81%	787 77%	102 87% ch	**	**	**	141 74%	**	93 77%	**	95 91% chj	**	**	132 85% ch	814 78%	147 85% p
Neither satisfied nor dissatisfied	179 15%	112 15%	68 15%	162 16% lo	11 9%	**	**	**	35 18% lo	**	17 14% l	**	5 5%	**	**	14 9%	163 16% q	16 9%
Fairly dissatisfied	24 2%	19 3%	5 1%	23 2%	- -%	**	**	**	8 4% dl	**	1 1%	**	- -%	**	**	3 2%	23 2%	1 1%
Very dissatisfied	12 1%	9 1%	3 1%	11 1%	- -%	**	**	**	2 1%	**	3 2%	**	2 2%	**	**	1 1%	11 1%	1 1%
TOTAL DISSATISFIED	36 3%	29 4% b	8 2%	35 3%	- -%	**	**	**	10 5% d	**	3 3%	**	2 2%	**	**	5 3%	34 3%	2 1%
Don't know	44 4%	32 4%	12 3%	39 4%	4 4%	**	**	**	5 3%	**	8 7%	**	3 2%	**	**	5 3%	37 4%	7 4%
TOTAL NEITHER/ DON'T KNOW	224 18%	144 19%	80 17%	200 20% lo	15 13%	**	**	**	40 21% l	**	25 20% l	**	7 7%	**	**	19 12%	200 19%	24 14%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 152**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q59 (SHOWCARD) How important to you is the service that local radio stations provide? (SINGLE CODE)**

Base : Those who ever listen to local radio

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1194	601	593	124	196	201	205	215	253	266	366	271	291	407	787	956	237
Effective Weighted Sample	1035	519	516	108	175	179	182	190	226	238	324	234	255	360	680	832	208
Total	1220	617	603	136	233	229	235	176	212	337	344	277	263	462	759	1011	208
Very important	360 30%	176 29%	184 30%	27 20%	78 33% c	64 28%	66 28%	50 28%	76 36% c	85 25%	106 31%	78 28%	91 35% i	138 30%	222 29%	278 27%	82 39% o
Fairly important	423 35%	217 35%	207 34%	47 35%	77 33%	79 35%	85 36%	70 40%	65 31%	107 32%	120 35%	105 38%	91 34%	162 35%	262 34%	352 35%	70 34%
TOTAL IMPORTANT	784 64%	393 64%	391 65%	74 55%	155 66% c	143 63%	151 64%	120 68% c	141 67% c	192 57%	226 66% i	183 66% i	182 69% i	300 65%	484 64%	630 62%	153 73% o
Neither important nor not important	245 20%	125 20%	120 20%	33 24% h	53 23% h	49 22%	49 21%	28 16%	32 15%	79 24%	67 20%	51 19%	47 18%	89 19%	156 21%	209 21%	36 17%
Not very important	107 9%	52 8%	54 9%	15 11%	13 5%	23 10%	21 9%	13 8%	22 10%	41 12% kl	33 10% l	19 7%	13 5%	40 9%	67 9%	96 10% p	10 5%
Not at all important	65 5%	40 6%	26 4%	11 8%	11 5%	9 4%	8 3%	13 8%	14 6%	19 6%	12 3%	17 6%	17 6%	23 5%	42 6%	57 6%	8 4%
TOTAL NOT IMPORTANT	172 14%	92 15%	80 13%	26 19% d	24 10%	31 14%	29 12%	27 15%	35 17%	61 18% l	45 13%	36 13%	30 11%	63 14%	109 14%	153 15% p	18 9%
Don't know	20 2%	7 1%	12 2%	3 2%	1 *% h	5 2%	6 3%	1 1%	3 2%	4 1%	6 2%	6 2%	4 2%	10 2%	10 1%	19 2%	1 *%
TOTAL NEITHER/ DON'T KNOW	265 22%	132 21%	133 22%	36 26% h	54 23%	55 24%	55 23%	30 17%	35 17%	84 25%	73 21%	57 21%	51 19%	99 21%	166 22%	228 23%	37 18%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 152**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q59 (SHOWCARD) How important to you is the service that local radio stations provide? (SINGLE CODE)**

Base : Those who ever listen to local radio

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	~f	~g	h	~i	j	~k	l	~m	~n	o	p	q
Unweighted total	1194	662	530	924	113	66	91	94	124	96	113	79	107	90	98	123	972	222
Effective Weighted Sample	1035	581	470	827	107	63	91	88	120	90	105	72	99	84	97	118	854	194
Total	1220	753	466	1022	117	47	34	126	191	106	122	68	104	94	56	155	1048	172
Very important	360	206	154	287	41	**	**	**	52	**	21	**	40	**	**	69	308	53
	30%	27%	33%	28%	35%	**	**	**	27%	**	18%	**	39%	**	**	44%	29%	31%
			a	j	j								cj			chj		
Fairly important	423	273	149	349	44	**	**	**	55	**	36	**	45	**	**	41	365	59
	35%	36%	32%	34%	37%	**	**	**	29%	**	30%	**	43%	**	**	26%	35%	34%
													ho					
TOTAL IMPORTANT	784	478	303	636	84	**	**	**	107	**	58	**	85	**	**	110	672	111
	64%	64%	65%	62%	72%	**	**	**	56%	**	47%	**	82%	**	**	70%	64%	65%
				j	chj								chj			hj		
Neither important nor not important	245	162	84	211	23	**	**	**	46	**	29	**	10	**	**	29	208	37
	20%	21%	18%	21%	19%	**	**	**	24%	**	24%	**	10%	**	**	18%	20%	21%
				l					l		l							
Not very important	107	56	51	95	7	**	**	**	20	**	21	**	4	**	**	9	92	15
	9%	7%	11%	9%	6%	**	**	**	10%	**	17%	**	3%	**	**	6%	9%	9%
			a	l					l		cdlo							
Not at all important	65	42	23	63	1	**	**	**	13	**	10	**	5	**	**	7	57	8
	5%	6%	5%	6%	1%	**	**	**	7%	**	8%	**	4%	**	**	5%	5%	5%
				d					d		d							
TOTAL NOT IMPORTANT	172	98	74	158	8	**	**	**	33	**	31	**	8	**	**	16	149	23
	14%	13%	16%	15%	7%	**	**	**	17%	**	26%	**	8%	**	**	11%	14%	13%
				dl					dl		cdlo							
Don't know	20	15	5	17	2	**	**	**	5	**	4	**	1	**	**	1	19	1
	2%	2%	1%	2%	2%	**	**	**	3%	**	3%	**	1%	**	**	1%	2%	1%
TOTAL NEITHER/ DON'T KNOW	265	177	88	228	25	**	**	**	51	**	33	**	11	**	**	30	227	38
	22%	23%	19%	22%	21%	**	**	**	27%	**	27%	**	11%	**	**	19%	22%	22%
				l	l				l		l							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 153**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q60 (SHOWCARD) How important is it to you that your local radio station is based in your local area? IF NECESSARY: For the production of local news and making programmes relevant to your local area (SINGLE CODE)**

Base : Those who ever listen to local radio

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1194	601	593	124	196	201	205	215	253	266	366	271	291	407	787	956	237
Effective Weighted Sample	1035	519	516	108	175	179	182	190	226	238	324	234	255	360	680	832	208
Total	1220	617	603	136	233	229	235	176	212	337	344	277	263	462	759	1011	208
Very important	416	205	211	29	86	75	69	73	84	112	110	89	104	152	263	325	91
	34%	33%	35%	21%	37%	33%	30%	41%	40%	33%	32%	32%	40%	33%	35%	32%	44%
					c	c		cf	cf								o
Fairly important	365	191	174	45	64	66	71	54	65	94	115	91	65	134	231	310	54
	30%	31%	29%	33%	27%	29%	30%	31%	31%	28%	34%	33%	25%	29%	30%	31%	26%
											l	l					
TOTAL IMPORTANT	781	396	384	74	150	141	140	127	149	206	226	180	169	286	494	635	145
	64%	64%	64%	54%	64%	62%	60%	72%	70%	61%	66%	65%	64%	62%	65%	63%	70%
								cef	cf								
Neither important nor not important	226	112	114	30	52	44	50	22	29	70	66	48	42	82	144	193	33
	19%	18%	19%	22%	22%	19%	21%	12%	14%	21%	19%	17%	16%	18%	19%	19%	16%
				g	gh		gh										
Not very important	104	51	52	16	13	26	23	11	15	31	26	24	22	47	56	87	17
	8%	8%	9%	12%	5%	11%	10%	6%	7%	9%	8%	9%	8%	10%	7%	9%	8%
Not at all important	92	51	41	13	17	18	15	13	16	24	19	22	26	38	54	79	13
	8%	8%	7%	10%	7%	8%	7%	8%	7%	7%	6%	8%	10%	8%	7%	8%	6%
TOTAL NOT IMPORTANT	195	102	93	29	29	43	38	24	31	55	46	46	48	85	110	166	30
	16%	17%	15%	22%	13%	19%	16%	14%	14%	16%	13%	17%	18%	18%	14%	16%	14%
				d													
Don't know	18	6	12	3	2	1	6	3	3	5	6	3	4	8	11	18	*
	2%	1%	2%	2%	1%	1%	3%	2%	1%	2%	2%	1%	1%	2%	1%	2%	***
TOTAL NEITHER/ DON'T KNOW	244	119	126	33	54	45	56	25	32	75	72	51	46	90	154	211	33
	20%	19%	21%	24%	23%	20%	24%	14%	15%	22%	21%	18%	18%	20%	20%	21%	16%
				gh	gh		gh										

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 153**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q60 (SHOWCARD) How important is it to you that your local radio station is based in your local area? IF NECESSARY: For the production of local news and making programmes relevant to your local area (SINGLE CODE)**

Base : Those who ever listen to local radio

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	~f	~g	h	~i	j	~k	l	~m	~n	o	p	q
Unweighted total	1194	662	530	924	113	66	91	94	124	96	113	79	107	90	98	123	972	222
Effective Weighted Sample	1035	581	470	827	107	63	91	88	120	90	105	72	99	84	97	118	854	194
Total	1220	753	466	1022	117	47	34	126	191	106	122	68	104	94	56	155	1048	172
Very important	416 34%	241 32%	173 37%	347 34%	34 29%	**	**	**	56 29%	**	35 29%	**	29 27%	**	**	87 56%	352 34%	64 37%
																cdhjl		
Fairly important	365 30%	231 31%	134 29%	294 29%	43 37%	**	**	**	46 24%	**	32 26%	**	38 36%	**	**	24 16%	312 30%	53 31%
				o	ho								ho					
TOTAL IMPORTANT	781 64%	472 63%	307 66%	640 63%	76 65%	**	**	**	102 54%	**	67 55%	**	67 64%	**	**	111 71%	664 63%	117 68%
																hj		
Neither important nor not important	226 19%	151 20%	75 16%	190 19%	25 22%	**	**	**	55 29%	**	19 16%	**	17 17%	**	**	17 11%	196 19%	30 18%
				o	o				cjlo									
Not very important	104 8%	64 9%	39 8%	90 9%	9 8%	**	**	**	13 7%	**	14 12%	**	14 13%	**	**	12 8%	89 9%	14 8%
Not at all important	92 8%	53 7%	38 8%	87 8%	4 4%	**	**	**	18 9%	**	18 15%	**	6 6%	**	**	15 10%	81 8%	11 6%
											cdl							
TOTAL NOT IMPORTANT	195 16%	118 16%	77 17%	177 17%	13 11%	**	**	**	31 16%	**	32 26%	**	20 19%	**	**	28 18%	170 16%	25 15%
											cd							
Don't know	18 2%	12 2%	6 1%	15 1%	2 2%	**	**	**	3 1%	**	4 3%	**	1 1%	**	**	- -%	18 2%	- -%
TOTAL NEITHER/ DON'T KNOW	244 20%	163 22%	81 17%	205 20%	27 23%	**	**	**	58 30%	**	23 19%	**	18 17%	**	**	17 11%	214 20%	30 18%
				o	o				clo									

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 154**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q61 In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)**

Base : Those who ever listen to radio

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1542	760	782	168	236	245	263	281	349	371	467	334	370	524	1018	1254	286
Effective Weighted Sample	1343	658	686	147	211	219	234	248	315	334	415	290	325	464	886	1097	252
Total	1577	780	797	185	280	276	303	239	294	463	436	339	340	594	983	1324	252
Yes	43	23	20	2	10	7	4	12	7	19	13	5	6	18	25	39	4
	3%	3%	3%	1%	4%	2%	1%	5%	2%	4%	3%	2%	2%	3%	3%	3%	2%
No	1529	755	774	182	270	268	299	225	285	443	420	333	333	574	955	1281	247
	97%	97%	97%	99%	96%	97%	99%	94%	97%	96%	96%	98%	98%	97%	97%	97%	98%
Don't know	5	2	3	-	-	1	-	2	2	1	3	1	1	1	4	5	1
	*%	*%	*%	-%	-%	1%	-%	1%	1%	*%	1%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 154**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q61 In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)**

Base : Those who ever listen to radio

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1542	838	701	1213	126	96	107	118	168	140	144	125	129	125	119	145	1259	283
Effective Weighted Sample	1343	739	624	1090	119	92	106	111	163	131	134	115	120	116	118	138	1110	246
Total	1577	955	619	1336	132	69	40	159	253	150	156	110	125	134	69	180	1350	228
Yes	43 3%	26 3%	17 3%	39 3%	2 1%	**	1 4%	8 5%	3 1%	10 7%	1 1%	4 4%	3 2%	2 1%	2 3%	5 3%	33 2%	10 4%
								j		cdhjm								
No	1529 97%	927 97%	598 97%	1291 97%	130 99%	**	39 96%	150 95%	247 98%	139 92%	155 99%	105 96%	122 98%	132 99%	66 97%	175 97%	1313 97%	216 95%
				i	i				i		i			i			q	
Don't know	5 *%	1 *%	4 1%	5 *%	- -%	**	- -%	- -%	3 1%	2 1%	1 *%	1 1%	- -%	- -%	- -%	- -%	3 *%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 155**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Television	1183	550	633	131	180	199	209	185	279	283	319	265	316	403	780	934	248
	56%	54%	58%	44%	46%	55%	57%	64%	69%	50%	56%	60%	60%	50%	60%	54%	64%
						cd	cd	cde	cdef			i	i		m		o
Radio	206	104	103	14	37	28	41	39	47	60	42	48	57	71	135	164	42
	10%	10%	9%	5%	10%	8%	11%	14%	12%	10%	7%	11%	11%	9%	10%	10%	11%
					c		c	ce	c								
Internet - Broadcaster websites/ apps	180	108	72	30	47	39	40	14	10	78	60	22	20	84	97	179	1
	9%	11%	7%	10%	12%	11%	11%	5%	3%	14%	11%	5%	4%	10%	7%	10%	1%
		b		gh	gh	gh	gh			kl	kl			n		p	1%
Newspapers (printed)	179	99	79	23	17	27	33	29	49	55	48	35	39	46	133	138	41
	8%	10%	7%	8%	4%	7%	9%	10%	12%	10%	9%	8%	7%	6%	10%	8%	11%
		b					d	d	de						m		
Internet - Newspaper websites/ apps	116	56	60	14	37	28	18	13	6	51	30	23	13	57	59	109	7
	6%	6%	6%	5%	9%	8%	5%	4%	2%	9%	5%	5%	2%	7%	5%	6%	2%
				h	cfgh	h	h	h		jkl	l	l		n		p	
Internet - social media sites/ apps (e.g. Facebook/ Twitter)	106	41	65	46	29	20	10	1	1	14	29	25	37	67	39	93	13
	5%	4%	6%	15%	7%	5%	3%	1%	1%	3%	5%	6%	7%	8%	3%	5%	3%
				defgh	fgh	gh	gh				i	i	i	n			
Word of mouth (family, friends, colleagues) - either in person, by phone, by email	34	11	23	10	11	8	2	1	2	10	6	9	10	16	18	27	7
	2%	1%	2%	3%	3%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%
				fgh	fgh	h											

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 155**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Internet - other websites/ apps (e.g. Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	20 1%	14 1%	6 1%	6 2% h	3 1%	6 2%	1 *%	1 *%	2 *%	6 1%	8 1% k	1 *%	5 1%	9 1%	11 1%	18 1%	2 1%
Magazines	2 *%	- -%	2 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%
Interactive TV services via the 'red button' or apps on the TV set	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%	- -%
TOTAL WEBSITE OR APPS	423 20%	219 22%	204 19%	95 32% fgh	116 30% fgh	94 26% gh	70 19% gh	29 10% h	19 5%	149 26% kl	128 22% kl	70 16%	75 14%	216 27% n	206 16%	399 23% p	24 6%
None of these	19 1%	3 *%	16 1% a	4 1% g	6 2% gh	4 1%	4 1%	- -%	1 *%	3 *%	8 1%	2 *%	6 1%	9 1%	10 1%	13 1%	5 1%
Do not watch/ read/ listen to news	56 3%	22 2%	34 3%	17 6% efgh	20 5% efgh	5 1%	6 2%	3 1%	5 1%	8 1%	15 3%	11 3%	22 4% i	34 4% n	22 2%	37 2%	19 5% o
Don't know	4 *%	2 *%	2 *%	2 1%	1 *%	1 *%	- -%	- -%	- -%	* *%	3 *%	1 *%	- -%	1 *%	3 *%	4 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 155**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)**

Base : All respondents

		WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Television	1183	589	590	961	115	66	42	163	136	86	98	83	88	114	54	139	1040	143
	56%	50%	64%	55%	63%	63%	72%	62%	46%	48%	51%	56%	48%	63%	60%	60%	57%	51%
		a	h	chijl	chijl	chijklno	hijl							chijl	hil	hil		
Radio	206	131	75	173	19	7	7	13	40	31	18	15	25	13	6	13	169	38
	10%	11%	8%	10%	10%	7%	12%	5%	14%	17%	10%	10%	14%	7%	7%	5%	9%	14%
		b		g	g		go		gno	cegmno			gno					p
Internet - Broadcaster websites/ apps	180	137	42	160	15	4	2	21	42	18	23	17	9	7	4	18	151	29
	9%	12%	5%	9%	8%	4%	3%	8%	14%	10%	12%	11%	5%	4%	5%	8%	8%	10%
		b		fm	f			f	cefglmno	fm	eflmn	eflmn				f		
Newspapers (printed)	179	103	76	156	10	13	1	28	20	12	24	9	28	5	7	23	147	32
	8%	9%	8%	9%	5%	12%	1%	11%	7%	7%	12%	6%	16%	3%	8%	10%	8%	12%
				fm		dfm		fm	f	f	dfkm	f	cdfhikmn		fm	fm		p
Internet - Newspaper websites/ apps	116	87	29	101	9	6	1	21	30	6	5	10	5	4	4	16	105	11
	6%	7%	3%	6%	5%	6%	1%	8%	10%	3%	3%	7%	3%	2%	4%	7%	6%	4%
		b		f		f		fjlm	cdfijlmn			f				f		
Internet - social media sites/ apps (e.g. Facebook/ Twitter)	106	61	45	95	7	3	2	8	13	12	16	14	4	19	5	3	100	6
	5%	5%	5%	5%	4%	3%	3%	3%	4%	7%	8%	9%	2%	11%	6%	1%	5%	2%
				o						lo	efglo	cdefglo		cdefghlo	o		q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 155**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Word of mouth (family, friends, colleagues) - either in person, by phone, by email	34 2%	20 2%	14 2%	32 2%	2 1%	- -%	* 1%	- -%	5 2%	10 5%	2 1%	1 1%	3 2%	4 2%	1 1%	4 2%	31 2%	3 1%
									cdefg	ijkn				g				
Internet - other websites/ apps (e.g. Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	20 1%	11 1%	10 1%	18 1%	- -%	1 1%	* 1%	3 1%	1 1%	1 1%	4 2%	- -%	1 1%	- -%	3 3%	5 2%	16 1%	4 2%
															cdkm			
Magazines	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	2 *%	- -%
													c					
Interactive TV services via the 'red button' or apps on the TV set	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%
TOTAL WEBSITE OR APPS	423 20%	296 25%	125 14%	373 21%	31 17%	14 14%	4 7%	54 20%	87 30%	38 21%	47 25%	41 27%	19 10%	31 17%	16 18%	42 18%	372 20%	51 18%
		b		efl	f			fl	cdefglmno	fl	efl	deflmno		f	fl	fl		
None of these	19 1%	11 1%	8 1%	17 1%	- -%	1 1%	1 2%	4 1%	- -%	1 *%	1 1%	- -%	1 1%	2 1%	- -%	8 3%	17 1%	2 1%
																cdhkn		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 155**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Do not watch/ read/ listen to news	56 3%	25 2%	31 3%	44 3%	6 3%	3 3%	3 5%	3 1%	3 1%	3 2%	1 1%	- -%	14 8%	11 6%	6 7%	3 1%	47 3%	9 3%
				k	k	k	ghjk						cghijko	cghijko	cghijko			
Don't know	4 *%	2 *%	2 *%	2 *%	1 1%	- -%	* 1%	- -%	1 1%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	4 *%	* *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 156**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Television	1648	796	852	194	249	282	300	251	372	425	452	358	411	576	1072	1326	321
	78%	79%	78%	65%	64%	77%	83%	87%	92%	75%	80%	81%	78%	72%	82%	77%	83%
						cd	cd	cde	cdefg			i			m		o
Newspapers (printed)	702	367	335	47	105	108	115	116	211	194	191	150	166	177	525	549	153
	33%	36%	31%	16%	27%	30%	32%	40%	52%	34%	34%	34%	32%	22%	40%	32%	40%
		b			c	c	c	cdef	cdefg						m		o
Radio	693	343	350	56	113	111	142	119	153	205	172	162	154	250	443	558	134
	33%	34%	32%	19%	29%	30%	39%	41%	38%	36%	30%	37%	29%	31%	34%	32%	35%
					c	c	cde	cde	cde	l		jl					
Internet - Broadcaster websites/ apps	464	266	198	67	104	117	86	53	36	188	150	66	61	208	256	457	7
	22%	26%	18%	23%	27%	32%	24%	18%	9%	33%	26%	15%	12%	26%	20%	27%	2%
		b		h	gh	cfgh	h	h		jkl	kl			n		p	
Internet - social media sites/ apps (e.g. Facebook/ Twitter)	358	158	199	104	103	74	48	19	10	83	99	82	94	195	163	328	30
	17%	16%	18%	35%	26%	20%	13%	7%	3%	15%	17%	19%	18%	24%	12%	19%	8%
				defgh	fgh	fgh	gh	h						n		p	
Internet - Newspaper websites/ apps	343	162	181	52	90	76	55	44	26	144	96	52	50	148	195	329	14
	16%	16%	16%	17%	23%	21%	15%	15%	7%	25%	17%	12%	10%	19%	15%	19%	3%
				h	fgh	h	h	h		jkl	kl			n		p	
Word of mouth (family, friends, colleagues) - either in person, by phone, by email	228	104	124	49	56	43	19	26	35	56	61	47	63	100	128	181	46
	11%	10%	11%	17%	14%	12%	5%	9%	9%	10%	11%	11%	12%	13%	10%	11%	12%
				fgh	fgh	f											

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 156**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Internet - other websites/ apps (e.g. Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	110 5%	61 6%	49 4%	22 7% h	27 7% h	21 6% h	19 5% h	12 4%	10 2%	41 7% l	27 5%	21 5%	22 4%	53 7% n	57 4%	107 6% p	3 1%
Magazines	45 2%	17 2%	28 3%	7 2%	12 3%	8 2%	5 1%	6 2%	7 2%	13 2%	16 3%	7 2%	9 2%	20 2%	26 2%	41 2%	5 1%
Interactive TV services via the 'red button' or apps on the TV set	21 1%	14 1%	7 1%	1 *% p	4 1%	3 1%	2 1%	5 2%	7 2%	12 2%	4 1%	2 1%	3 1%	7 1%	14 1%	21 1% p	- -%
TOTAL WEBSITE OR APPS	955 45% b	483 48% b	472 43% a	187 63% efgh	230 59% efgh	206 56% efgh	166 46% gh	104 36% h	62 15%	311 55% kl	282 50% kl	175 40%	188 36%	461 58% n	494 38%	908 53% p	47 12%
Do not watch/ read/ listen to news	75 4%	24 2%	51 5% a	21 7% efgh	26 7% efgh	9 3%	9 3%	3 1%	6 2%	10 2%	23 4% i	13 3%	29 5% i	43 5% n	32 2%	50 3%	25 6% o
Don't know	4 *% p	2 *% p	2 *% p	2 1%	1 *% p	1 *% p	- -% p	- -% p	- -% p	* *% p	3 *% p	1 *% p	- -% p	1 *% p	3 *% p	4 *% p	- -% p

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 156**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Television	1648	889	755	1368	143	85	51	219	220	131	153	115	136	143	72	180	1433	215
	78%	76%	82% a	78%	78%	82% i	88% cdhiklo	83% i	75%	73%	80%	78%	75%	79%	80%	77%	78%	77%
Newspapers (printed)	702	369	333	590	56	37	19	125	91	62	74	40	55	38	26	78	600	102
	33%	31%	36% a	33% m	31%	36% m	33% m	48% cdefhiklmno	31% m	35% m	38% km	27%	30%	21%	29%	33% m	33%	37%
Radio	693	416	275	592	58	24	19	49	111	73	69	57	70	76	24	64	572	121
	33%	35% b	30%	34% eg	32% g	23%	32% g	18% egno	38% egno	40% egno	36% eg	39% egno	38% egno	42% cegno	27% g	28% g	31%	44% p
Internet - Broadcaster websites/ apps	464	340	122	411	38	10	5	93	92	50	47	32	14	32	13	38	393	71
	22%	29% b	13%	23% eflno	21% efl	10%	8%	35% cdefijklmno	31% cdeflmno	28% eflmno	24% efln	22% efl	8%	18% fl	14%	16% fl	21%	26%
Internet - social media sites/ apps (e.g. Facebook/ Twitter)	358	225	131	305	35	13	5	29	40	47	44	35	23	42	16	29	322	36
	17%	19% b	14%	17% fg	19% fg	13%	8%	11% cefgghlo	13% cefgghlo	26% efghlo	23% efghlo	24% cefgghlo	13%	23% efghlo	18% f	13%	18%	13%
Internet - Newspaper websites/ apps	343	235	108	309	22	9	3	77	66	27	29	27	18	18	15	32	295	48
	16%	20% b	12%	18% eflm	12% f	9%	5%	29% cdefijklmno	22% deflmo	15% f	15% f	19% eflm	10%	10%	17% ef	14% f	16%	17%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 156**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Word of mouth (family, friends, colleagues) - either in person, by phone, by email	228 11%	122 10%	105 11%	203 12% eg	14 8%	6 5%	4 8%	15 6%	23 8%	34 19% cdefghjln	20 11%	18 12% eg	19 11%	44 24% cdefghjklno	8 9%	24 10%	199 11%	29 10%
Internet - other websites/ apps (e.g. Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	110 5%	75 6% b	35 4%	99 6% fl	7 4%	3 3%	1 1%	16 6% fl	21 7% fl	20 11% cdefklm	10 5% l	5 3%	2 1%	8 5% l	5 6% fl	13 5% fl	98 5%	12 4%
Magazines	45 2%	27 2%	18 2%	42 2%	1 *% a	2 2%	- -%	5 2%	4 2% cdfhmn	10 6% f	4 2%	4 3% f	4 2%	3 2%	1 1%	6 3% f	39 2%	7 2%
Interactive TV services via the 'red button' or apps on the TV set	21 1%	7 1%	14 2% a	20 1%	1 1%	- -%	* 1%	1 *% a	3 1%	4 2%	5 3% k	- -%	1 *% a	2 1%	2 2%	3 1%	16 1%	5 2%
TOTAL WEBSITE OR APPS	955 45%	649 55% b	303 33%	831 47% eflo	82 45% efl	32 31% f	10 18% cdefilmno	157 60% eflmo	159 54% eflmo	95 53% eflo	99 52% eflo	76 51% eflo	44 24%	77 43% efl	39 44% efl	84 36% fl	827 45%	128 46%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 156**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Do not watch/ read/ listen to news	75 4%	36 3%	39 4%	61 3%	6 3%	4 4%	4 6%	7 2%	3 1%	4 2%	2 1%	- -%	16 9%	13 7%	6 7%	11 5%	64 4%	10 4%
				k	k	k	hjk	k					cdghijk	cghijk	hjk	hk		
Don't know	4 *%	2 *%	2 *%	2 *%	1 1%	- -%	* 1%	- -%	1 1%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	4 *%	* *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 157**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Television	1126	517	610	133	183	217	195	153	246	268	316	233	309	411	715	896	230
	53%	51%	56%	45%	47%	59%	54%	53%	61%	47%	56%	53%	59%	51%	55%	52%	59%
						cd	c		cd		i		i				o
Radio	162	87	75	20	28	11	35	35	35	49	31	44	38	58	104	138	25
	8%	9%	7%	7%	7%	3%	10%	12%	9%	9%	5%	10%	7%	7%	8%	8%	6%
				e	e		e	cde	e			j					
Internet - Broadcaster websites/ apps	156	94	62	25	37	41	24	19	9	71	43	27	15	77	79	154	2
	7%	9%	6%	9%	9%	11%	7%	7%	2%	12%	8%	6%	3%	10%	6%	9%	1%
		b		h	h	gh	h	h		jkl	l	l		n		p	
Newspapers (printed)	117	53	64	18	26	7	18	15	34	30	39	19	29	30	88	95	22
	6%	5%	6%	6%	7%	2%	5%	5%	8%	5%	7%	4%	6%	4%	7%	6%	6%
				e	e			e	e						m		
Internet - Newspaper websites/ apps	63	32	31	6	22	8	17	5	4	24	13	17	8	29	34	60	3
	3%	3%	3%	2%	6%	2%	5%	2%	1%	4%	2%	4%	2%	4%	3%	3%	1%
					cegh		gh			l		l				p	
Internet - social media sites/ apps such as Facebook or Twitter	41	21	19	11	15	7	4	3	-	15	5	6	14	25	16	38	2
	2%	2%	2%	4%	4%	2%	1%	1%	-%	3%	1%	1%	3%	3%	1%	2%	1%
				gh	fgh	h	h			j			j	n		p	
Talking to people	19	6	13	5	2	3	4	*	5	6	5	3	4	8	11	15	4
	1%	1%	1%	2%	%	1%	1%	%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 157**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)**

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Internet - other websites/ apps such as Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	10 *%	6 1%	4 *%	4 1%	1 *%	4 1%	1 *%	1 *%	1 *%	3 1%	4 1%	- -%	3 1%	4 *%	6 *%	10 1%	- -%
Magazines	5 *%	3 *%	2 *%	- -%	4 1% h	- -%	- -%	1 *%	- -%	2 *%	2 *%	- -%	1 *%	1 *%	4 *%	5 *%	- -%
Other	2 *%	2 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	2 *%	- -%	- -%	1 *%	1 *%	2 *%	- -%
TOTAL INTERNET	269 13%	153 15%	116 11%	46 16%	75 19%	61 17%	46 13%	27 9%	13 3%	113 20%	66 12%	51 11%	40 8%	134 17%	135 10%	262 15%	7 2%
		b		gh	fgh	gh	h	h		ijkl	l	l		n		p	
None are accurate	171 8%	73 7%	99 9%	28 9%	31 8%	26 7%	28 8%	28 10%	30 8%	56 10%	47 8%	28 6%	40 8%	65 8%	107 8%	142 8%	29 7%
All are equally accurate	109 5%	56 6%	53 5%	16 5%	17 4%	21 6%	24 7%	12 4%	20 5%	21 4%	37 6%	32 7% il	20 4%	36 4%	74 6%	78 5%	31 8% o
Do not watch/ read/ listen to news	45 2%	20 2%	25 2%	19 6% defgh	10 3%	6 2%	3 1%	2 1%	6 1%	3 1%	5 1%	11 2% i	26 5% ij	25 3% n	20 2%	27 2%	18 5% o
Don't know	80 4%	40 4%	40 4%	13 4%	14 3%	15 4%	12 3%	14 5%	14 3%	21 4%	18 3%	22 5%	20 4%	31 4%	49 4%	59 3%	21 5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 157**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Television	1126	605	519	932	101	57	38	151	139	89	100	76	82	118	40	137	988	139
	53%	51%	56%	53%	55%	55%	65% chijkln	57% ln	47%	49%	52%	52%	45% cdehijkln	66%	45%	59% hln	54%	50%
Radio	162	92	69	135	16	8	3	12	28	18	21	11	20	9	6	11	138	24
	8%	8%	7%	8%	9%	8%	5%	4%	10% g	10%	11% go	7%	11% go	5%	7%	5%	8%	9%
Internet - Broadcaster websites/ apps	156	109	46	143	8	3	2	29	27	17	27	9	9	8	5	12	139	16
	7%	9% b	5%	8% ef	5%	3%	3%	11% deflm	9% ef	10% ef	14% cdefklmno	6%	5%	4%	6%	5%	8%	6%
Newspapers (printed)	117	59	58	103	8	6	*	23	24	10	13	3	16	2	5	6	100	17
	6%	5%	6%	6% fm	4% f	6% fm	1%	9% fkmo	8% fkmo	6% fm	7% fm	2%	9% fkmo	1%	6% fm	2%	5%	6%
Internet - Newspaper websites/ apps	63	50	13	49	8	5	*	16	10	3	4	3	3	3	3	6	58	5
	3%	4% b	1%	3%	4%	5% f	1%	6% cfiklm	3%	1%	2%	2%	2%	1%	4%	3%	3%	2%
Internet - social media sites/ apps such as Facebook or Twitter	41	22	17	33	6	1	*	3	1	4	4	3	3	4	4	7	37	4
	2%	2%	2%	2%	3%	1%	1%	1%	*%	2%	2%	2%	2%	2%	4% fh	3%	2%	1%
Talking to people	19	8	11	14	1	3	*	1	5	3	1	2	2	-	1	-	17	2
	1%	1%	1%	1%	*%	3% cdgmo	1%	*%	2%	2%	1%	1%	1%	-%	1%	-%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 157**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Internet - other websites/ apps such as Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	10	7	3	9	1	-	-	-	-	1	1	1	1	-	1	3	9	1
	%	1%	%	1%	1%	-%	-%	-%	-%	1%	1%	1%	1%	-%	1%	1%	%	%
Magazines	5	2	2	4	1	-	-	3	-	-	-	1	-	-	-	-	4	1
	%	%	%	%	%	-%	-%	1%	-%	-%	-%	%	-%	-%	-%	-%	%	%
								c										
Other	2	2	-	2	-	-	-	1	-	-	-	1	-	-	-	-	2	-
	%	%	-%	%	-%	-%	-%	%	-%	-%	-%	1%	-%	-%	-%	-%	%	-%
TOTAL INTERNET	269	189	79	234	23	9	3	48	38	24	36	17	17	14	13	28	243	26
	13%	16%	9%	13%	12%	9%	5%	18%	13%	13%	19%	11%	9%	8%	15%	12%	13%	9%
		b		f	f			eflm	f	f	eflm	f			f	f		
None are accurate	171	91	80	150	12	8	2	5	21	19	11	26	16	17	16	21	149	23
	8%	8%	9%	9%	6%	7%	3%	2%	7%	10%	6%	17%	9%	9%	18%	9%	8%	8%
				fg	g	g			g	fg		cdefghjlm	fg	fg	cdefghijlmo	fg		
All are equally accurate	109	69	40	87	13	5	4	12	19	12	3	6	14	1	3	17	85	24
	5%	6%	4%	5%	7%	5%	7%	5%	7%	7%	1%	4%	8%	%	4%	7%	5%	9%
				jm	jm	m	jm	m	jm	jm		m	jm		m	jm		p
Do not watch/ read/ listen to news	45	15	29	35	5	2	2	3	1	3	-	1	8	13	3	3	38	7
	2%	1%	3%	2%	3%	2%	4%	1%	1%	2%	-%	1%	4%	7%	4%	1%	2%	3%
			a		j	j	hj						hjk	cghijko	hj			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 157**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	80	42	38	64	5	5	6	6	18	3	8	4	8	5	1	10	66	14
	4%	4%	4%	4%	3%	5%	10%	2%	6%	1%	4%	3%	5%	3%	2%	4%	4%	5%
							cdgijkmno		gin									

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 158**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q65 (SHOWCARD) And which one would you say is the next most accurate after that - so the second most accurate source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Radio	443	205	238	38	79	71	75	72	107	111	122	102	107	151	292	362	80
	21%	20%	22%	13%	20%	20%	20%	25%	27%	20%	22%	23%	20%	19%	22%	21%	21%
Newspapers (printed)	355	176	180	46	45	71	58	43	93	104	84	86	81	118	237	277	78
	17%	17%	16%	15%	11%	20%	16%	15%	23%	18%	15%	19%	15%	15%	18%	16%	20%
Television	315	152	162	45	54	38	71	52	55	100	83	67	64	118	196	269	46
	15%	15%	15%	15%	14%	10%	19%	18%	14%	18%	15%	15%	12%	15%	15%	16%	12%
Internet - Broadcaster websites/ apps	183	90	93	29	47	44	30	18	15	61	63	26	33	88	95	176	7
	9%	9%	8%	10%	12%	12%	8%	6%	4%	11%	11%	6%	6%	11%	7%	10%	2%
Internet - Newspaper websites/ apps	84	47	37	15	25	20	9	7	7	31	31	4	17	42	42	80	3
	4%	5%	3%	5%	6%	6%	3%	2%	2%	5%	6%	1%	3%	5%	3%	5%	1%
Internet - social media sites/ apps such as Facebook or Twitter	39	18	21	10	13	5	9	2	-	6	10	11	13	24	16	36	3
	2%	2%	2%	3%	3%	1%	3%	1%	-%	1%	2%	2%	2%	3%	1%	2%	1%
Talking to people	36	21	15	5	9	6	4	1	10	5	6	9	15	8	28	23	13
	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%	3%
Magazines	24	10	14	1	7	5	6	2	4	6	10	1	6	8	16	23	1
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 158**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q65 (SHOWCARD) And which one would you say is the next most accurate after that - so the second most accurate source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Internet - other websites/ apps such as Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	24 1%	15 2%	8 1%	6 2% h	6 2% h	4 1%	3 1%	3 1%	1 *%	7 1%	5 1%	7 2%	4 1%	11 1%	13 1%	23 1%	1 *%
Other	5 *%	3 *%	2 *%	2 1%	- -%	- -%	- -%	2 1%	1 *%	- -%	1 *%	3 1%	1 *%	3 *%	2 *%	5 *%	- -%
TOTAL INTERNET	330 16%	170 17%	159 15%	60 20% gh	91 23% fgh	73 20% gh	52 14% h	30 11% h	23 6%	105 18% kl	110 19% kl	47 11%	67 13%	164 21% n	165 13%	316 18% p	14 4%
None/ no others are accurate	214 10%	95 9%	119 11%	32 11%	39 10%	34 9%	36 10%	35 12%	38 10%	68 12%	56 10%	36 8%	53 10%	80 10%	133 10%	175 10%	39 10%
All/ all others are equally accurate	139 7%	70 7%	69 6%	19 7%	23 6%	29 8%	26 7%	15 5%	26 7%	23 4%	43 8% i	39 9% i	34 6%	52 6%	87 7%	100 6%	39 10% o
Do not watch/ read/ listen to news	45 2%	20 2%	25 2%	19 6% defgh	10 3%	6 2%	3 1%	2 1%	6 1%	3 1%	5 1%	11 2% i	26 5% ij	25 3% n	20 2%	27 2%	18 5% o
Don't know	202 10%	88 9%	114 10%	29 10%	33 9%	32 9%	34 9%	34 12%	40 10%	42 7%	46 8%	41 9%	73 14% ijk	71 9%	131 10%	144 8%	59 15% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 158**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q65 (SHOWCARD) And which one would you say is the next most accurate after that - so the second most accurate source? (SINGLE CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Radio	443	252	190	373	43	17	9	20	55	37	41	41	32	62	18	68	383	60
	21%	21%	21%	21%	23%	17%	16%	8%	19%	20%	21%	28%	17%	34%	20%	29%	21%	22%
				g	g	g	g		g	g	g	efghl	g	cdefghijn	g	cefglh		
Newspapers (printed)	355	181	172	288	32	19	17	77	47	20	38	21	32	15	8	29	318	37
	17%	15%	19%	16%	18%	18%	29%	29%	16%	11%	20%	14%	18%	8%	9%	13%	17%	14%
				mn	mn	mn	cdehiklmno	cdehijklmno	mn		imn		mn					
Television	315	187	126	264	29	18	4	48	53	29	42	15	31	16	14	15	271	44
	15%	16%	14%	15%	16%	17%	7%	18%	18%	16%	22%	10%	17%	9%	16%	6%	15%	16%
				fmo	fo	fmo		fkmo	fkmo	fo	cfkmo		fmo		fo			
Internet - Broadcaster websites/ apps	183	125	58	158	15	7	3	32	32	20	21	7	7	6	9	24	160	23
	9%	11%	6%	9%	8%	7%	5%	12%	11%	11%	11%	5%	4%	3%	10%	10%	9%	8%
		b		lm				fkln	fkln	fkln	fkln				lm	lm		
Internet - Newspaper websites/ apps	84	53	30	76	4	3	*	19	9	8	6	4	8	8	5	10	76	7
	4%	5%	3%	4%	2%	3%	1%	7%	3%	4%	3%	3%	5%	4%	5%	4%	4%	3%
				f				df		f			f	f	f	f		
Internet - social media sites/ apps such as Facebook or Twitter	39	24	15	32	4	2	*	2	1	5	6	3	4	6	1	3	36	3
	2%	2%	2%	2%	2%	2%	1%	1%	1%	3%	3%	2%	2%	4%	1%	1%	2%	1%
											h			h				
Talking to people	36	17	20	30	4	1	2	4	-	6	4	4	3	5	1	3	31	5
	2%	1%	2%	2%	2%	1%	3%	2%	-	3%	2%	3%	2%	3%	1%	1%	2%	2%
					h		h			h		h		h				
Magazines	24	17	7	22	1	1	-	12	6	-	-	-	2	-	-	1	23	1
	1%	1%	1%	1%	1%	1%	-	5%	2%	-	-	-	1%	-	-	1%	1%	1%
								cdfijklnmo										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 158**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q65 (SHOWCARD) And which one would you say is the next most accurate after that - so the second most accurate source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Internet - other websites/ apps such as Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	24 1%	16 1%	6 1%	22 1%	- -%	1 1%	* 1%	- -%	5 2%	4 2% dg	5 2% dgl	2 2%	- -%	2 1%	1 1%	3 1%	21 1%	3 1%
Other	5 *%	2 *%	2 *%	4 *%	- -%	1 1%	- -%	- -%	- -%	2 1%	- -%	2 1% c	- -%	- -%	- -%	- -%	5 *%	- -%
TOTAL INTERNET	330 16%	218 19% b	110 12%	289 16% f	23 12% f	14 14% f	4 7%	52 20% fkl	48 16% f	37 20% fkl	38 20% fkl	16 11%	20 11%	22 12%	16 17% f	39 17% f	293 16%	36 13%
None/ no others are accurate	214 10%	114 10%	100 11%	185 11% fg	17 9% g	9 9% g	3 5%	9 3%	24 8% g	20 11% fg	13 7% cdefghijlmo	32 22%	18 10% g	23 13% fg	19 21% cdefghijlo	28 12% fg	187 10%	27 10%
All/ all others are equally accurate	139 7%	80 7%	58 6%	109 6% jm	18 10% jkm	5 5% m	7 12% cegikmn	15 6% jm	24 8% jm	19 11% cjkmn	3 1%	6 4%	18 10% jkm	2 1%	4 4%	18 8% jm	106 6%	32 12% p
Do not watch/ read/ listen to news	45 2%	15 1%	29 3% a	35 2%	5 3% j	2 2% j	2 4% hj	3 1%	1 1%	3 2%	- -%	1 1%	8 4% hjk	13 7% cghijko	3 4% hj	3 1%	38 2%	7 3%
Don't know	202 10%	93 8%	110 12% a	163 9% i	12 7%	16 15% cdijk	11 19% cdgijkln	24 9%	34 12% i	8 4%	14 7%	8 6%	18 10% i	22 12% ik	7 8%	28 12% ik	175 10%	28 10%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 159**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q66 (SHOWCARD) And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Newspapers (printed)	266	135	131	31	47	36	52	36	64	77	68	59	62	86	180	218	48
	13%	13%	12%	10%	12%	10%	14%	13%	16% ce	14%	12%	13%	12%	11%	14%	13%	12%
Internet - Broadcaster websites/ apps	226	108	117	23	48	49	50	27	29	77	68	34	46	103	123	210	16
	11%	11%	11%	8%	12% h	13% ch	14% ch	9%	7%	14% kl	12% k	8%	9%	13% n	9%	12% p	4%
Radio	222	108	114	29	40	38	46	31	38	69	66	44	43	83	139	182	40
	11%	11%	10%	10%	10%	10%	13%	11%	10%	12% l	12%	10%	8%	10%	11%	11%	10%
Internet - Newspaper websites/ apps	118	59	59	21	25	27	17	16	12	37	40	24	17	50	68	114	4
	6%	6%	5%	7% h	7% h	7% h	5%	6%	3%	6% l	7% l	5%	3%	6%	5%	7% p	1%
Television	83	54	29	11	23	16	8	10	14	24	29	19	10	37	46	80	3
	4%	5% b	3%	4%	6% f	4%	2%	3%	4%	4% l	5% l	4% l	2%	5%	4%	5% p	1%
Magazines	81	37	44	19	16	14	10	4	18	16	24	18	23	29	52	67	14
	4%	4%	4%	6% fg	4% g	4%	3%	1%	5% g	3%	4%	4%	4%	4%	4%	4%	4%
Internet - social media sites/ apps such as Facebook or Twitter	75	29	46	18	23	22	9	2	1	17	21	20	18	46	29	68	7
	4%	3%	4%	6% fgh	6% fgh	6% fgh	2% h	1%	*%	3%	4%	4%	3%	6% n	2%	4% p	2%
Talking to people	74	35	39	7	11	9	11	16	21	17	14	14	29	21	53	57	17
	4%	3%	4%	2%	3%	2%	3%	6% e	5%	3%	2%	3%	5% j	3%	4%	3%	4%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 159**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q66 (SHOWCARD) And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Internet - other websites/ apps such as Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	29	16	13	4	4	9	5	5	2	13	8	4	4	13	16	29	-
	1%	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	-%
						h										p	
Other	2	2	-	1	-	-	-	1	-	-	-	1	1	1	1	1	1
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%
TOTAL INTERNET	448	213	235	66	101	107	80	51	44	144	136	82	86	212	236	422	27
	21%	21%	21%	22%	26%	29%	22%	18%	11%	25%	24%	19%	16%	27%	18%	25%	7%
				h	gh	gh	h	h		kl	l			n		p	
None/ no others are accurate	285	131	154	37	56	49	48	40	56	89	69	59	69	107	178	233	52
	14%	13%	14%	12%	14%	13%	13%	14%	14%	16%	12%	13%	13%	13%	14%	14%	13%
All/ all others are equally accurate	191	97	93	26	28	42	31	22	42	44	59	49	39	71	119	143	48
	9%	10%	8%	9%	7%	11%	9%	8%	11%	8%	10%	11%	7%	9%	9%	8%	12%
																o	
Do not watch/ read/ listen to news	45	20	25	19	10	6	3	2	6	3	5	11	26	25	20	27	18
	2%	2%	2%	6%	3%	2%	1%	1%	1%	1%	1%	2%	5%	3%	2%	2%	5%
				defgh								i	ij	n			o
Don't know	411	178	232	50	60	49	76	75	100	85	99	87	140	127	283	291	119
	19%	18%	21%	17%	15%	14%	21%	26%	25%	15%	17%	20%	27%	16%	22%	17%	31%
							e	cde	cde				ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 159**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q66 (SHOWCARD)** And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers (printed)	266 13%	148 13%	118 13%	228 13% e	27 15% e	6 6%	5 8%	30 11%	38 13% e	27 15% e	22 12%	19 13% e	24 13% e	22 12%	10 11%	37 16% ef	229 13%	37 13%
Internet - Broadcaster websites/ apps	226 11%	146 12% b	78 8%	202 11% efl	18 10% efl	4 4%	1 3%	49 19% cdefjlno	35 12% efl	20 11% efl	18 9% f	25 17% eflno	8 4%	20 11% efl	7 7% f	22 9% f	201 11%	25 9%
Radio	222 11%	141 12% b	80 9%	177 10%	23 12% o	11 10%	12 20% ceghklmno	22 8%	35 12%	22 12%	26 13% o	12 8%	18 10%	18 10%	10 11%	14 6%	198 11%	24 9%
Internet - Newspaper websites/ apps	118 6%	79 7% b	39 4%	105 6% fm	4 2%	9 8% dfmn	* 1%	19 7% dfm	19 6% fm	6 3%	17 9% dfimn	10 7% fm	13 7% fm	3 2%	2 3%	15 6% fm	100 5%	18 7%
Television	83 4%	49 4%	34 4%	70 4%	9 5%	3 3%	1 2%	20 8% cfhikm	9 3%	5 3%	6 3%	3 2%	7 4%	2 1%	5 5% m	12 5% m	76 4%	7 2%
Magazines	81 4%	40 3%	41 4%	72 4% emo	4 2%	1 1%	4 7% deikmno	30 12% cdeijklmno	18 6% eimno	2 1%	7 4% mo	3 2%	9 5% eimo	- -%	1 1%	1 *% q	77 4%	3 1%
Internet - social media sites/ apps such as Facebook or Twitter	75 4%	53 5% b	21 2%	68 4% f	4 2%	3 3%	* 1%	17 7% dfh	7 2%	5 3%	5 3%	5 4%	8 4% f	11 6% f	3 3%	6 3%	71 4% q	4 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 159**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q66 (SHOWCARD) And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Talking to people	74 4%	34 3%	39 4%	58 3%	11 6%	5 5%	- -%	1 1%	6 2%	5 3%	15 8%	7 5%	5 3%	9 5%	1 1%	11 5%	66 4%	9 3%
				fg	fgn	fgn				f	cfghiln	fgn		fgn		fgn		
Internet - other websites/ apps such as Huffington Post, Vice, Buzzfeed, or news from the internet service provider homepage such as Virgin)	29 1%	23 2% b	7 1%	27 2%	3 1%	- -%	- -%	3 1%	7 2%	2 1%	7 4% ceklm	1 1%	1 *%	1 *%	2 3% f	3 1%	27 1%	2 1%
Other	2 *%	2 *%	- -%	2 *%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	2 *%	- -%
TOTAL INTERNET	448 21%	301 26% b	145 16%	402 23% defl	29 16% f	15 15% f	2 4% cdefhilmno	88 34%	67 23% f	33 18% f	48 25% defl	41 28% defiln	29 16% f	34 19% f	14 16% f	46 20% f	399 22%	50 18%
None/ no others are accurate	285 14%	157 13%	128 14%	244 14% g	19 10% g	16 15% g	6 10%	13 5%	29 10%	29 16% g	21 11% g	38 26% cdefghijlmo	25 14% g	30 17% g	22 25% cdefghjlo	37 16% g	254 14%	31 11%
All/ all others are equally accurate	191 9%	102 9%	88 10%	151 9% m	27 15% cejkmn	6 5%	7 12% ejkm	24 9% m	29 10% km	28 16% cejkmn	10 5%	6 4%	22 12% ejkm	3 2%	6 6%	24 10% km	146 8%	45 16% p
Do not watch/ read/ listen to news	45 2%	15 1%	29 3%	35 2%	5 3% a	2 2% j	2 4% hj	3 1%	1 1%	3 2%	- -%	1 1%	8 4% hjk	13 7% cghijko	3 4% hj	3 1%	38 2%	7 3%
Columns Tested:	a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q66 (SHOWCARD) And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	411	187	222	323	30	38	19	31	62	26	38	16	34	50	18	48	346	65
	19%	16%	24%	18%	17%	37%	33%	12%	21%	14%	20%	11%	19%	28%	21%	21%	19%	23%
			a	gk		cdghijklno	cdghijklno		gk		gk		k	cdgik	gk	gk		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 160**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Television	1524	724	801	189	260	271	274	215	316	393	428	319	383	566	958	1244	279
	72%	72%	73%	64%	67%	74%	75%	75%	78%	69%	75%	72%	73%	71%	73%	72%	72%
						cd	cd	cd	cd		i						
Radio	827	400	427	87	147	120	155	137	180	230	219	190	187	292	535	681	145
	39%	40%	39%	29%	38%	33%	43%	48%	45%	40%	39%	43%	36%	36%	41%	40%	38%
					c		ce	cde	ce			l					
Newspapers (printed)	739	363	376	95	117	115	128	94	190	212	191	163	173	234	505	590	148
	35%	36%	34%	32%	30%	31%	35%	33%	47%	37%	34%	37%	33%	29%	39%	34%	38%
									cdefg						m		
Internet - Broadcaster websites/ apps	565	292	272	77	132	134	104	64	53	209	175	87	94	268	297	540	25
	27%	29%	25%	26%	34%	37%	29%	22%	13%	37%	31%	20%	18%	33%	23%	31%	6%
				h	cgh	cgh	h	h		kl	kl			n		p	
Internet - Newspaper websites/ apps	264	138	126	43	73	56	43	28	23	91	85	46	43	121	143	254	10
	13%	14%	12%	14%	19%	15%	12%	10%	6%	16%	15%	10%	8%	15%	11%	15%	3%
				h	fgh	gh	h	h		kl	kl			n		p	
Internet - social media sites/ apps such as Facebook or Twitter	155	69	86	39	51	34	23	7	1	38	36	36	45	94	60	143	12
	7%	7%	8%	13%	13%	9%	6%	2%	*%	7%	6%	8%	8%	12%	5%	8%	3%
				fgh	fgh	gh	gh	h						n		p	
Talking to people	129	62	68	18	22	18	19	18	35	29	25	27	48	38	92	96	34
	6%	6%	6%	6%	6%	5%	5%	6%	9%	5%	4%	6%	9%	5%	7%	6%	9%
													ij			o	
Magazines	109	50	59	20	26	19	15	7	22	24	37	19	29	37	72	94	15
	5%	5%	5%	7%	7%	5%	4%	2%	5%	4%	6%	4%	6%	5%	5%	5%	4%
				g	g				g								

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE**

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Internet - other websites/ apps such as Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	63 3%	38 4%	26 2%	15 5% h	11 3%	16 5% h	9 2%	9 3% h	4 1%	24 4%	17 3%	11 2%	12 2%	27 3%	36 3%	63 4% p	1 *%
Other	8 *%	6 1%	2 *%	3 1%	1 *%	- -%	- -%	3 1%	1 *%	- -%	2 *%	4 1%	1 *%	4 *%	4 *%	7 *%	1 *%
TOTAL INTERNET	854 41%	429 42%	425 39%	140 47% gh	212 54% fgh	192 53% fgh	150 41% gh	93 32% h	68 17%	292 51% jkl	249 44% kl	152 34%	161 31%	418 52% n	436 33%	810 47% p	43 11%
None are accurate	171 8%	73 7%	99 9%	28 9%	31 8%	26 7%	28 8%	28 10%	30 8%	56 10%	47 8%	28 6%	40 8%	65 8%	107 8%	142 8%	29 7%
All are equally accurate	109 5%	56 6%	53 5%	16 5%	17 4%	21 6%	24 7%	12 4%	20 5%	21 4%	37 6%	32 7% il	20 4%	36 4%	74 6%	78 5%	31 8% o
Do not watch/ read/ listen to news	45 2%	20 2%	25 2%	19 6% defgh	10 3%	6 2%	3 1%	2 1%	6 1%	3 1%	5 1%	11 2% i	26 5% ij	25 3% n	20 2%	27 2%	18 5% o
Don't know	80 4%	40 4%	40 4%	13 4%	14 3%	15 4%	12 3%	14 5%	14 3%	21 4%	18 3%	22 5%	20 4%	31 4%	49 4%	59 3%	21 5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 160**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Television	1524	842	679	1265	139	78	43	219	201	122	148	95	120	137	59	164	1335	189
	72%	72%	73%	72%	76% kl	75%	74%	83% cfhiklno	68%	68%	77% kln	65%	66%	76% kl	66%	71%	73%	68%
Radio	827	486	340	685	82	36	24	53	119	76	87	64	70	89	34	93	718	108
	39%	41% b	37%	39% g	45% g	35% g	41% g	20% g	40% g	42% g	46% g	43% g	38% g	49% cegl	38% g	40% g	39% p	39% q
Newspapers (printed)	739	388	348	620	67	30	22	131	109	58	73	43	73	39	22	72	647	92
	35%	33%	38% a	35% mn	37% mn	29%	37% mn	50% cdefhijkmn	37% mn	32% m	38% mn	29%	40% kmn	22%	25%	31%	35%	33%
Internet - Broadcaster websites/ apps	565	381	182	503	41	14	6	109	93	57	66	41	24	33	21	58	500	64
	27%	32% b	20%	29% eflm	22% fl	14%	11%	42% cdefklmno	32% deflm	32% eflm	34% deflmn	28% eflm	13%	18% f	23% efl	25% efl	27%	23%
Internet - Newspaper websites/ apps	264	182	82	230	16	17	1	54	38	17	27	17	24	13	10	30	234	30
	13%	16% b	9%	13% fm	9% f	17% dfm	2% cdfhikmn	20% f	13% f	9% f	14% f	12% f	13% f	7% f	12% f	13% f	13%	11%
Internet - social media sites/ apps such as Facebook or Twitter	155	99	54	134	14	6	1	23	10	13	16	11	15	21	8	16	144	11
	7%	8% b	6%	8% fh	8% f	6%	2% fh	9% fh	3% f	7% f	8% fh	8% f	8% fh	12% fh	9% fh	7% f	8% q	4%
Talking to people	129	59	70	102	15	10	2	6	11	14	20	14	10	13	2	13	114	15
	6%	5%	8% a	6% n	8% gn	10% fghn	3%	2%	4%	8% gn	10% cfghn	9% fghn	5%	7% gn	2%	6%	6%	6%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 160**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Magazines	109 5%	58 5%	51 5%	97 6%	6 3%	2 2%	4 7%	46 17%	24 8%	2 1%	7 4%	4 2%	12 6%	- -%	1 1%	2 1%	104 6%	5 2%
				imno	m		eimno	cdefhijklmn	deikmno		m		imno				q	
Internet - other websites/ apps such as Huffington Post, Vice, BuzzFeed, or news from the internet service provider homepage such as Virgin)	63 3%	46 4% b	16 2%	58 3%	4 2%	1 1%	* 1%	3 1%	12 4% f	7 4%	13 7%	4 3%	2 1%	3 2%	4 5% fg	9 4%	57 3%	6 2%
Other	8 *%	5 *%	2 *%	7 *%	- -%	1 1%	- -%	3 1%	- -%	2 1%	- -%	3 2% c	- -%	- -%	- -%	- -%	8 *%	- -%
TOTAL INTERNET	854 41%	571 49% b	279 30%	750 43% efl	66 36% f	30 29% f	8 15% cdefhijklmno	153 58% cdefhijklmno	127 43% efl	78 43% efl	98 51% cdefilmno	62 42% efl	49 27% f	63 35% f	31 35% f	88 38% fl	762 42% q	92 33%
None are accurate	171 8%	91 8%	80 9%	150 9% fg	12 6% g	8 7% g	2 3%	5 2%	21 7% g	19 10% fg	11 6%	26 17% cdefghjlmno	16 9% fg	17 9% fg	16 18% cdefghijlmno	21 9% fg	149 8%	23 8%
All are equally accurate	109 5%	69 6%	40 4%	87 5% jm	13 7% jm	5 5% m	4 7% jm	12 5% m	19 7% jm	12 7% jm	3 1%	6 4% m	14 8% jm	1 *%	3 4% m	17 7% jm	85 5%	24 9% p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 160**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Do not watch/ read/ listen to news	45 2%	15 1%	29 3% a	35 2%	5 3% j	2 2% j	2 4% hj	3 1%	1 1%	3 2%	- -%	1 1%	8 4% hjk	13 7% cghijko	3 4% hj	3 1%	38 2%	7 3%
Don't know	80 4%	42 4%	38 4%	64 4%	5 3%	5 5%	6 10% cdgijkmn	6 2%	18 6% gin	3 1%	8 4%	4 3%	8 5%	5 3%	1 2%	10 4%	66 4%	14 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 161**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)**

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	1604	773	831	176	280	288	306	233	320	464	434	327	379	581	1023	1333	271
	76%	76%	76%	59%	72%	79%	84%	81%	79%	82%	76%	74%	72%	73%	78%	78%	70%
					c	c	cd	cd	cd	kl					m	p	
Fairly important that this is impartial	288	146	142	58	58	54	37	33	48	61	86	74	67	119	169	227	59
	14%	14%	13%	19%	15%	15%	10%	11%	12%	11%	15%	17%	13%	15%	13%	13%	15%
				fgh							i	i					
TOTAL IMPORTANT	1892	918	973	234	338	341	344	266	369	525	520	400	446	700	1191	1560	330
	90%	91%	89%	79%	87%	93%	94%	92%	92%	92%	92%	90%	85%	88%	91%	91%	85%
					c	cd	cd	cd	cd	l	l	l			m	p	
Neither/ nor	76	39	36	17	15	8	8	11	16	16	17	11	31	25	50	55	20
	4%	4%	3%	6%	4%	2%	2%	4%	4%	3%	3%	3%	6%	3%	4%	3%	5%
				ef									ijk				
Fairly unimportant that this is impartial	21	11	10	7	4	1	2	1	6	4	5	7	5	10	11	18	3
	1%	1%	1%	2%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				eg													
Not at all important that this is impartial	6	2	4	-	4	1	-	-	1	4	1	-	1	3	3	5	1
	*%	*%	*%	-%	1%	*%	-%	-%	*%	1%	*%	-%	*%	*%	*%	*%	*%
TOTAL NOT IMPORTANT	26	13	14	7	8	2	2	1	7	8	6	7	6	13	14	23	4
	1%	1%	1%	2%	2%	1%	1%	*%	2%	1%	1%	1%	1%	2%	1%	1%	1%
				g	g												
Don't know	55	17	39	16	11	10	5	8	5	9	12	11	23	26	29	45	11
	3%	2%	4%	5%	3%	3%	1%	3%	1%	2%	2%	2%	4%	3%	2%	3%	3%
			a	fh									ij				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 161**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	58	23	35	23	19	4	5	2	6	11	13	13	21	35	23	37	21
	3%	2%	3%	8%	5%	1%	1%	1%	1%	2%	2%	3%	4%	4%	2%	2%	6%
				efgh	efgh									n			o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 161**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1604	914	688	1341	142	76	45	189	210	156	154	122	118	126	71	195	1398	206
	76%	78%	74%	76%	77%	74%	77%	72%	71%	86%	80%	83%	65%	70%	79%	84%	76%	74%
				l	l		l		cdefghlm	lm	ghlm				l	ceghlm		
Fairly important that this is impartial	288	166	121	243	25	14	6	64	44	18	24	12	32	18	9	22	242	46
	14%	14%	13%	14%	14%	13%	10%	24%	15%	10%	12%	8%	18%	10%	10%	10%	13%	17%
							cdefhijkmn						ikno					
TOTAL IMPORTANT	1892	1080	810	1584	167	90	51	252	255	173	178	135	150	144	79	218	1640	252
	90%	92%	87%	90%	91%	87%	87%	96%	87%	96%	93%	91%	82%	80%	89%	94%	90%	91%
		b		lm	lm		cefhlmn		cefhlmn		lm	lm			m	efhlm		
Neither/ nor	76	37	39	61	6	6	2	8	11	3	1	6	12	12	3	5	68	7
	4%	3%	4%	3%	3%	6%	3%	3%	4%	2%	*	4%	7%	7%	3%	2%	4%	3%
				j		ij			j			j	cijo	ij				
Fairly unimportant that this is impartial	21	9	12	18	2	1	-	-	6	2	2	3	2	1	1	1	17	4
	1%	1%	1%	1%	1%	1%	-%	-%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
									g									
Not at all important that this is impartial	6	2	4	4	1	-	*	-	4	-	-	-	-	-	-	1	5	1
	*%	*%	*%	*%	*%	-%	1%	-%	1%	-%	-%	-%	-%	-%	-%	*%	*%	*%
							c											
TOTAL NOT IMPORTANT	26	11	15	22	3	1	*	-	9	2	2	3	2	1	1	2	22	4
	1%	1%	2%	1%	1%	1%	1%	-%	3%	1%	1%	2%	1%	1%	1%	1%	1%	2%
							cg					g						
Don't know	55	23	32	46	5	1	3	2	12	-	2	3	7	15	1	3	50	5
	3%	2%	3%	3%	3%	1%	5%	1%	4%	-%	1%	2%	4%	9%	1%	1%	3%	2%
				i	i		gij		gi				gi	cdegijkno				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 161**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know, as don't use	58	25	30	48	3	5	3	1	7	2	9	1	11	8	5	4	50	8
	3%	2%	3%	3%	1%	4%	4%	*%	2%	1%	5%	1%	6%	4%	6%	2%	3%	3%
						gk	gk				gk		cdgiko	gk	cdgiko			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 162**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)**

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1994	970	1023	258	360	352	354	278	392	549	543	418	483	738	1255	1638	354
Very important that this is impartial	1604	773	831	176	280	288	306	233	320	464	434	327	379	581	1023	1333	271
	80%	80%	81%	68%	78%	82%	87%	84%	82%	85%	80%	78%	79%	79%	81%	81%	76%
					c	c	cd	c	c	kl		i				p	
Fairly important that this is impartial	288	146	142	58	58	54	37	33	48	61	86	74	67	119	169	227	59
	14%	15%	14%	22%	16%	15%	11%	12%	12%	11%	16%	18%	14%	16%	13%	14%	17%
				efgh							i	i					
TOTAL IMPORTANT	1892	918	973	234	338	341	344	266	369	525	520	400	446	700	1191	1560	330
	95%	95%	95%	91%	94%	97%	97%	96%	94%	96%	96%	96%	92%	95%	95%	95%	93%
						c	cd	c		l	l	l					
Neither/ nor	76	39	36	17	15	8	8	11	16	16	17	11	31	25	50	55	20
	4%	4%	4%	6%	4%	2%	2%	4%	4%	3%	3%	3%	6%	3%	4%	3%	6%
				ef									ijk				o
Fairly unimportant that this is impartial	21	11	10	7	4	1	2	1	6	4	5	7	5	10	11	18	3
	1%	1%	1%	3%	1%	*%	1%	*%	2%	1%	1%	2%	1%	1%	1%	1%	1%
				efg													
Not at all important that this is impartial	6	2	4	-	4	1	-	-	1	4	1	-	1	3	3	5	1
	*%	*%	*%	-%	1%	*%	-%	-%	*%	1%	*%	-%	*%	*%	*%	*%	*%
TOTAL NOT IMPORTANT	26	13	14	7	8	2	2	1	7	8	6	7	6	13	14	23	4
	1%	1%	1%	3%	2%	1%	1%	*%	2%	1%	1%	2%	1%	2%	1%	1%	1%
				efg	g												
Don't know	55	17	39	16	11	10	5	8	5	9	12	11	23	26	29	45	11
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 162**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	58	23	35	23	19	4	5	2	6	11	13	13	21	35	23	37	21
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 162**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1994	1128	864	1667	175	98	53	261	275	178	181	144	164	157	83	225	1730	264
Very important that this is impartial	1604	914	688	1341	142	76	45	189	210	156	154	122	118	126	71	195	1398	206
	80%	81%	80%	80% gl	81%	78%	85% gl	72%	76%	87% ceghl	85% ghl	85% ghl	72%	80%	85% ghl	87% ceghl	81%	78%
Fairly important that this is impartial	288	166	121	243	25	14	6	64	44	18	24	12	32	18	9	22	242	46
	14%	15%	14%	15% k	14%	14%	11% cdefhijklmno	24%	16% k	10%	13%	9%	19% fikno	12%	10%	10%	14%	17%
TOTAL IMPORTANT	1892	1080	810	1584	167	90	51	252	255	173	178	135	150	144	79	218	1640	252
	95%	96%	94%	95%	95%	92%	96%	97% lm	93%	97% ehlm	98% ehklm	94%	92%	92%	96%	97% lm	95%	96%
Neither/ nor	76	37	39	61	6	6	2	8	11	3	1	6	12	12	3	5	68	7
	4%	3%	4%	4% j	3%	7% ij	4% j	3%	4% j	2%	1%	4% j	7% cijo	8% cijo	3%	2%	4%	3%
Fairly unimportant that this is impartial	21	9	12	18	2	1	-	-	6	2	2	3	2	1	1	1	17	4
	1%	1%	1%	1%	1%	1%	-%	-%	2% g	1%	1%	2% g	1%	1%	1%	1%	1%	1%
Not at all important that this is impartial	6	2	4	4	1	-	*	-	4	-	-	-	-	-	-	1	5	1
	*%	*%	*%	*%	*%	-%	1%	-%	1% c	-%	-%	-%	-%	-%	-%	*%	*%	*%
TOTAL NOT IMPORTANT	26	11	15	22	3	1	*	-	9	2	2	3	2	1	1	2	22	4
	1%	1%	2%	1%	1%	1%	1%	-%	3% cg	1%	1%	2% g	1%	1%	1%	1%	1%	2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 162**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	55	23	32	46	5	1	3	2	12	-	2	3	7	15	1	3	50	5
Don't know, as don't use	58	25	30	48	3	5	3	1	7	2	9	1	11	8	5	4	50	8
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 163**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	1433	699	733	144	259	254	269	225	280	445	376	288	323	528	904	1191	241
	68%	69%	67%	49%	67%	70%	74%	78%	69%	78%	66%	65%	61%	66%	69%	69%	62%
					c	c	c	cdeh	c	ijkl						p	
Fairly important that this is impartial	334	167	167	66	61	68	57	31	52	67	115	81	71	122	212	275	58
	16%	17%	15%	22%	16%	18%	16%	11%	13%	12%	20%	18%	14%	15%	16%	16%	15%
				gh		gh					il	i					
TOTAL IMPORTANT	1767	866	900	210	320	322	326	256	332	512	491	368	395	650	1116	1467	299
	84%	86%	82%	71%	82%	88%	90%	89%	82%	90%	86%	83%	75%	81%	85%	85%	77%
		b			c	cdh	cdh	cdh	c	kl	l	l			m	p	
Neither/ nor	71	40	31	19	16	7	11	8	11	11	19	14	28	31	41	52	20
	3%	4%	3%	6%	4%	2%	3%	3%	3%	2%	3%	3%	5%	4%	3%	3%	5%
				egh									i				
Fairly unimportant that this is impartial	24	11	12	9	3	6	-	1	6	2	5	9	7	10	14	20	4
	1%	1%	1%	3%	1%	2%	-%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
				dfg		f			f			i					
Not at all important that this is impartial	5	2	3	-	4	-	-	-	1	4	-	-	1	2	3	5	-
	0%	0%	0%	-%	1%	-%	-%	-%	0%	1%	-%	-%	0%	0%	0%	0%	-%
TOTAL NOT IMPORTANT	28	13	15	9	7	6	-	1	7	6	5	9	9	12	16	25	4
	1%	1%	1%	3%	2%	2%	-%	0%	2%	1%	1%	2%	2%	2%	1%	1%	1%
				fg	f	f			f								
Don't know	73	22	51	13	21	10	8	6	14	14	15	15	28	34	38	57	16
	3%	2%	5%	4%	5%	3%	2%	2%	3%	2%	3%	3%	5%	4%	3%	3%	4%
			a		fg								ij				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 163**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	168	69	99	46	26	21	19	17	39	26	39	36	67	71	97	119	49
	8%	7%	9%	15%	7%	6%	5%	6%	10%	5%	7%	8%	13%	9%	7%	7%	13%
				defgh					f			i	ijk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 163**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1433 68%	837 71%	594 64%	1207 68%	129 70%	67 65%	30 52%	133 50%	196 66%	145 80%	144 75%	109 74%	111 61%	119 66%	66 74%	184 79%	1240 68%	193 70%
Fairly important that this is impartial	334 16%	202 17%	132 14%	285 16%	22 12%	12 11%	16 28%	96 36%	52 18%	16 9%	25 13%	13 8%	33 18%	21 12%	9 10%	20 9%	294 16%	40 14%
				iko			cdehijklmno	cdehijklmno	ikno				iko					
TOTAL IMPORTANT	1767 84%	1039 88%	726 78%	1491 85%	150 82%	79 76%	46 79%	228 87%	248 84%	161 89%	169 88%	121 82%	144 79%	141 78%	75 84%	204 88%	1534 84%	233 84%
Neither/ nor	71 3%	30 3%	41 4%	62 4%	4 2%	4 3%	1 3%	11 4%	9 3%	4 2%	2 1%	6 4%	11 6%	10 6%	2 2%	6 3%	62 3%	10 3%
Fairly unimportant that this is impartial	24 1%	14 1%	10 1%	20 1%	2 1%	2 2%	- -%	2 1%	7 2%	1 *%	1 1%	4 3%	2 1%	1 1%	1 2%	1 1%	21 1%	2 1%
Not at all important that this is impartial	5 *%	2 *%	3 *%	4 *%	- -%	- -%	* 1%	- -%	4 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	5 *%	- -%
									c									
TOTAL NOT IMPORTANT	28 1%	16 1%	13 1%	25 1%	2 1%	2 2%	* 1%	2 1%	11 4%	1 *%	1 1%	4 3%	2 1%	1 1%	1 2%	2 1%	26 1%	2 1%
Don't know	73 3%	31 3%	40 4%	55 3%	11 6%	2 2%	5 9%	9 3%	12 4%	- -%	8 4%	5 3%	2 1%	15 8%	1 1%	4 2%	63 3%	9 3%
				i	ceilno		cegiiklno	i	i		i	i		ceilno				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 163**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know, as don't use	168	60	106	129	16	18	5	13	15	15	13	11	24	13	10	16	145	23
	8%	5%	11% a	7%	9%	17% cd	9%	5%	5%	8%	7%	7%	13% cghj	7%	11% gh	7%	8%	8%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 164**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1867	920	947	238	342	334	337	264	350	529	514	391	432	694	1173	1543	322
Very important that this is impartial	1433	699	733	144	259	254	269	225	280	445	376	288	323	528	904	1191	241
	77%	76%	77%	61%	76%	76%	80%	85%	80%	84%	73%	74%	75%	76%	77%	77%	75%
					c	c	c	cde	c	jkl							
Fairly important that this is impartial	334	167	167	66	61	68	57	31	52	67	115	81	71	122	212	275	58
	18%	18%	18%	28%	18%	20%	17%	12%	15%	13%	22%	21%	17%	18%	18%	18%	18%
				defgh	g	g					il	i					
TOTAL IMPORTANT	1767	866	900	210	320	322	326	256	332	512	491	368	395	650	1116	1467	299
	95%	94%	95%	88%	93%	96%	97%	97%	95%	97%	95%	94%	91%	94%	95%	95%	93%
				c	c	c	c	c	c	l	l						
Neither/ nor	71	40	31	19	16	7	11	8	11	11	19	14	28	31	41	52	20
	4%	4%	3%	8%	5%	2%	3%	3%	3%	2%	4%	3%	7%	4%	3%	3%	6%
				efgh									ijk				o
Fairly unimportant that this is impartial	24	11	12	9	3	6	-	1	6	2	5	9	7	10	14	20	4
	1%	1%	1%	4%	1%	2%	-%	*%	2%	*%	1%	2%	2%	1%	1%	1%	1%
				dfg		f			f			i					
Not at all important that this is impartial	5	2	3	-	4	-	-	-	1	4	-	-	1	2	3	5	-
	*%	*%	*%	-%	1%	-%	-%	-%	*%	1%	-%	-%	*%	*%	*%	*%	-%
TOTAL NOT IMPORTANT	28	13	15	9	7	6	-	1	7	6	5	9	9	12	16	25	4
	2%	1%	2%	4%	2%	2%	-%	*%	2%	1%	1%	2%	2%	2%	1%	2%	1%
				fg	f	f			fg								
Don't know	73	22	51	13	21	10	8	6	14	14	15	15	28	34	38	57	16
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 164**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	168	69	99	46	26	21	19	17	39	26	39	36	67	71	97	119	49
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 164**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1867	1085	780	1578	156	84	48	242	268	166	172	132	157	152	79	212	1622	245
Very important that this is impartial	1433 77%	837 77%	594 76%	1207 76% fg	129 82% fghl	67 80% fg	30 63%	133 55%	196 73% fg	145 87% cfghlm	144 84% cfghl	109 83% fghl	111 71% g	119 79% fg	66 84% cfghl	184 87% cfghl	1240 76%	193 79%
Fairly important that this is impartial	334 18%	202 19%	132 17%	285 18% iko	22 14%	12 14%	16 33% cdehijklmno	96 40%	52 20% cdehijklmno	16 10% iko	25 15%	13 10%	33 21% ikno	21 14%	9 12%	20 9%	294 18%	40 16%
TOTAL IMPORTANT	1767 95%	1039 96% b	726 93%	1491 94%	150 96%	79 94%	46 96%	228 95%	248 93%	161 97% l	169 98% cehklm	121 92%	144 92%	141 92%	75 96%	204 96%	1534 95%	233 95%
Neither/ nor	71 4%	30 3%	41 5% a	62 4%	4 3%	4 4%	1 3%	11 5%	9 3%	4 3%	2 1%	6 5%	11 7% jn	10 7% j	2 2%	6 3%	62 4%	10 4%
Fairly unimportant that this is impartial	24 1%	14 1%	10 1%	20 1%	2 1%	2 2%	- -%	2 1%	7 3% f	1 *% c	1 1%	4 3% f	2 1%	1 1%	1 2%	1 1%	21 1%	2 1%
Not at all important that this is impartial	5 *%	2 *%	3 *%	4 *%	- -%	- -%	* 1%	- -%	4 1% c	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	5 *%	- -%
TOTAL NOT IMPORTANT	28 2%	16 1%	13 2%	25 2%	2 1%	2 2%	* 1%	2 1%	11 4% cgij	1 *%	1 1%	4 3%	2 1%	1 1%	1 2%	2 1%	26 2%	2 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 164**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	73	31	40	55	11	2	5	9	12	-	8	5	2	15	1	4	63	9
Don't know, as don't use	168	60	106	129	16	18	5	13	15	15	13	11	24	13	10	16	145	23
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 165**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	1324	641	683	152	240	232	233	194	274	391	346	265	321	477	847	1100	223
	63%	63%	62%	51%	61%	64%	64%	67%	68%	69%	61%	60%	61%	60%	65%	64%	58%
					c	c	c	c	c	jkl					m	p	
Fairly important that this is impartial	371	183	188	64	62	70	71	44	60	96	124	75	77	141	231	306	66
	18%	18%	17%	22%	16%	19%	20%	15%	15%	17%	22%	17%	15%	18%	18%	18%	17%
				h							l						
TOTAL IMPORTANT	1695	824	871	216	301	302	304	238	334	487	470	340	398	618	1077	1405	289
	80%	82%	79%	73%	77%	83%	84%	83%	83%	86%	83%	77%	76%	77%	82%	82%	75%
						c	c	c	c	kl	kl				m	p	
Neither/ nor	123	65	58	20	37	13	19	12	22	31	29	28	34	42	80	97	25
	6%	6%	5%	7%	9%	4%	5%	4%	5%	5%	5%	6%	7%	5%	6%	6%	7%
					efgh												
Fairly unimportant that this is impartial	41	17	24	8	7	5	5	4	12	8	8	15	11	16	25	32	9
	2%	2%	2%	3%	2%	1%	1%	1%	3%	1%	1%	3%	2%	2%	2%	2%	2%
Not at all important that this is impartial	13	5	8	2	4	2	1	1	2	6	2	2	3	6	6	10	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TOTAL NOT IMPORTANT	54	22	32	10	11	7	6	5	15	13	10	16	14	23	31	42	12
	3%	2%	3%	3%	3%	2%	2%	2%	4%	2%	2%	4%	3%	3%	2%	2%	3%
Don't know	49	18	31	13	13	9	5	5	3	10	14	8	17	27	22	40	9
	2%	2%	3%	4%	3%	2%	2%	2%	1%	2%	2%	2%	3%	3%	2%	2%	2%
				h	h									n			
Don't know, as don't use	187	82	105	38	28	34	30	28	29	28	46	50	63	89	97	135	52
	9%	8%	10%	13%	7%	9%	8%	10%	7%	5%	8%	11%	12%	11%	7%	8%	13%
				dh								i	ij	n			o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 165**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1324 63%	753 64%	569 61%	1121 64%	109 60%	64 62%	29 50%	146 55%	168 57%	122 68%	135 70%	98 67%	109 60%	101 56%	61 68%	180 77%	1155 63%	169 61%
				fg		f				fghm	dfghm	fg			fghm	cdefghiklm		
Fairly important that this is impartial	371 18%	226 19%	145 16%	308 17%	33 18%	12 12%	18 31%	91 34%	67 23%	18 10%	28 15%	20 14%	32 18%	22 12%	13 15%	16 7%	320 18%	51 18%
		b		io	io		cdeijklmno	cdehijklmno	eijkmo		o	o	io		o			
TOTAL IMPORTANT	1695 80%	979 83%	714 77%	1429 81%	142 78%	76 74%	47 82%	237 90%	236 80%	140 78%	163 85%	118 80%	141 78%	123 69%	74 83%	196 84%	1475 81%	220 79%
		b		em			m	cdefhiklm	m		em	m			em	em		
Neither/ nor	123 6%	66 6%	56 6%	100 6%	14 8%	8 8%	1 2%	15 6%	17 6%	4 2%	8 4%	6 4%	15 8%	20 11%	3 3%	11 5%	110 6%	13 5%
				f	fi	fi							fi	cfijkno				
Fairly unimportant that this is impartial	41 2%	20 2%	21 2%	35 2%	1 1%	5 5%	- -%	2 1%	14 5%	3 2%	2 1%	3 2%	3 2%	4 2%	1 1%	3 1%	33 2%	8 3%
						cdfgno			cdfgno									
Not at all important that this is impartial	13 1%	5 *%	8 1%	11 1%	- -%	1 1%	1 2%	2 1%	2 1%	1 1%	- -%	3 2%	1 *%	1 1%	1 1%	1 *%	12 1%	* *%
TOTAL NOT IMPORTANT	54 3%	24 2%	29 3%	46 3%	1 1%	6 6%	1 2%	4 1%	16 5%	4 2%	2 1%	6 4%	4 2%	5 3%	1 1%	4 2%	45 2%	9 3%
						cdgjno			cdgjin			d						
Don't know	49 2%	25 2%	22 2%	38 2%	7 4%	2 2%	2 4%	2 1%	9 3%	1 1%	5 2%	4 3%	2 1%	13 7%	1 1%	1 1%	44 2%	5 2%
					o		go							cegijlno				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 165**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know, as don't use	187	81	104	150	19	11	6	6	17	30	14	13	21	18	10	20	156	31
	9%	7%	11%	8%	11%	11%	11%	2%	6%	17%	7%	9%	11%	10%	12%	9%	9%	11%
Columns Tested:		a		g	g	g	g		cghjko		g	g	g	g	g	g		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 166**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1871	910	961	246	349	323	329	255	370	531	509	384	447	683	1189	1544	326
Very important that this is impartial	1324	641	683	152	240	232	233	194	274	391	346	265	321	477	847	1100	223
	71%	70%	71%	62%	69%	72%	71%	76%	74%	74%	68%	69%	72%	70%	71%	71%	68%
						c	c	cd	c								
Fairly important that this is impartial	371	183	188	64	62	70	71	44	60	96	124	75	77	141	231	306	66
	20%	20%	20%	26%	18%	22%	22%	17%	16%	18%	24%	19%	17%	21%	19%	20%	20%
				dgh							il						
TOTAL IMPORTANT	1695	824	871	216	301	302	304	238	334	487	470	340	398	618	1077	1405	289
	91%	91%	91%	88%	86%	94%	93%	93%	90%	92%	92%	89%	89%	90%	91%	91%	89%
						cd	d	cd									
Neither/ nor	123	65	58	20	37	13	19	12	22	31	29	28	34	42	80	97	25
	7%	7%	6%	8%	11%	4%	6%	5%	6%	6%	6%	7%	8%	6%	7%	6%	8%
				e	efgh												
Fairly unimportant that this is impartial	41	17	24	8	7	5	5	4	12	8	8	15	11	16	25	32	9
	2%	2%	3%	3%	2%	2%	2%	1%	3%	1%	2%	4%	2%	2%	2%	2%	3%
												ij					
Not at all important that this is impartial	13	5	8	2	4	2	1	1	2	6	2	2	3	6	6	10	3
	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	1%	1%	1%
TOTAL NOT IMPORTANT	54	22	32	10	11	7	6	5	15	13	10	16	14	23	31	42	12
	3%	2%	3%	4%	3%	2%	2%	2%	4%	3%	2%	4%	3%	3%	3%	3%	4%
												j					
Don't know	49	18	31	13	13	9	5	5	3	10	14	8	17	27	22	40	9
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 166**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	187	82	105	38	28	34	30	28	29	28	46	50	63	89	97	135	52
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 166**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1871	1070	799	1574	157	90	50	256	268	149	173	130	160	149	78	211	1630	242
Very important that this is impartial	1324 71%	753 70%	569 71%	1121 71%	109 70%	64 71%	29 59%	146 57%	168 63%	122 82%	135 78%	98 75%	109 68%	101 68%	61 78%	180 85%	1155 71%	169 70%
				fgh	fg	fg			cdefghlm		fgh	fgh	g	g	fgh	cdefghklm		
Fairly important that this is impartial	371 20%	226 21%	145 18%	308 20%	33 21%	12 13%	18 37%	91 35%	67 25%	18 12%	28 16%	20 15%	32 20%	22 15%	13 17%	16 8%	320 20%	51 21%
				io	io		cdehijklmno	cdehijklmno	eijkmo		o	o	io	o	o			
TOTAL IMPORTANT	1695 91%	979 92%	714 89%	1429 91%	142 90%	76 85%	47 96%	237 93%	236 88%	140 94%	163 94%	118 91%	141 88%	123 83%	74 95%	196 93%	1475 91%	220 91%
				em			cehlm	em		ehm	ehm	m			ehlm	em		
Neither/ nor	123 7%	66 6%	56 7%	100 6%	14 9%	8 9%	1 2%	15 6%	17 6%	4 3%	8 5%	6 5%	15 9%	20 14%	3 4%	11 5%	110 7%	13 5%
				f	fi	fi							fin	cdefghijkno				
Fairly unimportant that this is impartial	41 2%	20 2%	21 3%	35 2%	1 1%	5 6%	- -%	2 1%	14 5%	3 2%	2 1%	3 2%	3 2%	4 3%	1 1%	3 1%	33 2%	8 3%
						cdfgjno			cdfgjno					f				
Not at all important that this is impartial	13 1%	5 *%	8 1%	11 1%	- -%	1 1%	1 2%	2 1%	2 1%	1 1%	- -%	3 2%	1 1%	1 1%	1 1%	1 *%	12 1%	* *%
							cdj											
TOTAL NOT IMPORTANT	54 3%	24 2%	29 4%	46 3%	1 1%	6 7%	1 2%	4 1%	16 6%	4 3%	2 1%	6 4%	4 2%	5 3%	1 1%	4 2%	45 3%	9 4%
						cdgjno			cdgjno			d						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 166**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	49	25	22	38	7	2	2	2	9	1	5	4	2	13	1	1	44	5
Don't know, as don't use	187	81	104	150	19	11	6	6	17	30	14	13	21	18	10	20	156	31
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 167**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	967	449	519	119	170	188	185	132	174	280	247	197	244	386	581	822	144
	46%	44%	47%	40%	44%	51% ch	51% ch	46%	43%	49%	43%	44%	46%	48%	44%	48% p	37%
Fairly important that this is impartial	321	153	168	62	59	68	49	36	47	87	112	61	61	107	213	268	53
	15%	15%	15%	21% fgh	15%	19% gh	14%	12%	12%	15%	20% kl	14%	12%	13%	16%	16%	14%
TOTAL IMPORTANT	1288	601	687	181	228	256	234	167	221	366	359	257	305	494	794	1090	197
	61%	60%	63%	61%	59%	70% cdgh	64% h	58%	55%	64% l	63%	58%	58%	62%	61%	63% p	51%
Neither/ nor	168	90	77	20	46	24	30	22	26	49	39	40	40	62	106	136	31
	8%	9%	7%	7%	12% eh	6%	8%	8%	6%	9%	7%	9%	8%	8%	8%	8%	8%
Fairly unimportant that this is impartial	73	33	41	19	16	6	8	9	16	21	20	18	15	25	49	58	16
	3%	3%	4%	6% ef	4%	2%	2%	3%	4%	4%	3%	4%	3%	3%	4%	3%	4%
Not at all important that this is impartial	58	29	29	9	22	6	6	4	11	22	18	11	8	25	33	43	15
	3%	3%	3%	3%	6% efgh	2%	2%	1%	3%	4% l	3%	2%	1%	3%	3%	3%	4%
TOTAL NOT IMPORTANT	132	62	70	28	38	12	14	13	27	43	38	28	22	50	81	101	31
	6%	6%	6%	9% efg	10% efg	3%	4%	5%	7% e	8% l	7%	6%	4%	6%	6%	6%	8%
Don't know	75	27	48	17	12	10	13	15	8	17	15	13	30	32	43	58	18
	4%	3%	4%	6% h	3%	3%	4%	5% h	2%	3%	3%	3%	6% jk	4%	3%	3%	5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 167**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	445	230	215	51	66	63	73	71	121	94	118	104	129	161	284	334	110
	21%	23%	20%	17%	17%	17%	20%	25%	30%	16%	21%	23%	25%	20%	22%	19%	28%
								cde	cdef			i	i				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 167**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	967 46%	566 48% b	399 43%	830 47% dg	71 39%	42 41%	24 41%	96 36%	128 44%	91 50% dg	102 53% defgl	68 46%	76 42%	90 50% dg	45 51% dg	133 57% cdefghkl	856 47% q	111 40%
Fairly important that this is impartial	321 15%	201 17% b	120 13%	278 16% emo	24 13% e	4 4%	14 24% cdehijklmno	102 39% cdehijklmn o	46 16% emo	19 10% e	24 13% e	19 13% e	28 16% emo	13 7% e	10 12% e	16 7% de	294 16% q	27 10%
TOTAL IMPORTANT	1288 61%	767 65% b	519 56%	1108 63% de	95 52%	46 45%	38 66% de	198 75% cdehijklmno	175 59% e	110 61% e	126 66% de	87 59% e	105 57% e	103 57% e	56 62% e	149 64% de	1149 63% q	139 50%
Neither/ nor	168 8%	105 9%	62 7%	143 8%	14 8%	5 5%	5 9%	21 8%	35 12% eiko	8 5%	11 6%	7 5%	18 10%	23 13% ceijko	6 6%	13 6%	144 8%	24 9%
Fairly unimportant that this is impartial	73 3%	37 3%	36 4%	61 3% f	6 4% f	6 6% fi	- -%	7 3% f	8 3% f	2 1%	9 5% f	8 6% fi	5 3% f	7 4% f	4 4% f	9 4% f	64 3%	10 3%
Not at all important that this is impartial	58 3%	26 2%	30 3%	46 3%	9 5% fn	3 3%	* 1%	10 4%	5 2%	3 1%	2 1%	7 5% fn	7 4%	6 3%	1 1%	7 3%	54 3%	4 2%
TOTAL NOT IMPORTANT	132 6%	64 5%	67 7%	107 6% f	15 8% fi	9 9% fi	* 1%	17 7% f	13 4% f	5 3%	12 6% f	15 10% fhi	12 7% f	13 7% f	4 5% f	16 7% f	118 6%	14 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 167**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	75 4%	34 3%	41 4%	56 3%	10 5%	5 5%	4 7%	3 1%	17 6%	2 1%	7 4%	5 3%	4 2%	14 8%	1 1%	3 1%	67 4%	8 3%
					gino	gino	cgino		gino					cgilno				
Don't know, as don't use	445 21%	207 18%	236 26%	347 20%	49 27%	38 36%	11 18%	24 9%	54 18%	56 31%	36 19%	33 23%	44 24%	25 14%	23 26%	51 22%	352 19%	93 33%
			a	g	cgm	cfghjklmo	g		g	cfghjm	g	g	gm		gm	g		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 168**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1587	753	834	229	312	292	278	203	274	458	435	326	367	606	981	1327	259
Very important that this is impartial	967 61%	449 60%	519 62%	119 52%	170 54%	188 64% cd	185 66% cd	132 65% cd	174 64% cd	280 61%	247 57%	197 60%	244 66% j	386 64%	581 59%	822 62% p	144 56%
Fairly important that this is impartial	321 20%	153 20%	168 20%	62 27% dfgh	59 19%	68 23% h	49 18%	36 18%	47 17%	87 19%	112 26% ikl	61 19%	61 17%	107 18%	213 22% m	268 20%	53 20%
TOTAL IMPORTANT	1288 81%	601 80%	687 82%	181 79%	228 73%	256 88% cdh	234 84% d	167 83% d	221 81% d	366 80%	359 82%	257 79%	305 83%	494 81%	794 81%	1090 82% p	197 76%
Neither/ nor	168 11%	90 12%	77 9%	20 9%	46 15% ceh	24 8%	30 11%	22 11%	26 10%	49 11%	39 9%	40 12%	40 11%	62 10%	106 11%	136 10%	31 12%
Fairly unimportant that this is impartial	73 5%	33 4%	41 5%	19 8% ef	16 5%	6 2%	8 3%	9 5%	16 6% e	21 5%	20 4%	18 5%	15 4%	25 4%	49 5%	58 4%	16 6%
Not at all important that this is impartial	58 4%	29 4%	29 4%	9 4%	22 7% efg	6 2%	6 2%	4 2%	11 4%	22 5% l	18 4% l	11 3%	8 2%	25 4%	33 3%	43 3%	15 6% o
TOTAL NOT IMPORTANT	132 8%	62 8%	70 8%	28 12% efg	38 12% efg	12 4%	14 5%	13 7%	27 10% ef	43 9%	38 9%	28 9%	22 6%	50 8%	81 8%	101 8%	31 12% o
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 168**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know	75	27	48	17	12	10	13	15	8	17	15	13	30	32	43	58	18
Don't know, as don't use	445	230	215	51	66	63	73	71	121	94	118	104	129	161	284	334	110
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 168**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1587	935	648	1358	125	61	44	236	223	122	149	109	135	140	65	178	1410	177
Very important that this is impartial	967 61%	566 60%	399 62%	830 61%	71 57%	** **	24 55%	96 41%	128 58%	91 74%	102 68%	68 62%	76 57%	90 64%	45 69%	133 74%	856 61%	111 63%
Fairly important that this is impartial	321 20%	201 21%	120 19%	278 20%	24 20%	** **	14 32%	102 43%	46 21%	19 15%	24 16%	19 17%	28 21%	13 9%	10 16%	16 9%	294 21%	27 15%
TOTAL IMPORTANT	1288 81%	767 82%	519 80%	1108 82%	95 77%	** **	38 87%	198 84%	175 78%	110 89%	126 85%	87 80%	105 78%	103 74%	56 85%	149 84%	1149 81%	139 79%
Neither/ nor	168 11%	105 11%	62 10%	143 11%	14 11%	** **	5 12%	21 9%	35 16%	8 7%	11 8%	7 7%	18 14%	23 17%	6 9%	13 8%	144 10%	24 13%
Fairly unimportant that this is impartial	73 5%	37 4%	36 6%	61 4%	6 5%	** **	- -%	7 3%	8 4%	2 2%	9 6%	8 7%	5 4%	7 5%	4 5%	9 5%	64 5%	10 5%
Not at all important that this is impartial	58 4%	26 3%	30 5%	46 3%	9 7%	** **	* 1%	10 4%	5 2%	3 2%	2 2%	7 6%	7 5%	6 4%	1 1%	7 4%	54 4%	4 3%
TOTAL NOT IMPORTANT	132 8%	64 7%	67 10%	107 8%	15 12%	** **	* 1%	17 7%	13 6%	5 4%	12 8%	15 14%	12 9%	13 10%	4 6%	16 9%	118 8%	14 8%
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 168**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	75	34	41	56	10	**	4	3	17	2	7	5	4	14	1	3	67	8
Don't know, as don't use	445	207	236	347	49	**	11	24	54	56	36	33	44	25	23	51	352	93
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 169**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	1161	573	588	143	228	231	223	158	178	375	309	227	250	464	697	1033	127
	55%	57%	54%	48%	59%	63%	61%	55%	44%	66%	54%	51%	47%	58%	53%	60%	33%
					ch	cgh	ch	h		jkl	l					p	
Fairly important that this is impartial	304	150	154	61	67	61	46	34	35	73	110	69	52	124	180	266	38
	14%	15%	14%	21%	17%	17%	13%	12%	9%	13%	19%	16%	10%	16%	14%	15%	10%
				fgh	h	h					il	l				p	
TOTAL IMPORTANT	1465	723	742	204	295	292	270	191	213	448	419	296	302	588	878	1299	165
	70%	72%	68%	69%	76%	80%	74%	66%	53%	79%	74%	67%	57%	74%	67%	76%	43%
				h	gh	cgh	gh	h		kl	kl	l		n		p	
Neither/ nor	94	52	41	19	23	15	13	12	11	21	27	18	28	41	53	69	24
	4%	5%	4%	7%	6%	4%	4%	4%	3%	4%	5%	4%	5%	5%	4%	4%	6%
				h	h												
Fairly unimportant that this is impartial	22	8	15	7	2	1	3	4	6	7	5	7	3	11	12	21	2
	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	*%
				e													
Not at all important that this is impartial	6	-	6	2	3	-	-	1	-	4	-	-	2	4	2	5	2
	*%	-%	1%	1%	1%	-%	-%	*%	-%	1%	-%	-%	*%	*%	*%	*%	*%
			a							j							
TOTAL NOT IMPORTANT	29	8	21	9	5	1	3	5	6	12	5	7	5	15	14	25	3
	1%	1%	2%	3%	1%	*%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%
			a	ef													
Don't know	78	33	45	15	11	12	14	11	16	16	14	17	32	32	47	58	20
	4%	3%	4%	5%	3%	3%	4%	4%	4%	3%	2%	4%	6%	4%	4%	3%	5%
													ij				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 169**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	441	193	247	49	55	44	64	70	158	72	103	105	161	124	316	266	174
	21%	19%	23%	17%	14%	12%	18%	24%	39%	13%	18%	24%	31%	16%	24%	15%	45%
								cde	cdefg		i	ij	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 169**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1161 55%	719 61% b	440 48%	986 56% efl	106 58% efl	47 46%	22 38%	128 49%	160 54% fl	109 60% efgl	126 66% cefghl	81 55% fl	79 44%	100 56% fl	49 55% fl	152 65% cefghl	1015 55%	146 53%
Fairly important that this is impartial	304 14%	194 17% b	110 12%	267 15% efiko	25 14% fk	8 8%	4 7%	91 34% cdefhijklmn o	57 19% efikmo	14 8%	24 12%	9 6%	26 14% fko	17 10%	11 12%	17 7%	266 15%	38 14%
TOTAL IMPORTANT	1465 70%	913 78% b	550 59%	1253 71% efkl	131 71% efl	55 53%	26 45% cdefhijklmn o	219 83% cdefhijklmn o	217 74% efkl	123 68% ef	150 78% efklmn	90 61% f	106 58% f	118 65% ef	60 67% ef	169 73% efkl	1281 70%	184 66%
Neither/ nor	94 4%	57 5%	37 4%	84 5% fij	5 3%	5 4% f	* 1%	18 7% fijo	21 7% dfijo	2 1%	2 1%	4 3%	15 8% dfijko	14 8% dfijo	3 3%	4 2%	87 5%	7 3%
Fairly unimportant that this is impartial	22 1%	12 1%	10 1%	19 1%	1 1%	1 1%	* 1%	1 1%	7 2% j	4 2%	- -%	2 1%	1 *%	2 1%	1 1%	1 1%	17 1%	5 2%
Not at all important that this is impartial	6 *%	1 *%	5 1%	5 *% fij	- -%	1 1%	* 1%	- -%	2 1% j	- -%	- -%	1 1%	1 1%	1 1%	- -%	- -%	6 *%	- -%
TOTAL NOT IMPORTANT	29 1%	14 1%	15 2%	24 1%	1 1%	2 2%	1 1%	1 1%	9 3% j	4 2%	- -%	3 2%	2 1%	4 2%	1 1%	1 1%	24 1%	5 2%
Don't know	78 4%	28 2%	49 5% a	58 3%	7 4% o	5 4% o	8 14% cdeghijklmn o	9 4%	17 6% no	3 2%	6 3%	4 3%	4 2%	12 7% cino	1 1%	2 1%	71 4%	7 3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 169**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know, as don't use	441	164	275	342	39	37	22	16	30	48	35	46	56	32	25	55	366	74
	21%	14%	30%	19%	21%	36%	39%	6%	10%	27%	18%	31%	31%	18%	28%	24%	20%	27%
			a	gh	gh	cdghjmno	cdghijmno			cgh	gh	cdghjm	cghjm	gh	cghjm	gh		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 170**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1588	784	804	232	324	309	285	208	230	481	452	320	334	643	945	1394	193
Very important that this is impartial	1161 73%	573 73%	588 73%	143 61%	228 70% c	231 75% c	223 78% cd	158 76% c	178 77% cd	375 78% jk	309 68% il	227 71% il	250 75% j	464 72%	697 74%	1033 74% p	127 66%
Fairly important that this is impartial	304 19%	150 19%	154 19%	61 26% fgh	67 21%	61 20%	46 16%	34 16%	35 15%	73 15%	110 24% il	69 22% il	52 16%	124 19%	180 19%	266 19%	38 20%
TOTAL IMPORTANT	1465 92%	723 92%	742 92%	204 88%	295 91%	292 95% c	270 95% c	191 92%	213 93% c	448 93%	419 93%	296 92%	302 90%	588 91%	878 93%	1299 93% p	165 86%
Neither/ nor	94 6%	52 7%	41 5%	19 8%	23 7%	15 5%	13 5%	12 6%	11 5%	21 4%	27 6%	18 6%	28 8% i	41 6%	53 6%	69 5%	24 13% o
Fairly unimportant that this is impartial	22 1%	8 1%	15 2%	7 3% de	2 1%	1 *%	3 1%	4 2%	6 2% e	7 2%	5 1%	7 2%	3 1%	11 2%	12 1%	21 1%	2 1%
Not at all important that this is impartial	6 *%	- -%	6 1% a	2 1%	3 1%	- -%	- -%	1 1%	- -%	4 1% j	- -%	- -%	2 1% j	4 1%	2 *%	5 *%	2 1%
TOTAL NOT IMPORTANT	29 2%	8 1%	21 3% a	9 4% ef	5 2%	1 *%	3 1%	5 2%	6 2% e	12 2%	5 1%	7 2%	5 1%	15 2%	14 2%	25 2%	3 2%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 170**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know	78	33	45	15	11	12	14	11	16	16	14	17	32	32	47	58	20
Don't know, as don't use	441	193	247	49	55	44	64	70	158	72	103	105	161	124	316	266	174
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 170**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION													LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1588	984	602	1361	137	62	27	239	247	129	152	98	123	135	64	175	1392	196
Very important that this is impartial	1161 73%	719 73%	440 73%	986 72% ghl	106 77% ghl	** **	** **	128 54%	160 65% g	109 84% cghlm	126 83% cghl	81 83% cghl	79 65% g	100 74% g	49 78% ghl	152 87% cdghlmn	1015 73%	146 74%
Fairly important that this is impartial	304 19%	194 20%	110 18%	267 20% ikmo	25 18% ko	** **	** **	91 38% cdhijklmno	57 23% ikmo	14 11%	24 16%	9 9%	26 21% ikmo	17 13%	11 17% k	17 10%	266 19%	38 19%
TOTAL IMPORTANT	1465 92%	913 93%	550 91%	1253 92% hlm	131 96% hlm	** **	** **	219 92%	217 88%	123 96% hlm	150 99% cghklmn	90 92%	106 86%	118 87%	60 95% hlm	169 97% chlm	1281 92%	184 94%
Neither/ nor	94 6%	57 6%	37 6%	84 6% ij	5 4%	** **	** **	18 8% ijo	21 9% dijo	2 2%	2 1%	4 5%	15 12% cdijkno	14 10% cdijo	3 4%	4 3%	87 6%	7 4%
Fairly unimportant that this is impartial	22 1%	12 1%	10 2%	19 1%	1 1%	** **	** **	1 1%	7 3% j	4 3% j	- -%	2 2%	1 1%	2 2%	1 1%	1 1%	17 1%	5 3%
Not at all important that this is impartial	6 *% a	1 *%	5 1%	5 *% a	- -%	** **	** **	- -%	2 1%	- -%	- -%	1 1%	1 1%	1 1%	- -%	- -%	6 *%	- -%
TOTAL NOT IMPORTANT	29 2%	14 1%	15 3%	24 2%	1 1%	** **	** **	1 1%	9 4% gj	4 3% j	- -%	3 3% j	2 1%	4 3% j	1 1%	1 1%	24 2%	5 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 170**

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**Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	78	28	49	58	7	**	**	9	17	3	6	4	4	12	1	2	71	7
Don't know, as don't use	441	164	275	342	39	**	**	16	30	48	35	46	56	32	25	55	366	74
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 171**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	1060	502	558	133	206	206	194	151	170	352	272	207	229	428	633	930	130
	50%	50%	51%	45%	53%	56%	53%	53%	42%	62%	48%	47%	43%	54%	48%	54%	34%
					h	ch	h	h		jkl				n		p	
Fairly important that this is impartial	322	174	148	61	66	74	58	34	29	76	127	70	50	127	194	294	28
	15%	17%	13%	20%	17%	20%	16%	12%	7%	13%	22%	16%	9%	16%	15%	17%	7%
		b		gh	h	gh	h	h			ikl	l				p	
TOTAL IMPORTANT	1382	676	706	193	272	280	253	185	199	428	399	277	279	555	827	1224	157
	66%	67%	64%	65%	70%	77%	69%	64%	49%	75%	70%	63%	53%	69%	63%	71%	41%
				h	h	cgh	h	h		kl	kl	l		n		p	
Neither/ nor	123	68	55	20	34	23	17	15	14	38	30	19	36	45	78	95	28
	6%	7%	5%	7%	9%	6%	5%	5%	3%	7%	5%	4%	7%	6%	6%	6%	7%
					h												
Fairly unimportant that this is impartial	30	12	18	7	4	-	7	3	8	7	9	8	5	13	17	27	2
	1%	1%	2%	2%	1%	-%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%
				e			e		e								
Not at all important that this is impartial	17	8	9	3	5	1	2	4	2	10	3	2	2	9	8	15	3
	1%	1%	1%	1%	1%	*%	1%	1%	*%	2%	*%	*%	*%	1%	1%	1%	1%
										jl							
TOTAL NOT IMPORTANT	47	20	27	10	9	1	9	7	10	18	12	9	7	22	25	42	5
	2%	2%	2%	3%	2%	*%	2%	3%	2%	3%	2%	2%	1%	3%	2%	2%	1%
				e	e		e	e	e								
Don't know	79	31	48	18	11	12	13	10	15	15	12	19	33	33	46	59	20
	4%	3%	4%	6%	3%	3%	4%	3%	4%	3%	2%	4%	6%	4%	4%	3%	5%
													ij				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 171**

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**Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	476	216	261	56	63	49	72	71	165	71	116	118	172	144	333	299	176
	23%	21%	24%	19%	16%	14%	20%	24%	41%	12%	20%	27%	33%	18%	25%	17%	46%
							e	de	cdefg		i	ij	ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 171**

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**Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1060 50%	647 55% b	411 44%	898 51% fgl	96 52% fg	45 43%	21 37%	107 41%	154 52% fg	94 52% fg	109 57% efgl	75 51% f	77 42%	86 48% f	49 55% efgl	144 62% cefgklm	929 51%	131 47%
Fairly important that this is impartial	322 15%	216 18% b	106 11%	285 16% efikmno	26 14% e	7 7%	4 8%	107 41%	53 18%	13 7%	29 15%	12 8%	23 13%	16 9%	8 9%	23 10%	282 15%	40 15%
TOTAL IMPORTANT	1382 66%	863 73% b	517 56%	1183 67% eflm	121 66% efl	52 50%	26 45%	214 81% cdefhijklmn o	207 70% efiklm	108 60% f	138 72% efiklm	88 59% f	100 55%	103 57% f	57 64% ef	168 72% efiklm	1211 66%	171 62%
Neither/ nor	123 6%	77 7%	46 5%	108 6% efio	13 7% efio	2 2%	* 1%	27 10% cefijko	27 9% efijko	1 1%	7 4%	5 3%	14 8% efio	17 10% efijko	5 6% fi	5 2%	110 6%	13 5%
Fairly unimportant that this is impartial	30 1%	18 2%	12 1%	27 2%	1 1%	1 1%	- -%	2 1%	11 4% cfgjn	1 1%	- -%	3 2%	2 1%	5 3% fjn	- -%	3 1%	21 1%	9 3% p
Not at all important that this is impartial	17 1%	7 1%	10 1%	15 1%	1 1%	1 1%	* 1%	1 *% o	4 1%	2 1%	- -%	3 2% o	2 1%	3 2%	- -%	- -%	16 1%	1 *%
TOTAL NOT IMPORTANT	47 2%	25 2%	21 2%	42 2% j	2 1%	2 2%	* 1%	3 1%	15 5% cdfgjno	4 2%	- -%	6 4% jn	4 2%	8 5% fgjn	- -%	3 1%	37 2%	10 4%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 171**

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**Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	79 4%	32 3%	45 5% a	59 3% n	8 4% no	4 4% n	8 14% cdeghijklno	7 3% n	14 5% no	6 3% n	7 3% n	6 4% n	4 2% n	13 7% clno	- -%	2 1%	72 4%	7 3%
Don't know, as don't use	476 23%	179 15%	296 32% a	370 21% gh	39 21% gh	43 42% cdghjkmno	23 40% cdghjmo	13 5%	31 11% g	62 34% cdghjmo	41 21% gh	44 30% cgh	60 33% cdghjm	38 21% gh	27 30% cgh	55 24% gh	400 22%	76 28% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 172**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1552	764	788	223	315	304	279	208	223	483	441	305	322	622	929	1361	190
Very important that this is impartial	1060 68%	502 66%	558 71% a	133 59%	206 65%	206 68% c	194 70% c	151 73% c	170 76% cde	352 73% j	272 62% j	207 68% j	229 71% j	428 69%	633 68%	930 68%	130 68%
Fairly important that this is impartial	322 21%	174 23% b	148 19%	61 27% gh	66 21% h	74 24% gh	58 21% h	34 16%	29 13%	76 16%	127 29% ikl	70 23% il	50 15%	127 20%	194 21%	294 22% p	28 15%
TOTAL IMPORTANT	1382 89%	676 89%	706 90%	193 87%	272 86%	280 92% cd	253 91%	185 89%	199 89%	428 89%	399 90% l	277 91%	279 87%	555 89%	827 89%	1224 90% p	157 83%
Neither/ nor	123 8%	68 9%	55 7%	20 9%	34 11% fh	23 8%	17 6%	15 7%	14 6%	38 8%	30 7%	19 6%	36 11% jk	45 7%	78 8%	95 7%	28 15% o
Fairly unimportant that this is impartial	30 2%	12 2%	18 2%	7 3% e	4 1%	- -% e	7 3% e	3 2% e	8 3% e	7 2%	9 2%	8 3%	5 2%	13 2%	17 2%	27 2%	2 1%
Not at all important that this is impartial	17 1%	8 1%	9 1%	3 1%	5 2%	1 *% e	2 1%	4 2%	2 1%	10 2% j	3 1%	2 1%	2 1%	9 1%	8 1%	15 1%	3 1%
TOTAL NOT IMPORTANT	47 3%	20 3%	27 3%	10 5% e	9 3% e	1 *% e	9 3% e	7 4% e	10 4% e	18 4%	12 3%	9 3%	7 2%	22 4%	25 3%	42 3%	5 3%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 172**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know	79	31	48	18	11	12	13	10	15	15	12	19	33	33	46	59	20
Don't know, as don't use	476	216	261	56	63	49	72	71	165	71	116	118	172	144	333	299	176
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 172**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION													LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1552	965	585	1332	136	56	27	243	249	113	145	98	119	128	62	175	1358	193
Very important that this is impartial	1060	647	411	898	96	**	**	107	154	**	109	75	77	86	49	144	929	131
	68%	67%	70%	67%	70%	**	**	44%	62%	**	75%	77%	65%	67%	79%	82%	68%	68%
				g	g				g		cg	cg	g	g	cg	cd		
Fairly important that this is impartial	322	216	106	285	26	**	**	107	53	**	29	12	23	16	8	23	282	40
	21%	22%	18%	21%	19%	**	**	44%	21%	**	20%	13%	20%	13%	12%	13%	21%	21%
		b		kmno				cdhijklmno	kmn									
TOTAL IMPORTANT	1382	863	517	1183	121	**	**	214	207	**	138	88	100	103	57	168	1211	171
	89%	89%	88%	89%	89%	**	**	88%	83%	**	95%	89%	85%	80%	92%	96%	89%	88%
				hm	m			m			cdghlm	m			hm	cdghklm		
Neither/ nor	123	77	46	108	13	**	**	27	27	**	7	5	14	17	5	5	110	13
	8%	8%	8%	8%	9%	**	**	11%	11%	**	5%	5%	12%	13%	8%	3%	8%	7%
				o	o			jko	jko				jko	cjko	o			
Fairly unimportant that this is impartial	30	18	12	27	1	**	**	2	11	**	-	3	2	5	-	3	21	9
	2%	2%	2%	2%	1%	**	**	1%	5%	**	-%	3%	2%	4%	-%	2%	2%	4%
									cdgjn			jn		gjn				p
Not at all important that this is impartial	17	7	10	15	1	**	**	1	4	**	-	3	2	3	-	-	16	1
	1%	1%	2%	1%	1%	**	**	*%	1%	**	-%	3%	2%	2%	-%	-%	1%	1%
												cgjno		o				
TOTAL NOT IMPORTANT	47	25	21	42	2	**	**	3	15	**	-	6	4	8	-	3	37	10
	3%	3%	4%	3%	2%	**	**	1%	6%	**	-%	6%	3%	6%	-%	2%	3%	5%
				jn					cdgjno			dgjno	jn	cdgjno				p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 172**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	79	32	45	59	8	**	**	7	14	**	7	6	4	13	-	2	72	7
Don't know, as don't use	476	179	296	370	39	**	**	13	31	**	41	44	60	38	27	55	400	76
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 173**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	853	408	445	109	161	169	171	107	135	268	221	167	198	347	505	745	107
	40%	40%	41%	37%	41%	46%	47%	37%	33%	47%	39%	38%	37%	43%	39%	43%	28%
					h	cgh	cgh			jkl				n		p	
Fairly important that this is impartial	272	139	133	55	54	63	39	35	26	68	96	51	57	104	169	237	36
	13%	14%	12%	18%	14%	17%	11%	12%	6%	12%	17%	12%	11%	13%	13%	14%	9%
				fgh	h	fh	h	h			ikl					p	
TOTAL IMPORTANT	1125	547	578	164	216	232	210	142	161	336	317	218	254	451	674	982	142
	53%	54%	53%	55%	55%	64%	58%	49%	40%	59%	56%	49%	48%	56%	52%	57%	37%
				h	h	dgh	gh	h		kl	l			n		p	
Neither/ nor	161	88	73	25	40	30	30	17	19	52	41	37	32	63	98	138	23
	8%	9%	7%	8%	10%	8%	8%	6%	5%	9%	7%	8%	6%	8%	7%	8%	6%
				h	gh	h	h										
Fairly unimportant that this is impartial	49	22	27	14	12	4	3	10	6	16	12	11	10	22	27	43	6
	2%	2%	2%	5%	3%	1%	1%	3%	1%	3%	2%	2%	2%	3%	2%	3%	2%
				efh			f										
Not at all important that this is impartial	41	20	21	4	18	4	8	4	4	14	20	5	2	24	18	36	6
	2%	2%	2%	1%	5%	1%	2%	1%	1%	3%	4%	1%	*%	3%	1%	2%	1%
					cegh					l	kl			n			
TOTAL NOT IMPORTANT	91	42	48	18	30	8	11	14	10	31	32	15	12	46	45	79	12
	4%	4%	4%	6%	8%	2%	3%	5%	2%	5%	6%	3%	2%	6%	3%	5%	3%
				eh	efh					l	l			n			
Don't know	92	35	57	18	13	8	15	18	19	23	18	17	35	31	61	68	24
	4%	4%	5%	6%	3%	2%	4%	6%	5%	4%	3%	4%	7%	4%	5%	4%	6%
				e				e					j				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 173**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	638	297	341	71	90	86	98	98	194	127	161	156	194	208	430	452	185
	30%	29%	31%	24%	23%	24%	27%	34%	48%	22%	28%	35%	37%	26%	33%	26%	48%
								cde	cdefg		i	ij	ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 173**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	853 40%	515 44%	336 36%	728 41%	68 37%	37 36%	20 34%	68 26%	121 41%	77 43%	90 47%	55 37%	73 40%	83 46%	41 46%	120 52%	755 41%	97 35%
		b		g	g	g			g	g	fg	g	g	fg	fg	cdefghkl	q	
Fairly important that this is impartial	272 13%	174 15%	99 11%	249 14%	15 8%	6 5%	3 5%	106 40%	38 13%	17 10%	21 11%	9 6%	22 12%	13 7%	6 7%	17 7%	251 14%	22 8%
		b		defkmno				cdefhijklmn o	efk		f		ef				q	
TOTAL IMPORTANT	1125 53%	689 59%	434 47%	977 55%	83 45%	43 41%	22 38%	173 66%	158 54%	95 52%	111 58%	64 43%	95 52%	97 54%	47 53%	137 59%	1006 55%	119 43%
		b		defk				cdefhijklmn	efk	f	defk		f	ef	ef	defk	q	
Neither/ nor	161 8%	114 10%	47 5%	146 8%	10 6%	4 3%	1 2%	42 16%	43 14%	6 4%	6 3%	6 4%	13 7%	14 8%	5 5%	11 5%	144 8%	17 6%
		b		efij				cdefijklmno cdefijklno					f	f				
Fairly unimportant that this is impartial	49 2%	28 2%	21 2%	40 2%	6 3%	4 4%	- -%	5 2%	10 3%	- -%	6 3%	9 6%	- -%	6 4%	2 3%	1 1%	42 2%	7 3%
					fil	filo			fil		fil	cfilo		fil	fil			
Not at all important that this is impartial	41 2%	27 2%	15 2%	34 2%	7 4%	1 1%	* 1%	9 3%	4 1%	2 1%	1 *%	3 2%	4 2%	10 6%	- -%	- -%	35 2%	6 2%
					jno			jno					o	cefijjno				
TOTAL NOT IMPORTANT	91 4%	55 5%	36 4%	73 4%	12 7%	5 4%	* 1%	14 5%	14 5%	2 1%	6 3%	12 8%	4 2%	16 9%	2 3%	1 1%	77 4%	13 5%
				fo	fio	fo		fio	fo			cfilno		cfijlno				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 173**

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**Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	92 4%	43 4%	48 5%	67 4%	11 6%	5 5%	9 15%	8 3%	17 6%	6 3%	7 4%	5 4%	3 2%	14 8%	1 2%	4 2%	84 5%	8 3%
					lno		cdeghijklno		n					clno				
Don't know, as don't use	638 30%	276 23%	360 39%	498 28%	67 37%	47 46%	26 44%	26 10%	62 21%	71 40%	62 32%	60 41%	67 37%	38 21%	34 37%	78 34%	518 28%	120 43%
			a	gh	cghm	cghjmo	cghjmo		g	cghm	ghm	cghm	cghm	g	cghm	ghm		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 174**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1377	678	699	207	286	271	251	172	190	419	390	270	298	560	817	1199	177
Very important that this is impartial	853	408	445	109	161	169	171	107	135	268	221	167	198	347	505	745	107
	62%	60%	64%	53%	56%	62%	68%	62%	71%	64%	57%	62%	66%	62%	62%	62%	60%
						c	cd	c	cdeg	j			j				
Fairly important that this is impartial	272	139	133	55	54	63	39	35	26	68	96	51	57	104	169	237	36
	20%	21%	19%	26%	19%	23%	15%	20%	14%	16%	25%	19%	19%	19%	21%	20%	20%
				dfh		fh		h			ikl						
TOTAL IMPORTANT	1125	547	578	164	216	232	210	142	161	336	317	218	254	451	674	982	142
	82%	81%	83%	79%	75%	86%	84%	82%	85%	80%	81%	81%	85%	81%	83%	82%	80%
						cd	d	d	d				i				
Neither/ nor	161	88	73	25	40	30	30	17	19	52	41	37	32	63	98	138	23
	12%	13%	10%	12%	14%	11%	12%	10%	10%	12%	10%	14%	11%	11%	12%	12%	13%
Fairly unimportant that this is impartial	49	22	27	14	12	4	3	10	6	16	12	11	10	22	27	43	6
	4%	3%	4%	7%	4%	2%	1%	6%	3%	4%	3%	4%	3%	4%	3%	4%	3%
				efh	f			ef									
Not at all important that this is impartial	41	20	21	4	18	4	8	4	4	14	20	5	2	24	18	36	6
	3%	3%	3%	2%	6%	1%	3%	2%	2%	3%	5%	2%	1%	4%	2%	3%	3%
					cegh					l	kl			n			
TOTAL NOT IMPORTANT	91	42	48	18	30	8	11	14	10	31	32	15	12	46	45	79	12
	7%	6%	7%	9%	11%	3%	4%	8%	5%	7%	8%	6%	4%	8%	5%	7%	7%
				ef	efh			e		l	l			n			
Don't know	92	35	57	18	13	8	15	18	19	23	18	17	35	31	61	68	24
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 174**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	638	297	341	71	90	86	98	98	194	127	161	156	194	208	430	452	185
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 174**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION													LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1377	858	517	1197	105	51	24	230	215	103	123	82	112	127	55	150	1228	149
Very important that this is impartial	853	515	336	728	68	**	**	68	121	**	90	**	73	83	**	120	755	97
	62%	60%	65% a	61% g	64% g	**	**	30%	56% g	**	73% cgh	**	65% g	65% g	**	80% cdghlm	62%	65%
Fairly important that this is impartial	272	174	99	249	15	**	**	106	38	**	21	**	22	13	**	17	251	22
	20%	20%	19%	21% dmo	14%	**	**	46% cdhjlmo	18%	**	17%	**	19% mo	10%	**	11%	20% q	15%
TOTAL IMPORTANT	1125	689	434	977	83	**	**	173	158	**	111	**	95	97	**	137	1006	119
	82%	80%	84% a	82% gh	78%	**	**	76%	74%	**	90% cdghm	**	84% gh	76%	**	92% cdghlm	82%	80%
Neither/ nor	161	114	47	146	10	**	**	42	43	**	6	**	13	14	**	11	144	17
	12%	13% b	9%	12% j	10%	**	**	18% cdjo	20% cdjlmo	**	5%	**	12% j	11% j	**	8%	12%	11%
Fairly unimportant that this is impartial	49	28	21	40	6	**	**	5	10	**	6	**	-	6	**	1	42	7
	4%	3%	4%	3% l	5% lo	**	**	2%	4% lo	**	5% lo	**	-%	5% lo	**	1%	3%	5%
Not at all important that this is impartial	41	27	15	34	7	**	**	9	4	**	1	**	4	10	**	-	35	6
	3%	3%	3%	3% o	6% chjo	**	**	4% o	2% o	**	1% o	**	4% jo	8% chjo	**	-%	3%	4%
TOTAL NOT IMPORTANT	91	55	36	73	12	**	**	14	14	**	6	**	4	16	**	1	77	13
	7%	6%	7%	6% o	12% cjlo	**	**	6% o	6% o	**	5% o	**	4% cghjlo	13%	**	1%	6%	9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 174**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	92	43	48	67	11	**	**	8	17	**	7	**	3	14	**	4	84	8
Don't know, as don't use	638	276	360	498	67	**	**	26	62	**	62	**	67	38	**	78	518	120
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 175**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	855	391	464	122	167	178	165	105	118	245	222	176	212	355	500	750	104
	41%	39%	42%	41%	43%	49%	45%	37%	29%	43%	39%	40%	40%	44%	38%	44%	27%
				h	h	gh	gh	h						n		p	
Fairly important that this is impartial	243	107	136	56	52	46	40	29	20	50	88	54	51	118	125	208	35
	12%	11%	12%	19%	13%	13%	11%	10%	5%	9%	15%	12%	10%	15%	10%	12%	9%
				efgh	h	h	h	h			il			n			
TOTAL IMPORTANT	1098	498	600	178	219	224	205	134	138	295	310	230	262	473	624	958	139
	52%	49%	55%	60%	56%	61%	56%	47%	34%	52%	55%	52%	50%	59%	48%	56%	36%
			a	gh	gh	gh	gh	h						n		p	
Neither/ nor	226	133	93	34	65	42	34	31	20	79	71	39	37	89	137	199	28
	11%	13%	8%	11%	17%	11%	9%	11%	5%	14%	13%	9%	7%	11%	11%	12%	7%
		b		h	fgh	h	h	h		kl	l					p	
Fairly unimportant that this is impartial	89	47	42	18	25	16	17	6	8	33	24	17	15	46	43	79	10
	4%	5%	4%	6%	6%	4%	5%	2%	2%	6%	4%	4%	3%	6%	3%	5%	3%
				gh	gh		h			l				n			
Not at all important that this is impartial	92	47	45	19	25	16	19	8	5	34	31	15	12	41	51	81	11
	4%	5%	4%	6%	6%	4%	5%	3%	1%	6%	5%	3%	2%	5%	4%	5%	3%
				h	gh	h	h			l	l						
TOTAL NOT IMPORTANT	181	95	86	37	50	32	36	14	13	67	55	32	28	87	94	160	21
	9%	9%	8%	12%	13%	9%	10%	5%	3%	12%	10%	7%	5%	11%	7%	9%	6%
				gh	gh	h	gh			kl	l			n		p	
Don't know	103	41	62	16	13	14	21	18	21	27	19	16	40	39	64	75	28
	5%	4%	6%	5%	3%	4%	6%	6%	5%	5%	3%	4%	8%	5%	5%	4%	7%
													jk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 175**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	499	244	255	32	43	54	67	92	210	101	113	126	160	111	388	328	171
	24%	24%	23%	11%	11%	15%	18%	32%	52%	18%	20%	28%	30%	14%	30%	19%	44%
							cd	cdef	cdefg			ij	ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 175**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	855 41%	525 45% b	328 35%	725 41% g	73 40%	37 36%	20 35%	79 30%	121 41% g	80 44% g	91 47% efgkl	53 36%	63 35%	83 46% fgl	40 45% g	114 49% cefgkl	756 41%	99 36%
Fairly important that this is impartial	243 12%	138 12%	105 11%	212 12% fo	18 10%	9 9%	3 5%	81 31% cdefhijklmn o	28 9%	16 9%	14 7%	12 8%	25 14% fjo	15 8%	7 8%	14 6%	226 12% q	17 6%
TOTAL IMPORTANT	1098 52%	662 56% b	433 47%	937 53% fk	91 50%	46 45%	23 40%	160 61% defhkl	148 50%	97 53% f	105 55% f	65 44%	89 49%	97 54% f	48 53% f	129 55% fk	981 54% q	116 42%
Neither/ nor	226 11%	160 14% b	66 7%	194 11% e	24 13% ef	4 4%	3 6%	53 20% cefijklmno	42 14% efiko	13 7%	19 10% e	10 7%	15 8%	15 9%	8 9%	18 8%	199 11%	27 10%
Fairly unimportant that this is impartial	89 4%	65 5% b	25 3%	75 4%	11 6% fn	2 2%	1 1%	20 8% cefimn	17 6% fn	4 2%	6 3%	7 5%	6 3%	4 2%	1 1%	9 4%	78 4%	11 4%
Not at all important that this is impartial	92 4%	66 6% b	26 3%	80 5% fo	8 4% f	4 4%	* 1%	13 5% fo	15 5% fo	3 2%	10 5% fo	14 10% cefino	8 4% f	13 7% fino	1 1%	2 1%	83 5%	9 3%
TOTAL NOT IMPORTANT	181 9%	131 11% b	51 5%	155 9% fin	19 10% fin	6 6%	1 2%	33 13% efino	32 11% fino	7 4%	17 9% fn	21 14% cefino	14 8% f	17 9% fn	2 3%	11 5%	161 9%	20 7%
Don't know	103 5%	46 4%	56 6% a	81 5%	8 4%	5 5%	9 15% cdeghijklno	5 2%	16 5%	6 3%	10 5%	9 6% g	7 4%	14 8% gn	2 2%	11 5%	88 5%	15 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 175**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know, as don't use	499	178	319	395	41	42	21	12	55	58	42	42	58	36	29	63	401	98
	24%	15%	35%	22%	22%	41%	37%	5%	19%	32%	22%	28%	32%	20%	33%	27%	22%	35%
			a	g	g	cdghjkm	cdghjm		g	cghjm	g	gh	cghjm	g	cdghjm	g		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 176**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1505	725	780	248	334	298	275	179	171	441	436	300	327	649	856	1316	188
Very important that this is impartial	855 57%	391 54%	464 60% a	122 49%	167 50%	178 60% cd	165 60% cd	105 59% cd	118 69% cdefg	245 56%	222 51%	176 59% j	212 65% ij	355 55%	500 58%	750 57%	104 55%
Fairly important that this is impartial	243 16%	107 15%	136 17%	56 23% defh	52 15%	46 15%	40 15%	29 16%	20 12%	50 11%	88 20% i	54 18% i	51 16%	118 18% n	125 15%	208 16%	35 19%
TOTAL IMPORTANT	1098 73%	498 69%	600 77% a	178 72%	219 66%	224 75% d	205 75% d	134 75% d	138 80% cd	295 67%	310 71%	230 76% i	262 80% ij	473 73%	624 73%	958 73%	139 74%
Neither/ nor	226 15%	133 18% b	93 12%	34 14%	65 19% fh	42 14%	34 12%	31 17% h	20 12%	79 18% l	71 16% l	39 13%	37 11%	89 14%	137 16%	199 15%	28 15%
Fairly unimportant that this is impartial	89 6%	47 7%	42 5%	18 7% g	25 7% g	16 5%	17 6%	6 3%	8 5%	33 7%	24 6%	17 6%	15 5%	46 7%	43 5%	79 6%	10 6%
Not at all important that this is impartial	92 6%	47 7%	45 6%	19 7% h	25 7% h	16 5%	19 7% h	8 5%	5 3%	34 8% l	31 7% l	15 5%	12 4%	41 6%	51 6%	81 6%	11 6%
TOTAL NOT IMPORTANT	181 12%	95 13%	86 11%	37 15% gh	50 15% gh	32 11%	36 13% gh	14 8%	13 8%	67 15% l	55 13% l	32 11%	28 9%	87 13%	94 11%	160 12%	21 11%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 176**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know	103	41	62	16	13	14	21	18	21	27	19	16	40	39	64	75	28
Don't know, as don't use	499	244	255	32	43	54	67	92	210	101	113	126	160	111	388	328	171
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 176**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1505	953	550	1286	135	56	28	246	223	117	141	96	118	130	58	158	1341	164
Very important that this is impartial	855 57%	525 55%	328 60% a	725 56% g	73 54% g	** **	** **	79 32%	121 54% g	80 68% cdghkl	91 65% cdghl	53 55% g	63 54% g	83 64% g	** 72% cdghkl	114 72% cdghkl	756 56%	99 61%
Fairly important that this is impartial	243 16%	138 14%	105 19% a	212 16% jo	18 14% jo	** **	** **	81 33% cdhijklmo	28 12% cdhijklmo	16 14% cdhijklmo	14 10% cdhijklmo	12 13% cdhijklmo	25 21% cdhijklmo	15 11% cdhijklmo	** **	14 9% cdhijklmo	226 17% cdhijklmo	17 10% cdhijklmo
TOTAL IMPORTANT	1098 73%	662 70%	433 79% a	937 73% g	91 68% g	** **	** **	160 65%	148 67%	97 82% cdghk	105 75%	65 68%	89 75% g	97 75% g	** **	129 81% cdghk	981 73%	116 71%
Neither/ nor	226 15%	160 17% b	66 12%	194 15%	24 18% m	** **	** **	53 22% ciklmo	42 19% ko	13 11%	19 14%	10 11%	15 13%	15 12%	** **	18 11%	199 15%	27 17%
Fairly unimportant that this is impartial	89 6%	65 7% b	25 4%	75 6%	11 8% m	** **	** **	20 8%	17 8%	4 3%	6 5%	7 7%	6 5%	4 3%	** **	9 6%	78 6%	11 7%
Not at all important that this is impartial	92 6%	66 7% b	26 5%	80 6% o	8 6% o	** **	** **	13 5%	15 7% o	3 3%	10 7% o	14 15% cdghijlo	8 7% o	13 10% io	** **	2 1%	83 6%	9 6%
TOTAL NOT IMPORTANT	181 12%	131 14% b	51 9%	155 12% i	19 14% io	** **	** **	33 13% i	32 14% io	7 6%	17 12%	21 22% cgijlmo	14 12%	17 13% i	** **	11 7%	161 12%	20 12%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 176**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on social media websites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	103	46	56	81	8	**	**	5	16	6	10	9	7	14	**	11	88	15
Don't know, as don't use	499	178	319	395	41	**	**	12	55	58	42	42	58	36	**	63	401	98
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 177**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q671 (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very important that this is impartial	723 34%	341 34%	381 35%	99 33% h	147 38% h	141 39% h	143 39% gh	91 31%	102 25%	225 40% jkl	184 32%	142 32%	172 33%	304 38% n	419 32%	632 37% p	90 23%
Fairly important that this is impartial	189 9%	85 8%	104 9%	39 13% h	41 11% h	36 10% h	32 9% h	27 9% h	14 3%	45 8%	75 13% ikl	30 7%	39 7%	86 11% n	103 8%	172 10% p	18 5%
TOTAL IMPORTANT	912 43%	427 42%	485 44%	138 47% h	188 48% h	177 48% h	175 48% h	118 41% h	116 29%	270 48% kl	259 46% k	172 39%	210 40%	390 49% n	522 40%	804 47% p	108 28%
Neither/ nor	164 8%	98 10% b	66 6%	31 10% gh	43 11% gh	31 8% h	29 8% h	15 5%	16 4%	52 9% l	50 9% l	37 8% l	25 5%	63 8%	101 8%	143 8%	22 6%
Fairly unimportant that this is impartial	57 3%	29 3%	28 3%	11 4% h	16 4% fgh	15 4% fh	4 1%	4 1%	6 1%	24 4% l	14 2%	11 2%	8 1%	25 3%	32 2%	51 3%	6 2%
Not at all important that this is impartial	32 2%	18 2%	14 1%	6 2%	11 3% h	3 1%	6 2%	3 1%	3 1%	16 3% l	10 2% l	4 1%	2 *%	15 2%	17 1%	30 2%	3 1%
TOTAL NOT IMPORTANT	89 4%	47 5%	42 4%	18 6% gh	28 7% fgh	18 5% h	10 3%	7 2%	8 2%	40 7% kl	24 4% l	15 3%	10 2%	40 5%	49 4%	80 5% p	9 2%
Don't know	132 6%	57 6%	74 7%	22 7%	18 5%	24 7%	22 6%	23 8%	23 6%	32 6%	31 5%	21 5%	47 9% jk	55 7%	76 6%	97 6%	34 9% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 177**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67I (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know, as don't use	810	382	429	88	113	116	128	126	240	175	204	197	234	251	559	596	214
	38%	38%	39%	30%	29%	32%	35%	44%	59%	31%	36%	45%	44%	31%	43%	35%	55%
								cdef	cdefg			ij	ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 177**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67I (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION			
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356	
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309	
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
Very important that this is impartial	723 34%	437 37% b	284 31%	624 35% dk	50 27%	30 29%	19 32%	82 31%	106 36%	67 37% k	74 39% dk	39 26%	52 29%	78 43% cdefgkl	39 44% cdefgkl	86 37% dk	643 35% q	79 29%	
Fairly important that this is impartial	189 9%	120 10% b	69 7%	170 10% efo	15 8% e	2 2%	2 3%	72 27% cdefhijklmn o	24 8% e	11 6%	12 6%	8 6%	15 8% e	10 6%	5 5%	11 5%	167 9%	22 8%	
TOTAL IMPORTANT	912 43% b	557 47% b	353 38%	795 45% defk	65 35%	32 31%	21 36%	155 59% cdefhijklklo	130 44% ek	78 43% ek	86 45% ek	47 32%	68 37%	89 49% defkl	44 49% defkl	98 42% e	811 44% q	101 37%	
Neither/ nor	164 8%	124 11% b	41 4%	145 8% fi	14 8% fi	5 5%	1 1%	37 14% cefijkno	43 15% cdefijklno	4 2%	11 5% f	6 4%	14 8% fi	15 8% fi	5 6% f	10 4%	146 8%	19 7%	
Fairly unimportant that this is impartial	57 3%	44 4% b	13 1%	48 3% fil	8 4% filno	1 1%	- -%	12 5% efilno	19 6% cefijlno	- -%	4 2%	4 3% fil	- -%	8 5% efilno	1 1%	1 1%	51 3%	6 2%	
Not at all important that this is impartial	32 2%	21 2%	11 1%	24 1% jo	6 3% jo	2 2% o	* 1%	4 1% filno	10 4% cjo	1 1%	- -%	2 1%	3 2%	2 1%	1 1%	- -%	32 2%	1 *%	
TOTAL NOT IMPORTANT	89 4%	65 6% b	24 3%	72 4% fio	13 7% fijlno	3 3%	* 1%	16 6% filno	29 10% cefijklno	1 1%	4 2%	6 4% fio	3 2%	11 6% filno	1 1%	1 1%	82 4%	7 2%	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 177**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67I (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	132	63	68	101	15	8	8	18	17	9	14	8	7	17	3	9	113	18
	6%	5%	7%	6%	8%	7%	14%	7%	6%	5%	7%	5%	4%	9%	3%	4%	6%	7%
							cghijklno							lno				
Don't know, as don't use	810	368	440	650	76	56	28	38	74	89	78	80	90	49	36	114	678	132
	38%	31%	48%	37%	42%	54%	48%	14%	25%	49%	40%	55%	50%	27%	41%	49%	37%	48%
			a	ghm	ghm	cdghjmn	cghm		g	cghm	ghm	cdghjmn	cghm	g	ghm	cghm		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 178**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q671 (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'	1165	571	594	186	259	225	214	140	141	362	333	224	246	492	673	1026	138
Very important that this is impartial	723	341	381	99	147	141	143	91	102	225	184	142	172	304	419	632	90
	62%	60%	64%	53%	57%	62%	67%	65%	73%	62%	55%	63%	70%	62%	62%	62%	65%
						c	cd	cd	cdeg		j	j	ijk				
Fairly important that this is impartial	189	85	104	39	41	36	32	27	14	45	75	30	39	86	103	172	18
	16%	15%	17%	21%	16%	16%	15%	19%	10%	13%	22%	14%	16%	17%	15%	17%	13%
				h	h	h	h	h			ikl						
TOTAL IMPORTANT	912	427	485	138	188	177	175	118	116	270	259	172	210	390	522	804	108
	78%	75%	82%	74%	73%	78%	82%	84%	82%	75%	78%	77%	86%	79%	78%	78%	78%
			a				cd	cd	cd				ijk				
Neither/ nor	164	98	66	31	43	31	29	15	16	52	50	37	25	63	101	143	22
	14%	17%	11%	16%	17%	14%	13%	11%	12%	14%	15%	17%	10%	13%	15%	14%	16%
		b			g						l	l					
Fairly unimportant that this is impartial	57	29	28	11	16	15	4	4	6	24	14	11	8	25	32	51	6
	5%	5%	5%	6%	6%	7%	2%	3%	4%	7%	4%	5%	3%	5%	5%	5%	4%
				f	f	fg				l							
Not at all important that this is impartial	32	18	14	6	11	3	6	3	3	16	10	4	2	15	17	30	3
	3%	3%	2%	3%	4%	1%	3%	2%	2%	4%	3%	2%	1%	3%	3%	3%	2%
					e					l	l						
TOTAL NOT IMPORTANT	89	47	42	18	28	18	10	7	8	40	24	15	10	40	49	80	9
	8%	8%	7%	9%	11%	8%	5%	5%	6%	11%	7%	7%	4%	8%	7%	8%	6%
				f	fgh					kl	l						

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 178**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67I (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Don't know	132	57	74	22	18	24	22	23	23	32	31	21	47	55	76	97	34
Don't know, as don't use	810	382	429	88	113	116	128	126	240	175	204	197	234	251	559	596	214
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 178**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67I (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1165	746	418	1011	92	40	22	207	202	83	101	59	85	114	50	109	1038	127
Very important that this is impartial	723 62%	437 59%	284 68% a	624 62% gh	** **	** **	** **	82 40%	106 52% g	** **	** **	** **	** **	78 68% gh	** **	** **	643 62%	79 63%
Fairly important that this is impartial	189 16%	120 16%	69 17%	170 17% m	** **	** **	** **	72 35% chm	24 12%	** **	** **	** **	** **	10 9%	** **	** **	167 16%	22 17%
TOTAL IMPORTANT	912 78%	557 75%	353 85% a	795 79% h	** **	** **	** **	155 75% h	130 64%	** **	** **	** **	** **	89 77% h	** **	** **	811 78%	101 80%
Neither/ nor	164 14%	124 17% b	41 10%	145 14%	** **	** **	** **	37 18%	43 21% c	** **	** **	** **	** **	15 13%	** **	** **	146 14%	19 15%
Fairly unimportant that this is impartial	57 5%	44 6% b	13 3%	48 5%	** **	** **	** **	12 6%	19 9% c	** **	** **	** **	** **	8 7%	** **	** **	51 5%	6 5%
Not at all important that this is impartial	32 3%	21 3%	11 3%	24 2%	** **	** **	** **	4 2%	10 5% c	** **	** **	** **	** **	2 2%	** **	** **	32 3% q	1 1%
TOTAL NOT IMPORTANT	89 8%	65 9% b	24 6%	72 7%	** **	** **	** **	16 8%	29 14% cg	** **	** **	** **	** **	11 9%	** **	** **	82 8%	7 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 178**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q67I (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	132	63	68	101	**	**	**	18	17	**	**	**	**	17	**	**	113	18
Don't know, as don't use	810	368	440	650	**	**	**	38	74	**	**	**	**	49	**	**	678	132
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 179**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																		
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	410	197	213	48	96	68	71	46	81	94	109	94	112	148	262	329	80
		19%	19%	19%	16%	25% cg	19%	19%	16%	20%	17%	19%	21%	21%	19%	20%	19%	21%
Fairly impartial	(2.0)	834	405	430	99	128	164	143	124	176	246	248	164	176	296	538	684	149
		40%	40%	39%	33%	33%	45% cd	39%	43% cd	44% cd	43% l	44% kl	37%	33%	37%	41%	40%	39%
TOTAL IMPARTIAL		1244 59%	601 60%	643 59%	147 50%	224 57%	232 63% c	214 59% c	170 59% c	257 64% c	341 60%	357 63% l	258 58%	288 55%	444 56%	800 61% m	1013 59%	230 59%
Neither/ nor	(3.0)	400	183	218	72	72	63	70	51	72	85	102	90	122	159	241	322	78
		19%	18%	20%	24% eh	18%	17%	19%	18%	18%	15%	18%	20% i	23% ij	20%	18%	19%	20%
Fairly biased	(4.0)	244	130	115	23	50	41	41	45	44	97	53	49	45	91	153	219	26
		12%	13%	10%	8%	13%	11%	11%	16% c	11%	17% jkl	9%	11%	9%	11%	12%	13% p	7%
Very biased	(5.0)	60	29	31	11	6	12	18	7	5	20	11	11	17	30	30	52	8
		3%	3%	3%	4% h	2%	3%	5% dh	2%	1%	4%	2%	3%	3%	4%	2%	3%	2%
TOTAL BIASED		304 14%	159 16%	145 13%	34 11%	56 14%	53 15%	60 16%	52 18% ch	49 12%	117 21% jkl	65 11%	60 14%	62 12%	121 15%	183 14%	271 16% p	33 9%
Don't know		159	68	91	44	38	18	20	15	24	26	45	34	54	75	84	113	46
		8%	7%	8%	15% efgh	10% efg	5%	5%	5%	6%	5%	8% i	8% i	10% i	9% n	6%	7%	12% o
Mean score		2.3	2.4	2.3	2.4	2.3	2.3	2.4	2.4 h	2.3	2.5 j	2.3	2.3	2.3	2.4	2.3	2.4 p	2.2
Standard deviation		1.04	1.05	1.03	1.03	1.06	1.03	1.10	1.03	.97	1.08	.97	1.04	1.05	1.07	1.02	1.05	.96
Standard error		.02	.03	.03	.07	.06	.06	.06	.06	.05	.05	.04	.05	.05	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 179**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	410	219	191	326	36	22	26	55	42	27	43	22	38	43	6	51	357	53
		19%	19%	21%	18%	20%	21%	45%	21%	14%	15%	22%	15%	21%	24%	7%	22%	20%	19%
		n n n cdeghijklmn o																	
Fairly impartial	(2.0)	834	488	346	703	78	37	16	139	134	65	64	47	71	64	41	78	735	99
		40%	41%	37%	40%	42%	36%	28%	53%	46%	36%	33%	32%	39%	36%	46%	34%	40%	36%
		f f cefijklmo f jko f f jko																	
TOTAL IMPARTIAL		1244	707	537	1029	114	59	43	194	176	92	107	69	108	107	47	128	1092	152
		59%	60%	58%	58%	62%	57%	73%	74%	60%	51%	56%	47%	59%	60%	53%	55%	60%	55%
		k ik cdehijklmno cdehijklmno k																	
Neither/ nor	(3.0)	400	212	187	341	40	17	1	45	49	37	40	33	38	39	17	44	344	56
		19%	18%	20%	19%	22%	17%	3%	17%	17%	20%	21%	22%	21%	22%	19%	19%	19%	20%
		f f f f f f f f f f f f f f f f f f																	
Fairly biased	(4.0)	244	149	94	214	15	12	3	21	36	31	28	29	14	16	11	28	207	37
		12%	13%	10%	12%	8%	11%	6%	8%	12%	17%	15%	19%	8%	9%	12%	12%	11%	13%
		f f dfglm f cdfglm f f f f f f f f f f f f f f																	
Very biased	(5.0)	60	34	26	50	5	4	1	3	9	6	3	8	1	1	4	14	53	7
		3%	3%	3%	3%	3%	4%	1%	1%	3%	4%	2%	6%	1%	1%	5%	6%	3%	2%
		l fglm fglm fglm fglm gilm cfgilm																	
TOTAL BIASED		304	182	120	264	20	16	4	24	45	37	32	37	15	17	15	42	260	44
		14%	15%	13%	15%	11%	15%	7%	9%	15%	21%	16%	25%	8%	10%	16%	18%	14%	16%
		fgl f fgl fgl cdefghlm fgl fglm fgl fglm																	
Don't know		159	75	82	129	9	11	10	1	25	15	14	9	21	16	10	18	134	25
		8%	6%	9%	7%	5%	11%	17%	1%	8%	8%	7%	6%	11%	9%	12%	8%	7%	9%
		g g g cdghijkmo g g g g dg g dg g																	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 179**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.3	2.4	2.3	2.4	2.3	2.3	1.7	2.2	2.4	2.5	2.4	2.7	2.2	2.2	2.6	2.4	2.3	2.4
				fgl	f	f		f	fg	cdfghlm	f	cdefghjlm	f	f	cdfghlm	fgl		
Standard deviation	1.04	1.04	1.04	1.04	.99	1.11	.95	.88	1.01	1.09	1.07	1.15	.91	.97	1.00	1.17	1.04	1.06
Standard error	.02	.03	.03	.03	.08	.10	.08	.06	.08	.09	.08	.09	.07	.08	.08	.09	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1948	942	1006	253	351	348	344	273	379	543	524	409	473	724	1224	1606	341
Very impartial	(1.0)	410	197	213	48	96	68	71	46	81	94	109	94	112	148	262	329	80
		21%	21%	21%	19%	27%	20%	21%	17%	22%	17%	21%	23%	24%	20%	21%	20%	24%
						ceg							i					
Fairly impartial	(2.0)	834	405	430	99	128	164	143	124	176	246	248	164	176	296	538	684	149
		43%	43%	43%	39%	36%	47%	42%	45%	46%	45%	47%	40%	37%	41%	44%	43%	44%
						d	d	d	d	d	l	kl						
TOTAL IMPARTIAL		1244	601	643	147	224	232	214	170	257	341	357	258	288	444	800	1013	230
		64%	64%	64%	58%	64%	67%	62%	62%	68%	63%	68%	63%	61%	61%	65%	63%	67%
						c	c			c		l						
Neither/ nor	(3.0)	400	183	218	72	72	63	70	51	72	85	102	90	122	159	241	322	78
		21%	19%	22%	29%	20%	18%	20%	19%	19%	16%	20%	22%	26%	22%	20%	20%	23%
					defgh							i	ij					
Fairly biased	(4.0)	244	130	115	23	50	41	41	45	44	97	53	49	45	91	153	219	26
		13%	14%	11%	9%	14%	12%	12%	17%	12%	18%	10%	12%	10%	13%	13%	14%	8%
								c	c		jkl					p		
Very biased	(5.0)	60	29	31	11	6	12	18	7	5	20	11	11	17	30	30	52	8
		3%	3%	3%	4%	2%	4%	5%	3%	1%	4%	2%	3%	4%	4%	2%	3%	2%
					h			dh						n				
TOTAL BIASED		304	159	145	34	56	53	60	52	49	117	65	60	62	121	183	271	33
		16%	17%	14%	13%	16%	15%	17%	19%	13%	22%	12%	15%	13%	17%	15%	17%	10%
									h		jkl						p	
Don't know		159	68	91	44	38	18	20	15	24	26	45	34	54	75	84	113	46
Mean score		2.3	2.4	2.3	2.4	2.3	2.3	2.4	2.4	2.3	2.5	2.3	2.3	2.3	2.4	2.3	2.4	2.2
								h			j						p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.04	1.05	1.03	1.03	1.06	1.03	1.10	1.03	.97	1.08	.97	1.04	1.05	1.07	1.02	1.05	.96
Standard error	.02	.03	.03	.07	.06	.06	.06	.06	.05	.05	.04	.05	.05	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1948	1101	844	1633	174	93	48	263	269	166	178	139	162	163	79	215	1696	252
Very impartial	(1.0)	410	219	191	326	36	22	26	55	42	27	43	22	38	43	6	51	357	53
		21%	20%	23%	20% n	21% n	24% n	54% cdeghijklmn o	21% n	16% n	16% n	24% hn	16% n	23% n	26% hikn	8% n	24% n	21% p	21% q
Fairly impartial	(2.0)	834	488	346	703	78	37	16	139	134	65	64	47	71	64	41	78	735	99
		43%	44%	41%	43% fk	45% fk	40% fk	34% cefijkmo	53% fjko	50% fjko	39% fjko	36% fjko	34% fjko	44% fjko	39% cefijkmo	52% cefijkmo	36% cefijkmo	43% p	39% q
TOTAL IMPARTIAL		1244	707	537	1029	114	59	43	194	176	92	107	69	108	107	47	128	1092	152
		64%	64%	64%	63% k	65% k	64% k	88% cdeghijklmn o	74% cijkno	65% k	55% k	60% k	50% k	67% ik	66% k	59% k	60% k	64% p	60% q
Neither/ nor	(3.0)	400	212	187	341	40	17	1	45	49	37	40	33	38	39	17	44	344	56
		21%	19%	22%	21% f	23% f	19% f	3% f	17% f	18% f	22% f	22% f	24% f	24% f	24% f	22% f	21% f	20% p	22% q
Fairly biased	(4.0)	244	149	94	214	15	12	3	21	36	31	28	29	14	16	11	28	207	37
		13%	13%	11%	13% f	9% f	13% f	7% f	8% f	13% cdfglm	19% cdfglm	16% fg	21% cdfglm	9% cdfglm	10% cdfglm	13% cdfglm	13% cdfglm	12% p	15% q
Very biased	(5.0)	60	34	26	50	5	4	1	3	9	6	3	8	1	1	4	14	53	7
		3%	3%	3%	3% fgl	3% fgl	4% glm	2% glm	1% glm	3% cdfglm	4% l	2% cdfglm	6% cdfglm	*% cdfglm	1% cdfglm	5% glm	6% cdfglm	3% p	3% q
TOTAL BIASED		304	182	120	264	20	16	4	24	45	37	32	37	15	17	15	42	260	44
		16%	17%	14%	16% fgl	12% fgl	17% fgl	9% fgl	9% fgl	17% fgl	23% cdfglm	18% fgl	27% cdfghlm	9% cdfghlm	11% cdfghlm	19% fglm	19% dfglm	15% p	17% q
Columns Tested:		a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 180**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	159	75	82	129	9	11	10	1	25	15	14	9	21	16	10	18	134	25
Mean score	2.3	2.4	2.3	2.4 fgl	2.3 f	2.3 f	1.7	2.2 f	2.4 fg	2.5 cdfglm	2.4 f	2.7 cdefghjlm	2.2 f	2.2 f	2.6 cdfglm	2.4 fgl	2.3	2.4
Standard deviation	1.04	1.04	1.04	1.04	.99	1.11	.95	.88	1.01	1.09	1.07	1.15	.91	.97	1.00	1.17	1.04	1.06
Standard error	.02	.03	.03	.03	.08	.10	.08	.06	.08	.09	.08	.09	.07	.08	.08	.09	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 181**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	481	234	247	56	94	88	84	63	96	133	120	117	112	188	294	389	93
		23%	23%	23%	19%	24%	24%	23%	22%	24%	23%	21%	26%	21%	23%	22%	23%	24%
Fairly impartial	(2.0)	773	374	399	104	130	132	133	110	164	210	248	143	172	261	512	630	142
		37%	37%	36%	35%	33%	36%	37%	38%	41% d	37%	44% ikl	32%	33%	33%	39% m	37%	37%
TOTAL IMPARTIAL		1254 60%	608 60%	646 59%	160 54%	224 57%	220 60%	217 60%	174 60%	260 65% c	343 60%	368 65% l	260 59%	284 54%	449 56%	805 62% m	1019 59%	235 61%
Neither/ nor	(3.0)	360	164	197	56	63	60	70	46	66	84	85	72	119	142	218	288	72
		17%	16%	18%	19%	16%	16%	19%	16%	16%	15%	15%	16%	23% ijk	18%	17%	17%	19%
Fairly biased	(4.0)	236	123	113	26	42	45	40	38	45	87	51	50	48	88	148	209	27
		11%	12%	10%	9%	11%	12%	11%	13%	11%	15% jl	9%	11%	9%	11%	11%	12% p	7%
Very biased	(5.0)	91	54	38	10	13	14	22	17	16	32	17	24	18	35	57	80	11
		4%	5%	3%	3%	3%	4%	6%	6%	4%	6% j	3%	5%	3%	4%	4%	5%	3%
TOTAL BIASED		328 16%	177 18% b	151 14%	36 12%	55 14%	59 16%	62 17%	54 19% c	61 15%	120 21% jl	68 12%	74 17% j	66 13%	123 15%	205 16%	289 17% p	38 10%
Don't know		165	61	103	45	47	27	15	14	16	23	47	36	58	85	79	123	42
		8%	6%	9% a	15% efgh	12% efgh	7%	4%	5%	4%	4%	4% i	8% i	8% i	11% i	11% n	6%	7% o
Mean score		2.3	2.4	2.3	2.3	2.3	2.3	2.4	2.4	2.3	2.4 j	2.2	2.3	2.3	2.3	2.3	2.3 p	2.2
Standard deviation		1.11	1.15	1.08	1.05	1.11	1.12	1.15	1.16	1.09	1.18	1.02	1.18	1.07	1.14	1.10	1.13	1.02
Standard error		.03	.04	.03	.07	.07	.07	.07	.06	.05	.06	.04	.06	.05	.05	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 181**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	481	271	210	391	38	27	25	46	69	43	51	32	47	40	7	56	420	61
		23%	23%	23%	22% n	21% n	26% n	43% cdeghijklmn o	18% n	23% n	24% n	26% gn	22% n	26% n	23% n	8% n	24% n	23% q	22%
Fairly impartial	(2.0)	773	435	338	652	68	37	16	152	112	57	57	47	64	67	34	62	688	85
		37%	37%	37%	37% fo	37% fo	36% o	27% cdehijklmn o	57% fo	38% fo	32% fo	30% fo	32% fo	35% fo	37% o	38% fo	27% fo	38% q	31%
TOTAL IMPARTIAL		1254	706	548	1043	107	64	41	198	181	100	108	79	111	107	41	117	1108	146
		60%	60%	59%	59% no	58% n	62% n	71% cdijkmno	75% cdehijklmno	61% no	56% no	56% no	54% no	61% n	60% n	46% no	51% no	61% q	53%
Neither/ nor	(3.0)	360	198	161	307	39	13	2	35	52	32	37	23	36	32	16	45	306	55
		17%	17%	17%	17% f	21% efg	12% f	3% f	13% f	18% f	18% f	19% f	15% f	20% f	18% f	18% f	19% f	17% f	20%
Fairly biased	(4.0)	236	141	94	207	16	10	3	20	29	26	25	22	17	19	14	34	202	34
		11%	12%	10%	12% f	9% f	10% f	6% f	8% fg	10% fg	15% fg	13% f	15% fg	9% f	11% f	15% fg	15% fg	11% f	12%
Very biased	(5.0)	91	50	41	75	9	6	1	5	9	8	8	17	3	2	7	18	78	13
		4%	4%	4%	4% g	5% g	6% glm	3% g	2% g	3% g	4% g	4% cdeghijlm	11% cdeghijlm	1% g	1% g	8% fghlm	8% cdeghlm	4% g	5%
TOTAL BIASED		328	190	135	281	25	16	5	25	38	34	33	39	19	22	21	52	280	47
		16%	16%	15%	16% fg	14% fg	16% fg	8% fg	9% fg	13% fgl	19% fgl	17% fg	26% cdeghijlm	10% fg	12% cdeghlm	23% cdeghlm	22% cdeghlm	15% fg	17%
Don't know		165	82	81	131	13	11	10	6	24	14	14	7	17	19	12	18	135	29
		8%	7%	9%	7% g	7% g	10% g	18% cdghijkl	2% g	8% g	8% g	7% g	5% g	9% g	11% gk	13% cgk	8% g	7% g	11%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 181**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.3	2.3	2.3	2.3	2.3	2.3	1.7	2.2	2.2	2.4	2.3	2.6	2.2	2.2	2.7	2.5	2.3	2.4
				fg	f	f		f	f	fg	f	cefg hlm	f	f	cdefghijlm	c fghlm		
Standard deviation	1.11	1.12	1.11	1.11	1.09	1.19	1.05	.87	1.05	1.17	1.16	1.31	1.00	1.01	1.13	1.26	1.11	1.16
Standard error	.03	.04	.04	.03	.08	.10	.09	.06	.08	.09	.09	.10	.08	.08	.10	.10	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1942	949	993	252	342	339	349	274	386	546	521	406	469	714	1229	1596	345
Very impartial	(1.0)	481	234	247	56	94	88	84	63	96	133	120	117	112	188	294	389	93
		25%	25%	25%	22%	28%	26%	24%	23%	25%	24%	23%	29%	24%	26%	24%	24%	27%
Fairly impartial	(2.0)	773	374	399	104	130	132	133	110	164	210	248	143	172	261	512	630	142
		40%	39%	40%	41%	38%	39%	38%	40%	42%	38%	48% ikl	35%	37%	37%	42% m	39%	41%
TOTAL IMPARTIAL		1254	608	646	160	224	220	217	174	260	343	368	260	284	449	805	1019	235
		65%	64%	65%	64%	65%	65%	62%	63%	67%	63%	71% ikl	64%	60%	63%	66%	64%	68%
Neither/ nor	(3.0)	360	164	197	56	63	60	70	46	66	84	85	72	119	142	218	288	72
		19%	17%	20%	22%	18%	18%	20%	17%	17%	15%	16%	18%	25% ijk	20%	18%	18%	21%
Fairly biased	(4.0)	236	123	113	26	42	45	40	38	45	87	51	50	48	88	148	209	27
		12%	13%	11%	10%	12%	13%	12%	14%	12%	16% jl	10%	12%	10%	12%	12%	13% p	8%
Very biased	(5.0)	91	54	38	10	13	14	22	17	16	32	17	24	18	35	57	80	11
		5%	6%	4%	4%	4%	4%	6%	6%	4%	6%	3%	6%	4%	5%	5%	5%	3%
TOTAL BIASED		328	177	151	36	55	59	62	54	61	120	68	74	66	123	205	289	38
		17%	19% b	15%	14%	16%	17%	18%	20%	16%	22% jl	13%	18% j	14%	17%	17%	18% p	11%
Don't know		165	61	103	45	47	27	15	14	16	23	47	36	58	85	79	123	42
Mean score		2.3	2.4	2.3	2.3	2.3	2.3	2.4	2.4	2.3	2.4 j	2.2	2.3	2.3	2.3	2.3	2.3 p	2.2
Standard deviation		1.11	1.15	1.08	1.05	1.11	1.12	1.15	1.16	1.09	1.18	1.02	1.18	1.07	1.14	1.10	1.13	1.02
Standard error		.03	.04	.03	.07	.07	.07	.07	.06	.05	.06	.04	.06	.05	.05	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1942	1094	845	1631	170	93	48	257	270	167	178	141	166	161	77	214	1694	248
Very impartial	(1.0)	481	271	210	391	38	27	25	46	69	43	51	32	47	40	7	56	420	61
		25%	25%	25%	24% n	23% n	29% gn	53% cdeghijklmn o	18% n	26% n	26% n	28% gn	23% n	28% gn	25% n	9% n	26% n	25% n	25%
Fairly impartial	(2.0)	773	435	338	652	68	37	16	152	112	57	57	47	64	67	34	62	688	85
		40%	40%	40%	40% jo	40% o	40% o	33% o	59% cdefhijklmn o	41% o	34% o	32% o	34% o	39% o	42% o	44% jo	29% o	41% q	34%
TOTAL IMPARTIAL		1254	706	548	1043	107	64	41	198	181	100	108	79	111	107	41	117	1108	146
		65%	65%	65%	64% no	63% o	69% kno	86% cdeghijklmn o	77% cdhijklmno	67% kno	60% o	61% o	56% o	67% no	67% no	53% o	55% o	65% q	59%
Neither/ nor	(3.0)	360	198	161	307	39	13	2	35	52	32	37	23	36	32	16	45	306	55
		19%	18%	19%	19% f	23% efg	14% f	4% f	13% f	19% f	19% f	21% f	16% f	22% fg	20% f	20% f	21% f	18% f	22%
Fairly biased	(4.0)	236	141	94	207	16	10	3	20	29	26	25	22	17	19	14	34	202	34
		12%	13%	11%	13% f	9% f	11% f	7% f	8% f	11% fg	16% fg	14% f	16% fg	10% fg	12% dfgl	18% dfgl	16% fg	12% fg	14%
Very biased	(5.0)	91	50	41	75	9	6	1	5	9	8	8	17	3	2	7	18	78	13
		5%	5%	5%	5% g	5% g	7% glm	3% g	2% g	3% g	5% g	4% g	12% cdfghijlm	2% g	1% g	9% cdfghlm	8% cdfghlm	5% g	5%
TOTAL BIASED		328	190	135	281	25	16	5	25	38	34	33	39	19	22	21	52	280	47
		17%	17%	16%	17% fg	15% fg	18% g	10% g	10% g	14% fgl	20% fgl	18% fg	27% cdfghlm	11% g	14% g	27% cdfghlm	24% cdfghlm	17% g	19%
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 182**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	165	82	81	131	13	11	10	6	24	14	14	7	17	19	12	18	135	29
Mean score	2.3	2.3	2.3	2.3	2.3	2.3	1.7	2.2	2.2	2.4	2.3	2.6	2.2	2.2	2.7	2.5	2.3	2.4
				fg	f	f		f	f	fg	f	cefg hlm	f	f	cedefghijlm	cfghlm		
Standard deviation	1.11	1.12	1.11	1.11	1.09	1.19	1.05	.87	1.05	1.17	1.16	1.31	1.00	1.01	1.13	1.26	1.11	1.16
Standard error	.03	.04	.04	.03	.08	.10	.09	.06	.08	.09	.09	.10	.08	.08	.10	.10	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 183**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	390	182	208	50	85	64	68	52	71	86	100	95	109	153	237	312	78
		19%	18%	19%	17%	22%	17%	19%	18%	18%	15%	18%	22% i	21% i	19%	18%	18%	20%
Fairly impartial	(2.0)	783	393	390	95	128	144	139	112	166	229	244	144	167	263	520	635	147
		37%	39%	36%	32%	33%	39%	38%	39%	41% cd	40% kl	43% kl	32%	32%	33%	40% m	37%	38%
TOTAL IMPARTIAL		1173	575	598	145	213	208	206	164	236	315	344	239	275	416	757	947	225
		56%	57%	54%	49%	55%	57%	57%	57%	59% c	55%	60% l	54%	52%	52%	58% m	55%	58%
Neither/ nor	(3.0)	439	199	240	63	78	71	85	63	80	116	99	103	122	181	258	354	85
		21%	20%	22%	21%	20%	20%	23%	22%	20%	20%	17%	23% j	23% j	23%	20%	21%	22%
Fairly biased	(4.0)	197	104	92	26	39	42	28	28	32	71	40	43	42	71	126	177	20
		9%	10%	8%	9%	10%	12%	8%	10%	8%	12% jl	7%	10%	8%	9%	10%	10% p	5%
Very biased	(5.0)	58	31	27	12	8	5	13	10	10	16	15	9	18	26	32	52	5
		3%	3%	2%	4%	2%	1%	4%	3%	3%	3%	3%	2%	3%	3%	2%	3%	1%
TOTAL BIASED		254	135	119	38	47	47	42	38	43	87	55	52	60	97	158	230	25
		12%	13%	11%	13%	12%	13%	11%	13%	11%	15% j	10%	12%	11%	12%	12%	13% p	6%
Don't know		240	100	140	51	51	39	31	24	44	51	71	48	70	106	134	188	52
		11%	10%	13%	17% efgh	13%	11%	9%	8%	11%	9%	13%	11%	13% i	13%	10%	11%	13%
Mean score		2.3	2.4	2.3	2.4	2.3	2.3	2.3	2.4	2.3	2.4 j	2.2	2.3	2.3	2.4	2.3	2.4 p	2.2
Standard deviation		1.02	1.03	1.00	1.07	1.04	.98	1.02	1.03	.98	1.02	.96	1.02	1.06	1.05	1.00	1.04	.91
Standard error		.02	.03	.03	.07	.06	.06	.06	.06	.05	.05	.04	.05	.05	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 183**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	390	210	180	313	32	19	26	40	40	23	42	25	42	45	6	49	341	49
		19%	18%	19%	18%	17%	19%	45%	15%	14%	13%	22%	17%	23%	25%	6%	21%	19%	18%
					n	n	n	cdeghijklmn o	n	n	n	hin	n	hin	cghin		in		
Fairly impartial	(2.0)	783	451	332	660	72	35	16	132	125	65	59	42	63	58	35	80	692	91
		37%	38%	36%	37%	39%	33%	28%	50%	42%	36%	31%	29%	34%	33%	40%	35%	38%	33%
					fk	fk			cdefijklmo	fjk							fk		
TOTAL IMPARTIAL		1173	661	512	973	104	54	42	172	165	89	101	67	105	104	41	130	1033	140
		56%	56%	55%	55%	56%	52%	73%	65%	56%	49%	53%	45%	58%	58%	46%	56%	56%	51%
					kn	k		cdehijklmno	ceijkn	k				kn	kn				
Neither/ nor	(3.0)	439	253	184	377	43	17	2	59	63	36	41	32	44	39	17	48	375	64
		21%	21%	20%	21%	23%	17%	3%	22%	21%	20%	21%	21%	24%	21%	19%	21%	20%	23%
					f	f	f		f	f	f	f	f	f	f	f	f		
Fairly biased	(4.0)	197	115	81	168	20	6	3	9	27	24	24	16	15	15	12	26	169	28
		9%	10%	9%	10%	11%	5%	5%	4%	9%	14%	13%	11%	8%	8%	14%	11%	9%	10%
					fg	fg				g	efg	efg	fg			efg	fg		
Very biased	(5.0)	58	31	26	46	4	6	2	2	7	5	8	13	1	1	2	8	50	8
		3%	3%	3%	3%	2%	6%	3%	1%	2%	3%	4%	9%	1%	1%	3%	3%	3%	3%
							cglm					gl	cdfghilmno						
TOTAL BIASED		254	147	107	215	24	12	4	11	34	29	32	29	16	16	15	34	218	36
		12%	12%	12%	12%	13%	11%	7%	4%	11%	16%	17%	20%	9%	9%	16%	14%	12%	13%
					g	g	g			g	fgl	fglm	cfghlm			fgl	fg		
Don't know		240	116	123	197	13	21	10	22	33	27	19	20	17	21	17	21	204	37
		11%	10%	13%	11%	7%	20%	17%	9%	11%	15%	10%	14%	9%	12%	19%	9%	11%	13%
				a			cdghjlo	cdgo			d					cdqghjlo			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 183**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.3	2.3	2.3	2.3	2.4	2.3	1.7	2.2	2.4	2.5	2.4	2.6	2.2	2.2	2.6	2.3	2.3	2.4
				fgm	fg	f		f	fg	fglm	fg	cefglmo	f	f	cdefghlmo	f		
Standard deviation	1.02	1.01	1.03	1.01	.99	1.13	1.00	.77	.95	1.03	1.13	1.22	.95	.98	.97	1.08	1.01	1.04
Standard error	.02	.03	.03	.03	.08	.11	.09	.06	.07	.09	.09	.10	.07	.08	.09	.08	.03	.06
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 184**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1867	910	957	245	339	326	333	264	359	518	497	394	457	693	1174	1531	335
Very impartial	(1.0)	390	182	208	50	85	64	68	52	71	86	100	95	109	153	237	312	78
		21%	20%	22%	20%	25%	20%	20%	20%	20%	17%	20%	24% i	24% i	22%	20%	20%	23%
Fairly impartial	(2.0)	783	393	390	95	128	144	139	112	166	229	244	144	167	263	520	635	147
		42%	43%	41%	39%	38%	44%	42%	42%	46% d	44% kl	49% kl	36%	36%	38%	44% m	41%	44%
TOTAL IMPARTIAL		1173	575	598	145	213	208	206	164	236	315	344	239	275	416	757	947	225
		63%	63%	62%	59%	63%	64%	62%	62%	66%	61%	69% ikl	61%	60%	60%	65%	62%	67%
Neither/ nor	(3.0)	439	199	240	63	78	71	85	63	80	116	99	103	122	181	258	354	85
		24%	22%	25%	25%	23%	22%	25%	24%	22%	22%	20%	26% j	27% j	26%	22%	23%	25%
Fairly biased	(4.0)	197	104	92	26	39	42	28	28	32	71	40	43	42	71	126	177	20
		11%	11%	10%	11%	12%	13%	9%	11%	9%	14% jl	8%	11%	9%	10%	11%	12% p	6%
Very biased	(5.0)	58	31	27	12	8	5	13	10	10	16	15	9	18	26	32	52	5
		3%	3%	3%	5% e	2%	1%	4%	4%	3%	3%	3%	2%	4%	4%	3%	3%	2%
TOTAL BIASED		254	135	119	38	47	47	42	38	43	87	55	52	60	97	158	230	25
		14%	15%	12%	15%	14%	14%	13%	14%	12%	17% j	11%	13%	13%	14%	13%	15% p	7%
Don't know		240	100	140	51	51	39	31	24	44	51	71	48	70	106	134	188	52
Mean score		2.3	2.4	2.3	2.4	2.3	2.3	2.3	2.4	2.3	2.4 j	2.2	2.3	2.3	2.4	2.3	2.4 p	2.2

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 184**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.02	1.03	1.00	1.07	1.04	.98	1.02	1.03	.98	1.02	.96	1.02	1.06	1.05	1.00	1.04	.91
Standard error	.02	.03	.03	.07	.06	.06	.06	.06	.05	.05	.04	.05	.05	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 184**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & NORTH WEST			URBAN	RURAL
		Total	WORKING	WORKING											EAST	EAST	WEST		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1867	1061	803	1565	170	83	48	241	261	154	174	128	165	158	73	211	1626	240
Very impartial	(1.0)	390	210	180	313	32	19	26	40	40	23	42	25	42	45	6	49	341	49
		21%	20%	22%	20% n	18% n	23% n	54% cdeghijklmn o	17% n	15% n	15% n	24% hin	19% n	26% ghin	29% cdghin	8% n	23% n	21% p	20% q
Fairly impartial	(2.0)	783	451	332	660	72	35	16	132	125	65	59	42	63	58	35	80	692	91
		42%	43%	41%	42% fjk	42% fjk	42% fjk	34% cdefijklmo	55% fjkm	48% fjkm	43% fjkm	34% fjkm	33% fjkm	38% fjkm	37% fjkm	49% fjkm	38% fjkm	43% fjkm	38% fjkm
TOTAL IMPARTIAL		1173	661	512	973	104	54	42	172	165	89	101	67	105	104	41	130	1033	140
		63%	62%	64%	62% k	61% k	65% k	88% cdeghijklmn o	71% cdijkno	63% k	58% k	58% k	52% k	64% k	65% k	56% k	61% k	64% k	58% k
Neither/ nor	(3.0)	439	253	184	377	43	17	2	59	63	36	41	32	44	39	17	48	375	64
		24%	24%	23%	24% f	25% f	21% f	4% f	24% f	24% f	23% f	23% f	25% f	27% f	24% f	24% f	23% f	23% f	27% f
Fairly biased	(4.0)	197	115	81	168	20	6	3	9	27	24	24	16	15	15	12	26	169	28
		11%	11%	10%	11% fg	12% fg	7% fg	5% fg	4% g	10% g	16% efg	14% efg	13% fg	9% g	9% g	17% cefgl	12% fg	10% fg	12% fg
Very biased	(5.0)	58	31	26	46	4	6	2	2	7	5	8	13	1	1	2	8	50	8
		3%	3%	3%	3% cdghlm	2% cdghlm	7% cdghlm	3% cdghlm	1% cdghlm	3% cdghlm	3% cdghlm	4% gl	10% cdfghijlmno	1% cdghilmno	1% cdghilmno	3% cdghilmno	4% g	3% cdghilmno	3% cdghilmno
TOTAL BIASED		254	147	107	215	24	12	4	11	34	29	32	29	16	16	15	34	218	36
		14%	14%	13%	14% g	14% g	14% g	9% g	4% g	13% g	19% fglm	18% fglm	23% cdfghlm	9% g	10% g	20% cdfglm	16% fg	13% fg	15% fg
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 184**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	240	116	123	197	13	21	10	22	33	27	19	20	17	21	17	21	204	37
Mean score	2.3	2.3	2.3	2.3 fgm	2.4 fg	2.3 f	1.7	2.2 f	2.4 fg	2.5 fglm	2.4 fg	2.6 cefglmo	2.2 f	2.2 f	2.6 cdefghlmo	2.3 f	2.3	2.4
Standard deviation	1.02	1.01	1.03	1.01	.99	1.13	1.00	.77	.95	1.03	1.13	1.22	.95	.98	.97	1.08	1.01	1.04
Standard error	.02	.03	.03	.03	.08	.11	.09	.06	.07	.09	.09	.10	.07	.08	.09	.08	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 185**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	320	155	165	42	70	59	58	39	51	75	84	75	86	122	198	260	60
		15%	15%	15%	14%	18%	16%	16%	14%	13%	13%	15%	17%	16%	15%	15%	15%	16%
Fairly impartial	(2.0)	635	320	315	84	125	116	115	86	109	175	207	112	140	221	414	531	103
		30%	32%	29%	28%	32%	32%	31%	30%	27%	31%	36% kl	25%	27%	28%	32%	31%	27%
TOTAL IMPARTIAL		955	475	479	127	195	176	173	125	160	250	291	188	225	342	612	790	164
		45%	47%	44%	43%	50% h	48% h	47% h	43%	40%	44%	51% ikl	42%	43%	43%	47%	46%	42%
Neither/ nor	(3.0)	414	204	211	62	74	80	73	56	69	100	106	96	112	183	231	333	82
		20%	20%	19%	21%	19%	22%	20%	19%	17%	18%	19%	22%	21%	23% n	18%	19%	21%
Fairly biased	(4.0)	167	92	75	21	27	29	32	28	30	62	33	42	30	54	113	147	20
		8%	9%	7%	7%	7%	8%	9%	10%	8%	11% jl	6%	10% jl	6%	7%	9%	9% p	5%
Very biased	(5.0)	53	27	27	9	11	7	12	8	6	22	12	7	13	27	26	50	3
		3%	3%	2%	3%	3%	2%	3%	3%	1%	4% k	2%	2%	2%	3%	2%	3% p	1%
TOTAL BIASED		220	119	101	30	38	36	44	36	36	84	45	49	42	81	139	197	23
		10%	12%	9%	10%	10%	10%	12%	13%	9%	15% jl	8%	11%	8%	10%	11%	11% p	6%
Don't know		518	212	306	78	83	74	75	71	138	135	126	110	147	193	325	400	118
		25%	21%	28% a	26%	21%	20%	21%	25%	34% cdefg	24%	22%	25%	28% j	24%	25%	23%	30% o
Mean score		2.4	2.4	2.3	2.4	2.3	2.3	2.4	2.4	2.4	2.5 jl	2.3	2.4	2.3	2.4	2.3	2.4 p	2.3
Standard deviation		1.02	1.03	1.02	1.03	1.03	.99	1.06	1.05	.99	1.09	.95	1.03	1.01	1.04	1.01	1.04	.93
Standard error		.03	.04	.04	.07	.07	.06	.07	.07	.06	.06	.04	.06	.05	.05	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 185**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
					YORKS &														
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	320	177	143	258	28	14	21	44	37	25	35	19	26	32	3	37	285	35
		15%	15%	15%	15%	15%	13%	36%	17%	12%	14%	18%	13%	14%	18%	3%	16%	16%	13%
					n	n	n	cd	de	ghijklmn	o				n		n		
Fairly impartial	(2.0)	635	381	252	540	66	18	11	115	97	48	49	36	61	55	17	62	570	65
		30%	32%	27%	31%	36%	18%	18%	44%	33%	26%	26%	24%	34%	30%	20%	27%	31%	23%
			b		efn	efjkn			ce	f	ghijklmno	efn		efn	efn			q	
TOTAL IMPARTIAL		955	558	395	798	93	32	31	159	133	72	85	55	88	86	21	99	854	100
		45%	47%	43%	45%	51%	31%	54%	60%	45%	40%	44%	37%	48%	48%	23%	43%	47%	36%
			b		en	eikn		ceikno	ce	hijklmno	en	n	en	n	ekn	en	en	q	
Neither/ nor	(3.0)	414	254	159	361	37	14	2	59	65	27	42	27	51	33	16	41	366	49
		20%	22%	17%	21%	20%	14%	4%	22%	22%	15%	22%	18%	28%	18%	18%	18%	20%	18%
			b		f	f	f		ef	f	f	f	f	ce	f	f	f		
Fairly biased	(4.0)	167	94	73	148	12	6	2	11	18	20	21	15	13	18	14	17	143	24
		8%	8%	8%	8%	6%	5%	3%	4%	6%	11%	11%	10%	7%	10%	16%	7%	8%	9%
					fg					fg	fg	fg	fg		fg	cd	efghlo		
Very biased	(5.0)	53	34	19	43	5	4	2	1	10	3	6	9	2	1	2	9	44	9
		3%	3%	2%	2%	3%	4%	3%	1%	3%	2%	3%	6%	1%	1%	3%	4%	2%	3%
							g			g			cgilm				g		
TOTAL BIASED		220	128	92	191	16	10	3	12	28	23	26	24	15	19	17	26	188	32
		10%	11%	10%	11%	9%	10%	6%	4%	9%	13%	14%	16%	8%	11%	19%	11%	10%	12%
					g					fg	fg	fg	cd	fg	g	cd	efghl	g	
Don't know		518	237	279	412	37	48	21	34	68	58	39	42	29	41	36	65	422	96
		25%	20%	30%	23%	20%	46%	36%	13%	23%	32%	21%	28%	16%	23%	40%	28%	23%	35%
				a	gl		cd	ghijklmo	cd	ghijlm	g	cd	gil		g	cd	ghijklmo	gl	p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 185**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.4	2.4	2.3	2.4	2.3	2.4	1.7	2.2	2.4	2.4	2.4	2.6	2.4	2.3	2.9	2.4	2.4	2.5
				fg	f	fg		f	fg	fg	fg	cdfglm	fg	f	cdefghijklm o	fg		
Standard deviation	1.02	1.02	1.04	1.01	.97	1.19	1.07	.80	.99	1.06	1.10	1.19	.91	1.00	1.00	1.11	1.01	1.10
Standard error	.03	.04	.04	.03	.08	.13	.11	.06	.08	.10	.09	.11	.07	.09	.10	.10	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 186**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1589	798	791	219	307	292	289	217	265	434	442	333	380	606	983	1319	269
Very impartial	(1.0)	320	155	165	42	70	59	58	39	51	75	84	75	86	122	198	260	60
		20%	19%	21%	19%	23%	20%	20%	18%	19%	17%	19%	23%	23%	20%	20%	20%	22%
Fairly impartial	(2.0)	635	320	315	84	125	116	115	86	109	175	207	112	140	221	414	531	103
		40%	40%	40%	39%	41%	40%	40%	40%	41%	40%	47% ikl	34%	37%	36%	42% m	40%	38%
TOTAL IMPARTIAL		955	475	479	127	195	176	173	125	160	250	291	188	225	342	612	790	164
		60%	60%	61%	58%	63%	60%	60%	58%	60%	58%	66% ikl	56%	59%	56%	62% m	60%	61%
Neither/ nor	(3.0)	414	204	211	62	74	80	73	56	69	100	106	96	112	183	231	333	82
		26%	26%	27%	29%	24%	28%	25%	26%	26%	23%	24%	29%	30% ij	30% n	24%	25%	30% o
Fairly biased	(4.0)	167	92	75	21	27	29	32	28	30	62	33	42	30	54	113	147	20
		10%	12%	9%	10%	9%	10%	11%	13%	11%	14% jl	7%	13% jl	8%	9%	12%	11% p	8%
Very biased	(5.0)	53	27	27	9	11	7	12	8	6	22	12	7	13	27	26	50	3
		3%	3%	3%	4%	4%	2%	4%	4%	2%	5% k	3%	2%	3%	4% n	3%	4% p	1%
TOTAL BIASED		220	119	101	30	38	36	44	36	36	84	45	49	42	81	139	197	23
		14%	15%	13%	14%	12%	12%	15%	17%	14%	19% jl	10%	15% j	11%	13%	14%	15% p	9%
Don't know		518	212	306	78	83	74	75	71	138	135	126	110	147	193	325	400	118
Mean score		2.4	2.4	2.3	2.4	2.3	2.3	2.4	2.4	2.4	2.5 jl	2.3	2.4	2.3	2.4	2.3	2.4 p	2.3
Standard deviation		1.02	1.03	1.02	1.03	1.03	.99	1.06	1.05	.99	1.09	.95	1.03	1.01	1.04	1.01	1.04	.93
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 186**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard error	.03	.04	.04	.07	.07	.06	.07	.07	.06	.06	.04	.06	.05	.05	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 186**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & NORTH WEST			URBAN	RURAL
		Total	WORKING	WORKING											EAST	EAST	WEST		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1589	940	646	1350	147	56	37	230	226	123	153	106	153	138	54	167	1408	181
Very impartial	(1.0)	320	177	143	258	28	**	**	44	37	25	35	19	26	32	**	37	285	35
		20%	19%	22%	19%	19%	**	**	19%	16%	20%	23%	18%	17%	23%	**	22%	20%	19%
Fairly impartial	(2.0)	635	381	252	540	66	**	**	115	97	48	49	36	61	55	**	62	570	65
		40%	41%	39%	40%	45% j	**	**	50% cijko	43% j	39%	32%	34%	40%	39%	**	37%	40%	36%
TOTAL IMPARTIAL		955	558	395	798	93	**	**	159	133	72	85	55	88	86	**	99	854	100
		60%	59%	61%	59%	64% k	**	**	69% chjkl	59%	59%	55%	52%	57%	62%	**	59%	61%	55%
Neither/ nor	(3.0)	414	254	159	361	37	**	**	59	65	27	42	27	51	33	**	41	366	49
		26%	27%	25%	27%	25%	**	**	26%	29%	22%	27%	25%	33% i	24%	**	25%	26%	27%
Fairly biased	(4.0)	167	94	73	148	12	**	**	11	18	20	21	15	13	18	**	17	143	24
		10%	10%	11%	11% g	8% g	**	**	5%	8% cdghl	17% g	14% g	14% g	8% g	13% g	**	10% g	10% g	13% g
Very biased	(5.0)	53	34	19	43	5	**	**	1	10	3	6	9	2	1	**	9	44	9
		3%	4%	3%	3% g	3% g	**	**	1% g	4% g	2% g	4% g	9% cdgilm	1% g	1% g	**	5% glm	3% g	5% p
TOTAL BIASED		220	128	92	191	16	**	**	12	28	23	26	24	15	19	**	26	188	32
		14%	14%	14%	14% g	11% g	**	**	5% g	12% g	19% dgl	17% gl	23% cdghlm	10% g	14% g	**	16% g	13% g	18% p
Don't know		518	237	279	412	37	**	**	34	68	58	39	42	29	41	**	65	422	96
Mean score		2.4	2.4	2.3	2.4	2.3	**	**	2.2	2.4	2.4	2.4	2.6	2.4	2.3	**	2.4	2.4	2.5
Standard deviation		1.02	1.02	1.04	1.01	.97	**	**	.80	.99	1.06	1.10	1.19	.91	1.00	**	1.11	1.01	1.10
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 186**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard error	.03	.04	.04	.03	.08	.13	.11	.06	.08	.10	.09	.11	.07	.09	.10	.10	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 187**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	255	113	141	25	67	41	49	30	42	50	66	63	76	100	155	197
		12%	11%	13%	8%	17%	11%	14%	10%	10%	9%	12%	14%	14%	12%	12%	11%
					cegh								i	i			
Fairly impartial	(2.0)	534	277	257	83	92	118	88	62	91	144	177	92	121	191	343	447
		25%	27%	23%	28%	24%	32%	24%	22%	23%	25%	31%	21%	23%	24%	26%	26%
						dfgh						kl					
TOTAL IMPARTIAL	788	390	398	108	159	159	138	92	133	194	243	155	197	291	497	645	143
	37%	39%	36%	36%	41%	44%	38%	32%	33%	34%	43%	35%	37%	36%	38%	38%	37%
					gh	gh					ik						
Neither/ nor	(3.0)	419	210	210	66	77	71	81	58	66	99	105	106	109	173	246	340
		20%	21%	19%	22%	20%	20%	22%	20%	16%	17%	18%	24%	21%	22%	19%	20%
								h					ij				
Fairly biased	(4.0)	157	88	68	21	34	29	27	20	26	61	33	34	28	54	103	133
		7%	9%	6%	7%	9%	8%	7%	7%	6%	11%	6%	8%	5%	7%	8%	8%
			b								jl						
Very biased	(5.0)	58	29	29	10	11	11	12	9	6	21	16	7	15	31	27	54
		3%	3%	3%	3%	3%	3%	3%	3%	1%	4%	3%	2%	3%	4%	2%	3%
														n		p	
TOTAL BIASED	215	117	98	31	45	39	39	29	32	82	49	41	43	85	130	187	28
	10%	12%	9%	10%	11%	11%	11%	10%	8%	14%	9%	9%	8%	11%	10%	11%	7%
										jkl						p	
Don't know	684	293	391	92	109	96	106	108	173	194	172	141	177	250	434	547	137
	32%	29%	36%	31%	28%	26%	29%	38%	43%	34%	30%	32%	34%	31%	33%	32%	35%
			a					def	cdef								
Mean score	2.5	2.5	2.4	2.6	2.4	2.4	2.5	2.5	2.4	2.6	2.4	2.4	2.4	2.5	2.4	2.5	2.3
										kl						p	
Standard deviation	1.04	1.03	1.04	1.00	1.09	1.00	1.06	1.06	.99	1.08	.99	1.01	1.05	1.07	1.01	1.05	.98
Standard error	.03	.04	.04	.07	.07	.07	.07	.07	.06	.06	.05	.06	.05	.05	.03	.03	.06
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 187**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	255	133	122	198	25	12	20	33	31	13	31	14	22	27	3	25	228	27
		12%	11%	13%	11% n	13% n	12% n	34% cdeghijklmn o	12% n	10% n	7% n	16% in	9% n	12% n	15% in	3% n	11% n	12% n	10%
Fairly impartial	(2.0)	534	317	215	453	57	16	8	103	74	37	45	27	49	52	15	51	477	56
		25%	27%	23%	26% efkn	31% efkn	15% n	13% cefhijklno	39% ef	25% ef	20% n	23% f	18% efn	27% efn	29% efkn	17% n	22% f	26% q	20%
TOTAL IMPARTIAL		788	450	337	651	82	28	28	136	104	50	76	41	72	78	18	76	705	83
		37%	38%	36%	37% eikn	45% eikno	27% n	47% cehikno	52% cehijklno	35% n	28% n	39% eikn	28% n	39% eikn	44% eikno	20% n	33% n	39% q	30%
Neither/ nor	(3.0)	419	263	157	369	37	11	2	71	64	19	36	27	55	35	15	47	381	38
		20%	22% b	17% n	21% efi	20% efi	11% f	4% n	27% efin	22% efi	10% f	19% efi	18% fi	30% cdefijklmno	19% efi	17% f	20% efi	21% q	14%
Fairly biased	(4.0)	157	90	66	137	13	6	1	8	18	12	21	16	16	14	10	22	137	20
		7%	8%	7%	8% fg	7% f	5% n	2% n	3% n	6% f	6% f	11% fg	11% fg	9% fg	8% f	12% fg	9% fg	7% n	7%
Very biased	(5.0)	58	39	19	48	4	4	2	2	13	3	7	9	4	1	1	8	49	9
		3%	3%	2%	3% n	2% n	4% g	3% n	1% n	4% gm	2% n	4% g	6% cgmn	2% n	1% n	1% n	3% n	3% n	3%
TOTAL BIASED		215	129	85	185	17	10	3	10	31	15	28	25	20	15	12	29	186	29
		10%	11%	9%	11% fg	9% g	10% g	5% n	4% n	10% g	8% n	15% fg	17% cdfgim	11% g	8% n	13% fg	13% fg	10% n	11%
Don't know		684	334	347	556	48	55	25	47	95	97	52	54	35	51	45	80	557	127
		32%	28%	38% a	32% gl	26% n	53% cdghijklmo	44% cdghjim	18% n	32% gl	54% cdghijklmo	27% g	37% dgl	19% n	29% gl	50% cdghijklmo	35% gl	30% n	46% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 187**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.5	2.5	2.4	2.5	2.4	2.5	1.7	2.3	2.5	2.5	2.5	2.8	2.5	2.3	2.8	2.6	2.5	2.5
		b		fgm	f	f		f	fgm	f	fg	cdefghijlm	fgm	f	cdefghijlmo	fgm		
Standard deviation	1.04	1.03	1.04	1.02	.98	1.24	1.13	.79	1.06	1.05	1.15	1.18	.97	.96	.96	1.08	1.03	1.12
Standard error	.03	.04	.04	.03	.09	.15	.12	.06	.09	.12	.10	.12	.08	.09	.11	.10	.03	.08
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 188**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																		
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1423	717	706	205	281	270	258	180	230	375	396	301	349	549	874	1172	250
Very impartial	(1.0)	255	113	141	25	67	41	49	30	42	50	66	63	76	100	155	197	57
		18%	16%	20%	12%	24%	15%	19%	17%	18%	13%	17%	21%	22%	18%	18%	17%	23%
				a		ceg		c		c			i	ij				o
Fairly impartial	(2.0)	534	277	257	83	92	118	88	62	91	144	177	92	121	191	343	447	86
		38%	39%	36%	41%	33%	44%	34%	35%	40%	38%	45%	30%	35%	35%	39%	38%	34%
							dfg				k	kl						
TOTAL IMPARTIAL		788	390	398	108	159	159	138	92	133	194	243	155	197	291	497	645	143
		55%	54%	56%	53%	57%	59%	53%	51%	58%	52%	61%	51%	56%	53%	57%	55%	57%
												ik						
Neither/ nor	(3.0)	419	210	210	66	77	71	81	58	66	99	105	106	109	173	246	340	79
		29%	29%	30%	32%	28%	26%	31%	32%	29%	26%	26%	35%	31%	32%	28%	29%	32%
													ij					
Fairly biased	(4.0)	157	88	68	21	34	29	27	20	26	61	33	34	28	54	103	133	24
		11%	12%	10%	10%	12%	11%	11%	11%	11%	16%	8%	11%	8%	10%	12%	11%	10%
											jkl							
Very biased	(5.0)	58	29	29	10	11	11	12	9	6	21	16	7	15	31	27	54	4
		4%	4%	4%	5%	4%	4%	5%	5%	2%	6%	4%	2%	4%	6%	3%	5%	2%
											k				n		p	
TOTAL BIASED		215	117	98	31	45	39	39	29	32	82	49	41	43	85	130	187	28
		15%	16%	14%	15%	16%	15%	15%	16%	14%	22%	12%	13%	12%	15%	15%	16%	11%
											jkl						p	
Don't know		684	293	391	92	109	96	106	108	173	194	172	141	177	250	434	547	137
Mean score		2.5	2.5	2.4	2.6	2.4	2.4	2.5	2.5	2.4	2.6	2.4	2.4	2.4	2.5	2.4	2.5	2.3
											ikl						p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 188**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.04	1.03	1.04	1.00	1.09	1.00	1.06	1.06	.99	1.08	.99	1.01	1.05	1.07	1.01	1.05	.98
Standard error	.03	.04	.04	.07	.07	.07	.07	.07	.06	.06	.05	.06	.05	.05	.03	.03	.06
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 188**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & NORTH WEST			URBAN	RURAL
		Total	WORKING	WORKING											EAST	EAST	EAST		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1423	842	578	1206	136	49	33	217	199	84	140	93	148	128	44	152	1273	150
Very impartial	(1.0)	255	133	122	198	25	**	**	33	31	**	31	14	22	27	**	25	228	27
		18%	16%	21% a	16%	18%	**	**	15%	15%	**	22%	15%	15%	21%	**	16%	18%	18%
Fairly impartial	(2.0)	534	317	215	453	57	**	**	103	74	**	45	27	49	52	**	51	477	56
		38%	38%	37%	38% k	42% k	**	**	48% chjklo	37%	**	32%	29%	33%	40% k	**	34%	38% k	38%
TOTAL IMPARTIAL		788	450	337	651	82	**	**	136	104	**	76	41	72	78	**	76	705	83
		55%	53%	58% a	54% k	60% kl	**	**	63% chklo	52%	**	54%	44%	49%	61% klo	**	50%	55%	55%
Neither/ nor	(3.0)	419	263	157	369	37	**	**	71	64	**	36	27	55	35	**	47	381	38
		29%	31%	27%	31%	27%	**	**	33%	32%	**	26%	29%	37% djm	27%	**	31%	30%	25%
Fairly biased	(4.0)	157	90	66	137	13	**	**	8	18	**	21	16	16	14	**	22	137	20
		11%	11%	11%	11% g	10% g	**	**	4%	9% g	**	15% g	17% cdgh	11% g	11% g	**	14% g	11% g	13%
Very biased	(5.0)	58	39	19	48	4	**	**	2	13	**	7	9	4	1	**	8	49	9
		4%	5%	3%	4% g	3% g	**	**	1% gm	6% gm	**	5% gm	10% cdghlm	3% gm	1% gm	**	5% gm	4% gm	6%
TOTAL BIASED		215	129	85	185	17	**	**	10	31	**	28	25	20	15	**	29	186	29
		15%	15%	15%	15% g	12% g	**	**	5% g	15% g	**	20% gm	27% cdghlm	14% g	12% g	**	19% g	15% p	19%
Don't know		684	334	347	556	48	**	**	47	95	**	52	54	35	51	**	80	557	127
Mean score		2.5	2.5 b	2.4	2.5 gm	2.4	**	**	2.3	2.5 gm	**	2.5 g	2.8 cdghilm	2.5 gm	2.3	**	2.6 gm	2.5	2.5
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 188**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.04	1.03	1.04	1.02	.98	1.24	1.13	.79	1.06	1.05	1.15	1.18	.97	.96	.96	1.08	1.03	1.12
Standard error	.03	.04	.04	.03	.09	.15	.12	.06	.09	.12	.10	.12	.08	.09	.11	.10	.03	.08
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	280	140	140	44	69	44	53	31	38	66	78	71	65	110	169	234	45
		13%	14%	13%	15% h	18% gh	12%	15% h	11%	9%	12%	14%	16%	12%	14%	13%	14%	12%
Fairly impartial	(2.0)	459	238	221	70	81	97	78	59	74	111	160	91	96	184	275	400	59
		22%	24%	20%	24%	21%	27% h	21%	20%	18%	20%	28% ikl	21%	18%	23%	21%	23% p	15%
TOTAL IMPARTIAL		738	378	361	114	150	141	131	90	112	177	238	163	160	294	444	635	104
		35%	37% b	33%	38% h	38% h	39% h	36% h	31%	28%	31%	42% il	37% l	30%	37%	34%	37% p	27%
Neither/ nor	(3.0)	369	184	185	57	75	72	78	38	49	104	93	81	91	163	206	311	57
		18%	18%	17%	19% h	19% gh	20% gh	21% gh	13%	12%	18%	16%	18%	17%	20% n	16%	18%	15%
Fairly biased	(4.0)	155	89	66	26	29	43	19	24	15	57	41	37	19	67	88	139	16
		7%	9% b	6%	9% h	7% h	12% fh	5%	8% h	4%	10% l	7% l	8% l	4%	8%	7%	8% p	4%
Very biased	(5.0)	82	45	37	12	19	13	24	7	7	33	20	14	16	38	43	75	7
		4%	4%	3%	4%	5% h	3%	7% gh	2%	2%	6% l	4%	3%	3%	5%	3%	4% p	2%
TOTAL BIASED		237	134	103	37	48	56	44	31	22	90	62	51	35	105	132	214	23
		11%	13% b	9%	13% h	12% h	15% h	12% h	11% h	5%	16% jl	11% l	12% l	7%	13% n	10%	12% p	6%
Don't know		763	314	448	88	117	97	111	129	220	197	177	147	241	237	526	559	202
		36%	31%	41% a	30%	30%	27%	31%	45% cdef	55% cdefg	35%	31%	33%	46% ijk	30%	40% m	33%	52% o
Mean score		2.5	2.5	2.4	2.5	2.4	2.6 h	2.5 h	2.5	2.3	2.7 jkl	2.4	2.4	2.4	2.5	2.4	2.5 p	2.4
Standard deviation		1.12	1.14	1.11	1.12	1.18	1.09	1.19	1.10	1.02	1.19	1.08	1.12	1.07	1.14	1.11	1.13	1.06
Standard error		.03	.05	.04	.08	.08	.07	.08	.08	.07	.07	.05	.07	.06	.05	.04	.03	.08
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			NOT				N							YORKS &					
		Total	WORKING	WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	280	162	118	216	29	16	19	46	24	11	29	15	22	35	5	29	252	28
		13%	14%	13%	12% in	16% hin	15% in	32% cdeghijklmn o	18% chin	8%	6%	15% hin	10%	12% n	19% chikn	5%	12% n	14%	10%
Fairly impartial	(2.0)	459	276	183	394	38	19	8	101	59	38	40	20	43	34	18	42	409	50
		22%	23%	20%	22% fk	21%	18%	14%	38% cdefhijklmn o	20%	21%	21%	14%	23% fk	19%	20%	18%	22%	18%
TOTAL IMPARTIAL		738	438	301	611	66	34	27	147	83	49	69	36	65	69	22	70	660	78
		35%	37% b	32%	35% kn	36% kn	33%	46% cehikno	56% cdehijklmno	28%	27%	36% kn	24%	36% kn	38% hikn	25%	30%	36% q	28%
Neither/ nor	(3.0)	369	241	128	320	38	9	2	63	61	25	26	24	47	29	13	33	337	32
		18%	21% b	14%	18% ef	21% ef	9% f	3% efijno	24% ef	21% ef	14% f	14% f	16% f	26% cefijklmno	16% f	14% f	14% f	18% q	12%
Fairly biased	(4.0)	155	97	55	137	13	4	2	18	21	10	19	10	15	15	7	22	136	20
		7%	8% b	6%	8% f	7%	4%	3%	7%	7%	5%	10% f	7%	8%	8%	8%	9% f	7%	7%
Very biased	(5.0)	82	59	23	65	11	4	2	4	10	7	10	13	5	2	2	12	71	11
		4%	5% b	3%	4%	6% gm	4%	3%	2%	3%	4%	5% m	9% cfghlmn	3%	1%	3%	5% m	4%	4%
TOTAL BIASED		237	156	78	202	23	8	4	22	31	17	29	24	20	17	10	33	207	30
		11%	13% b	8%	11%	13%	8%	6%	8%	10%	9%	15% f	16% efg	11%	9%	11%	14% f	11%	11%
Don't know		763	342	419	629	56	52	26	31	119	90	67	64	51	65	45	96	626	137
		36%	29%	45% a	36% gl	30% g	50% cdgjilm	45% cdgl	12% dgl	41% cdgjilm	50% cdgjilm	35% g	44% dgl	28% g	36% g	50% cdgjilm	41% dgl	34% p	49%
Columns Tested:		a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 189**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.5	2.5	2.4	2.5	2.5	2.3	1.8	2.3	2.6	2.6	2.5	2.8	2.5	2.3	2.7	2.6	2.5	2.5
		b		efgm	fgm	f		f	efgm	efgm	fgm	cdefgjlm	fgm	f	efgm	efgm		
Standard deviation	1.12	1.14	1.09	1.10	1.19	1.21	1.17	.93	1.05	1.08	1.24	1.31	1.02	1.08	1.05	1.23	1.12	1.18
Standard error	.03	.04	.05	.04	.11	.14	.13	.07	.10	.12	.12	.14	.09	.11	.12	.12	.03	.09
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 190**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1344	696	649	209	272	268	253	159	183	372	392	295	286	562	782	1160	184
Very impartial	(1.0)	280	140	140	44	69	44	53	31	38	66	78	71	65	110	169	234	45
		21%	20%	22%	21%	25% e	16%	21%	20%	21%	18%	20%	24% i	23%	20%	22%	20%	24%
Fairly impartial	(2.0)	459	238	221	70	81	97	78	59	74	111	160	91	96	184	275	400	59
		34%	34%	34%	34%	30%	36%	31%	37%	41% df	30%	41% ikl	31%	33%	33%	35%	34%	32%
TOTAL IMPARTIAL		738	378	361	114	150	141	131	90	112	177	238	163	160	294	444	635	104
		55%	54%	56%	55%	55%	53%	52%	57%	61% ef	48%	61% i	55% i	56% i	52%	57%	55%	56%
Neither/ nor	(3.0)	369	184	185	57	75	72	78	38	49	104	93	81	91	163	206	311	57
		27%	26%	29%	27%	28%	27%	31%	24%	27%	28%	24%	28%	32% j	29%	26%	27%	31%
Fairly biased	(4.0)	155	89	66	26	29	43	19	24	15	57	41	37	19	67	88	139	16
		12%	13%	10%	12%	11%	16% fh	8%	15% fh	8%	15% jl	11% l	13% l	7%	12%	11%	12%	9%
Very biased	(5.0)	82	45	37	12	19	13	24	7	7	33	20	14	16	38	43	75	7
		6%	6%	6%	6%	7%	5%	10% egh	4%	4%	9% jk	5%	5%	5%	7%	6%	6%	4%
TOTAL BIASED		237	134	103	37	48	56	44	31	22	90	62	51	35	105	132	214	23
		18%	19%	16%	18% h	18% h	21% h	17%	19% h	12%	24% jkl	16%	17% l	12%	19%	17%	18% p	13%
Don't know		763	314	448	88	117	97	111	129	220	197	177	147	241	237	526	559	202
Mean score		2.5	2.5	2.4	2.5	2.4	2.6 h	2.5 h	2.5	2.3	2.7 ikl	2.4	2.4	2.4	2.5	2.4	2.5 p	2.4

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 190**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.12	1.14	1.11	1.12	1.18	1.09	1.19	1.10	1.02	1.19	1.08	1.12	1.07	1.14	1.11	1.13	1.06
Standard error	.03	.05	.04	.08	.08	.07	.08	.08	.07	.07	.05	.07	.06	.05	.04	.03	.08
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 190**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1344	835	506	1133	128	52	32	232	175	91	125	83	131	115	45	136	1204	140
Very impartial	(1.0)	280	162	118	216	29	**	**	46	24	**	29	**	22	35	**	29	252	28
		21%	19%	23% a	19%	23% h	**	**	20%	14%	**	23% h	**	17%	30% cghl	**	21%	21%	20%
Fairly impartial	(2.0)	459	276	183	394	38	**	**	101	59	**	40	**	43	34	**	42	409	50
		34%	33%	36%	35%	29%	**	**	43% cdjlmo	34%	**	32%	**	32%	30%	**	31%	34%	36%
TOTAL IMPARTIAL		738	438	301	611	66	**	**	147	83	**	69	**	65	69	**	70	660	78
		55%	52%	59% a	54%	52%	**	**	63% cdhlo	48%	**	56%	**	49%	60% h	**	52%	55%	56%
Neither/ nor	(3.0)	369	241	128	320	38	**	**	63	61	**	26	**	47	29	**	33	337	32
		27%	29%	25%	28% j	30%	**	**	27%	35% jo	**	21%	**	36% cjo	26%	**	24%	28%	23%
Fairly biased	(4.0)	155	97	55	137	13	**	**	18	21	**	19	**	15	15	**	22	136	20
		12%	12%	11%	12%	10%	**	**	8%	12%	**	15% g	**	12%	13%	**	16% g	11%	14%
Very biased	(5.0)	82	59	23	65	11	**	**	4	10	**	10	**	5	2	**	12	71	11
		6%	7% b	5%	6% gm	8% gm	**	**	2%	6% g	**	8% gm	**	3%	2%	**	9% glm	6%	8%
TOTAL BIASED		237	156	78	202	23	**	**	22	31	**	29	**	20	17	**	33	207	30
		18%	19%	15%	18% g	18% g	**	**	10%	18% g	**	23% gm	**	15%	15%	**	24% cgln	17%	22%
Don't know		763	342	419	629	56	**	**	31	119	**	67	**	51	65	**	96	626	137
Mean score		2.5	2.5 b	2.4	2.5 gm	2.5 gm	**	**	2.3	2.6 gm	**	2.5 gm	**	2.5 gm	2.3	**	2.6 gm	2.5	2.5
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 190**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.12	1.14	1.09	1.10	1.19	1.21	1.17	.93	1.05	1.08	1.24	1.31	1.02	1.08	1.05	1.23	1.12	1.18
Standard error	.03	.04	.05	.04	.11	.14	.13	.07	.10	.12	.12	.14	.09	.11	.12	.12	.03	.09
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	120	64	56	20	28	18	24	11	18	33	32	25	30	42	78	103	16
		6%	6%	5%	7%	7%	5%	7%	4%	4%	6%	6%	6%	6%	5%	6%	6%	4%
Fairly impartial	(2.0)	159	82	77	27	41	31	25	16	18	52	54	20	34	60	99	139	21
		8%	8%	7%	9%	11%	9%	7%	6%	5%	9%	10%	4%	6%	8%	8%	8%	5%
					h	gh	h				k	k						
TOTAL IMPARTIAL		279	146	133	46	69	49	50	28	36	85	86	45	63	102	177	242	37
		13%	14%	12%	16%	18%	14%	14%	10%	9%	15%	15%	10%	12%	13%	14%	14%	10%
					gh	gh					k	k					p	
Neither/ nor	(3.0)	207	97	110	33	35	37	46	26	30	55	53	49	50	86	121	172	34
		10%	10%	10%	11%	9%	10%	12%	9%	7%	10%	9%	11%	9%	11%	9%	10%	9%
								h										
Fairly biased	(4.0)	185	106	80	27	31	51	27	23	26	67	51	36	31	67	118	165	20
		9%	10%	7%	9%	8%	14%	7%	8%	6%	12%	9%	8%	6%	8%	9%	10%	5%
			b				dfgh				l						p	
Very biased	(5.0)	189	108	82	30	35	38	36	25	25	56	48	43	42	74	115	153	36
		9%	11%	7%	10%	9%	10%	10%	9%	6%	10%	8%	10%	8%	9%	9%	9%	9%
			b				h											
TOTAL BIASED		374	213	161	57	66	89	63	49	51	123	99	79	73	142	233	319	56
		18%	21%	15%	19%	17%	24%	17%	17%	13%	22%	17%	18%	14%	18%	18%	19%	14%
			b		h		dfgh				l							
Don't know		1247	554	693	160	219	190	206	186	286	306	330	270	341	469	778	986	260
		59%	55%	63%	54%	56%	52%	57%	64%	71%	54%	58%	61%	65%	59%	59%	57%	67%
				a					cde	cdef			i	ij				o
Mean score		3.2	3.2	3.1	3.2	3.0	3.3	3.2	3.3	3.2	3.2	3.1	3.3	3.1	3.2	3.2	3.2	3.3
							d		d				jl					
Standard deviation		1.34	1.36	1.32	1.36	1.38	1.28	1.36	1.31	1.35	1.32	1.33	1.35	1.37	1.32	1.35	1.34	1.37
Standard error		.05	.07	.07	.13	.12	.11	.12	.12	.12	.09	.09	.11	.10	.08	.06	.05	.12
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	120	69	51	103	14	1	1	36	15	2	11	7	12	9	1	9	116	3
		6%	6%	6%	6%	8%	1%	2%	14%	5%	1%	6%	5%	7%	5%	1%	4%	6%	1%
		efin efin cefhijklmno in ein n efin in q																	
Fairly impartial	(2.0)	159	87	70	141	11	4	3	59	18	6	16	5	16	8	6	7	138	21
		8%	7%	8%	8%	6%	4%	5%	22%	6%	3%	8%	3%	9%	5%	7%	3%	8%	8%
		iko cdefhijklmn o																	
TOTAL IMPARTIAL		279	156	121	244	25	5	4	95	33	8	27	11	28	17	7	16	254	24
		13%	13%	13%	14%	14%	5%	7%	36%	11%	4%	14%	8%	16%	10%	8%	7%	14%	9%
		efikno eio cdefhijklmn o i eio efikno q																	
Neither/ nor	(3.0)	207	129	78	188	17	1	*	58	32	14	13	10	23	21	7	9	187	19
		10%	11%	8%	11%	9%	1%	1%	22%	11%	8%	7%	7%	12%	12%	8%	4%	10%	7%
		efo efo cdefhijklmn efo ef ef efo efo ef																	
		o																	
Fairly biased	(4.0)	185	119	65	172	8	3	2	28	34	19	20	6	25	11	8	21	165	20
		9%	10%	7%	10%	4%	3%	4%	10%	12%	11%	10%	4%	14%	6%	9%	9%	9%	7%
		b defk defk defk defk defkm ek																	
Very biased	(5.0)	189	126	63	157	19	5	7	9	25	20	33	15	20	18	5	13	165	25
		9%	11%	7%	9%	11%	5%	13%	3%	9%	11%	17%	10%	11%	10%	5%	6%	9%	9%
		b g g egno g eg ceghno g g g																	
TOTAL BIASED		374	245	129	329	27	8	10	36	59	39	53	21	45	29	13	34	330	44
		18%	21%	14%	19%	15%	8%	17%	14%	20%	22%	27%	14%	25%	16%	14%	15%	18%	16%
		b e e e cdefgkmno degkmno e																	
Don't know		1247	646	598	1001	114	88	44	74	169	119	99	105	86	113	63	173	1058	189
		59%	55%	65%	57%	62%	85%	75%	28%	58%	66%	52%	72%	47%	63%	70%	74%	58%	68%
		a gl gl cdfghijklmn o cdghjlm gl cgjl g cghjl g gjl cghjl cdghjlm																	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

Prepared by Saville Rossiter-Base : 01727 899 399



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 191**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.2	3.3	3.1	3.2	3.1	3.4	3.8	2.5	3.3	3.8	3.5	3.4	3.3	3.3	3.4	3.4	3.2	3.5
		b		g	g	cg	cdg	hklmno	g	cdg	hklmn	o	g	g	g			p
Standard deviation	1.34	1.34	1.35	1.32	1.49	1.44	1.50	1.10	1.28	1.10	1.43	1.48	1.31	1.36	1.12	1.36	1.35	1.24
Standard error	.05	.06	.07	.05	.18	.31	.24	.10	.14	.15	.16	.22	.14	.18	.17	.20	.05	.12
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 192**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		860	456	404	137	171	175	158	102	117	263	238	172	186	330	530	733	127
Very impartial	(1.0)	120	64	56	20	28	18	24	11	18	33	32	25	30	42	78	103	16
		14%	14%	14%	15%	16% e	10%	15%	11%	15% e	12%	13%	15%	16%	13%	15%	14%	13%
Fairly impartial	(2.0)	159	82	77	27	41	31	25	16	18	52	54	20	34	60	99	139	21
		19%	18%	19%	19%	24% fgh	18%	16%	16%	16%	20% k	23% k	11%	18% k	18%	19%	19%	16%
TOTAL IMPARTIAL		279	146	133	46	69	49	50	28	36	85	86	45	63	102	177	242	37
		32%	32%	33%	34%	41% efgh	28%	31%	27%	31%	32%	36% k	26%	34% k	31%	33%	33%	29%
Neither/ nor	(3.0)	207	97	110	33	35	37	46	26	30	55	53	49	50	86	121	172	34
		24%	21%	27% a	24%	21%	21%	29% de	25%	25%	21%	22%	28% ij	27%	26%	23%	24%	27%
Fairly biased	(4.0)	185	106	80	27	31	51	27	23	26	67	51	36	31	67	118	165	20
		22%	23%	20%	20%	18%	29% cdfh	17%	23%	22%	25% l	21%	21%	17%	20%	22%	23% p	16%
Very biased	(5.0)	189	108	82	30	35	38	36	25	25	56	48	43	42	74	115	153	36
		22%	24%	20%	22%	21%	22%	23%	25%	21%	21%	20%	25%	22%	23%	22%	21%	28% o
TOTAL BIASED		374	213	161	57	66	89	63	49	51	123	99	79	73	142	233	319	56
		44%	47% b	40%	42%	39%	51% cdf	40%	47% d	44%	47% l	42%	46%	39%	43%	44%	43%	44%
Don't know		1247	554	693	160	219	190	206	186	286	306	330	270	341	469	778	986	260
Mean score		3.2	3.2	3.1	3.2	3.0	3.3 d	3.2	3.3 d	3.2	3.2	3.1	3.3 jl	3.1	3.2	3.2	3.2	3.3

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 192**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.34	1.36	1.32	1.36	1.38	1.28	1.36	1.31	1.35	1.32	1.33	1.35	1.37	1.32	1.35	1.34	1.37
Standard error	.05	.07	.07	.13	.12	.11	.12	.12	.12	.09	.09	.11	.10	.08	.06	.05	.12
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 192**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		860	530	328	761	70	15	14	190	125	62	93	42	97	67	27	60	772	88
Very impartial	(1.0)	120	69	51	103	**	**	**	36	**	**	**	**	**	**	**	**	116	3
		14%	13%	16%	14%	**	**	**	19% c	**	**	**	**	**	**	**	**	15% q	4%
Fairly impartial	(2.0)	159	87	70	141	**	**	**	59	**	**	**	**	**	**	**	**	138	21
		19%	17%	21% a	19%	**	**	**	31% c	**	**	**	**	**	**	**	**	18% p	24% p
TOTAL IMPARTIAL		279	156	121	244	**	**	**	95	**	**	**	**	**	**	**	**	254	24
		32%	29%	37% a	32%	**	**	**	50% c	**	**	**	**	**	**	**	**	33%	28%
Neither/ nor	(3.0)	207	129	78	188	**	**	**	58	**	**	**	**	**	**	**	**	187	19
		24%	24%	24%	25%	**	**	**	31%	**	**	**	**	**	**	**	**	24%	22%
Fairly biased	(4.0)	185	119	65	172	**	**	**	28	**	**	**	**	**	**	**	**	165	20
		22%	22%	20% g	23% g	**	**	**	15%	**	**	**	**	**	**	**	**	21%	22%
Very biased	(5.0)	189	126	63	157	**	**	**	9	**	**	**	**	**	**	**	**	165	25
		22%	24% b	19% g	21% g	**	**	**	5%	**	**	**	**	**	**	**	**	21% p	28% p
TOTAL BIASED		374	245	129	329	**	**	**	36	**	**	**	**	**	**	**	**	330	44
		44%	46% b	39% g	43% g	**	**	**	19%	**	**	**	**	**	**	**	**	43% p	50% p
Don't know		1247	646	598	1001	**	**	**	74	**	**	**	**	**	**	**	**	1058	189
Mean score		3.2	3.3 b	3.1	3.2 g	**	**	**	2.5	**	**	**	**	**	**	**	**	3.2	3.5 p
Standard deviation		1.34	1.34	1.35	1.32	**	**	**	1.10	**	**	**	**	**	**	**	**	1.35	1.24 p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 192**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER			URBAN	RURAL
														NORTH EAST	NORTH WEST			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard error	.05	.06	.07	.05	.18	.31	.24	.10	.14	.15	.16	.22	.14	.18	.17	.20	.05	.12
Columns Tested: a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 193**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	379	180	199	41	83	57	63	56	79	99	102	82	95	135	244	305	74
		18%	18%	18%	14%	21% c	16%	17%	19%	20%	17%	18%	19%	18%	17%	19%	18%	19%
Fairly impartial	(2.0)	742	359	383	93	124	136	146	111	132	215	242	145	140	264	477	622	120
		35%	36%	35%	31%	32%	37%	40% cdh	39%	33%	38% l	42% kl	33% l	27%	33%	36%	36%	31%
TOTAL IMPARTIAL		1121	539	582	134	207	193	209	167	211	314	344	228	235	400	721	927	193
		53%	53%	53%	45%	53%	53%	57% c	58% c	52%	55% l	60% kl	51% l	45%	50%	55% m	54%	50%
Neither/ nor	(3.0)	384	193	191	58	72	72	69	46	66	99	80	96	109	165	219	311	73
		18%	19%	17%	20%	18%	20%	19%	16%	16%	17%	14%	22% j	21% j	21% n	17%	18%	19%
Fairly biased	(4.0)	129	74	55	16	27	27	20	23	16	54	28	29	18	43	85	117	11
		6%	7% b	5%	5%	7%	7%	6%	8% h	4%	9% jl	5%	7% l	3%	5%	7%	7% p	3%
Very biased	(5.0)	39	21	18	5	5	6	10	10	3	14	7	8	11	21	18	35	4
		2%	2%	2%	2%	1%	2%	3% h	3% h	1%	2%	1%	2%	2%	3%	1%	2%	1%
TOTAL BIASED		168	95	73	21	32	32	31	33	19	67	34	37	29	64	103	153	15
		8%	9% b	7%	7%	8% h	9% h	8% h	12% h	5%	12% jl	6%	8%	6%	8%	8%	9% p	4%
Don't know		435	183	252	84	79	68	55	42	107	88	111	82	153	170	265	329	105
		21%	18%	23% a	28% defg	20%	19%	15%	14%	26% efg	16%	20%	18%	29% ijk	21%	20%	19%	27% o
Mean score		2.2	2.3	2.2	2.3 h	2.2	2.3 h	2.3 h	2.3 h	2.1	2.3 j	2.1	2.3 j	2.2	2.3 n	2.2	2.2 p	2.1
Standard deviation		.96	.98	.94	.94	.98	.94	.97	1.04	.88	1.01	.87	.97	.98	.99	.94	.97	.89
Standard error		.02	.04	.03	.07	.06	.06	.06	.06	.05	.05	.04	.05	.05	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 193**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	379	203	176	319	32	20	8	30	54	27	38	26	35	43	6	59	322	57
		18%	17%	19%	18% gn	18% n	19% gn	13%	11%	18% n	15% n	20% gn	18% n	19% gn	24% fgin	7%	26% cfgin	18%	21%
Fairly impartial	(2.0)	742	448	294	625	66	27	24	128	112	66	53	43	72	48	34	69	659	83
		35% b	38%	32%	35% ejm	36% 36%	26% 26%	41% ejkmo	49% cdehijkmo	38% ejm	37%	27%	29%	39% ejm	27%	38% em	30%	36% q	30%
TOTAL IMPARTIAL		1121 53%	651 55%	470 51%	944 54% n	99 54%	47 45%	31 54%	158 60% ejkn	166 56% n	93 52%	91 47%	70 47%	107 59% ejkn	91 51%	40 44%	129 55% n	981 54%	140 50%
Neither/ nor	(3.0)	384 18%	232 20%	152 16%	332 19% ef	40 22% ef	11 10% f	1 2%	50 19% ef	63 21% ef	34 19% ef	35 18% ef	26 18% f	35 19% ef	28 16% f	16 18% f	44 19% ef	337 18%	47 17%
Fairly biased	(4.0)	129 6%	82 7% b	44 5%	110 6%	11 6%	6 5%	2 3%	16 6%	21 7%	13 7%	14 7%	13 9% f	12 7%	6 3%	4 5%	10 4%	108 6%	21 7%
Very biased	(5.0)	39 2%	27 2%	12 1%	34 2%	3 2%	2 2%	* 1%	2 1%	9 3%	3 2%	6 3% l	6 4% gl	1 *	3 1%	2 2%	4 2%	34 2%	5 2%
TOTAL BIASED		168 8%	108 9% b	56 6%	144 8%	14 7%	8 8%	2 4%	18 7%	30 10% f	16 9%	21 11% f	18 12% fmo	13 7%	9 5%	6 7%	14 6%	142 8%	26 9%
Don't know		435 21%	186 16%	247 27% a	342 19% h	31 17%	38 37% cdghijkl	23 40% cdghijklmo	38 14%	35 12%	38 21% h	45 24% gh	33 22% h	28 15%	51 29% cdghl	28 31% cdghilo	46 20% h	370 20%	64 23%
Mean score		2.2	2.3 b	2.1	2.2 fmo	2.2 f	2.1	2.0	2.3 fm	2.3 fmo	2.3 fm	2.3 fmo	2.4 fmo	2.2 f	2.0	2.4 eflmo	2.1	2.2	2.2
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 193**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	.96	.97	.94	.96	.93	1.06	.76	.80	1.00	.95	1.09	1.10	.89	.97	.86	.97	.95	1.02
Standard error	.02	.03	.03	.03	.08	.11	.08	.06	.08	.08	.09	.10	.07	.09	.08	.08	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1672	827	845	212	311	297	309	246	296	480	458	361	373	629	1043	1390	281
Very impartial	(1.0)	379	180	199	41	83	57	63	56	79	99	102	82	95	135	244	305	74
		23%	22%	24%	19%	27% ce	19%	20%	23%	27% ce	21%	22%	23%	26%	22%	23%	22%	26%
Fairly impartial	(2.0)	742	359	383	93	124	136	146	111	132	215	242	145	140	264	477	622	120
		44%	43%	45%	44%	40%	46%	47%	45%	45%	45% l	53% ikl	40%	37%	42%	46%	45%	43%
TOTAL IMPARTIAL		1121 67%	539 65%	582 69%	134 63%	207 67%	193 65%	209 68%	167 68%	211 71% c	314 65%	344 75% ikl	228 63%	235 63%	400 64%	721 69% m	927 67%	193 69%
Neither/ nor	(3.0)	384	193	191	58	72	72	69	46	66	99	80	96	109	165	219	311	73
		23%	23%	23%	27% g	23%	24%	22%	19%	22%	21%	17%	27% ij	29% ij	26% n	21%	22%	26%
Fairly biased	(4.0)	129	74	55	16	27	27	20	23	16	54	28	29	18	43	85	117	11
		8%	9% b	6%	7%	9%	9%	6%	10% h	5%	11% jl	6%	8%	5%	7%	8%	8% p	4%
Very biased	(5.0)	39	21	18	5	5	6	10	10	3	14	7	8	11	21	18	35	4
		2%	3%	2%	2%	2%	2%	3% h	4% h	1%	3%	1%	2%	3%	3% n	2%	3%	1%
TOTAL BIASED		168 10%	95 11% b	73 9%	21 10%	32 10% h	32 11% h	31 10%	33 14% h	19 6%	67 14% jl	34 7%	37 10%	29 8%	64 10%	103 10%	153 11% p	15 5%
Don't know		435	183	252	84	79	68	55	42	107	88	111	82	153	170	265	329	105
Mean score		2.2	2.3	2.2	2.3 h	2.2	2.3 h	2.3 h	2.3 h	2.1	2.3 j	2.1	2.3 j	2.2	2.3 n	2.2	2.2 p	2.1

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	.96	.98	.94	.94	.98	.94	.97	1.04	.88	1.01	.87	.97	.98	.99	.94	.97	.89
Standard error	.02	.04	.03	.07	.06	.06	.06	.06	.05	.05	.04	.05	.05	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1672	991	678	1420	152	66	35	226	259	143	147	114	155	128	61	187	1460	213
Very impartial	(1.0)	379	203	176	319	32	**	**	30	54	27	38	26	35	43	6	59	322	57
		23%	20%	26%	22%	21%	**	**	13%	21%	19%	26%	23%	23%	34%	10%	32%	22%	27%
			a		gn	gn				gn	n	gn	gn	gn	cdghikln		cdghin		
Fairly impartial	(2.0)	742	448	294	625	66	**	**	128	112	66	53	43	72	48	34	69	659	83
		44%	45%	43%	44%	44%	**	**	57%	43%	46%	36%	38%	46%	37%	55%	37%	45%	39%
					j			cdhjkm							cdhjkm		q		
TOTAL IMPARTIAL		1121	651	470	944	99	**	**	158	166	93	91	70	107	91	40	129	981	140
		67%	66%	69%	66%	65%	**	**	70%	64%	65%	62%	61%	69%	71%	64%	69%	67%	66%
Neither/ nor	(3.0)	384	232	152	332	40	**	**	50	63	34	35	26	35	28	16	44	337	47
		23%	23%	22%	23%	26%	**	**	22%	24%	24%	24%	23%	23%	22%	26%	23%	23%	22%
Fairly biased	(4.0)	129	82	44	110	11	**	**	16	21	13	14	13	12	6	4	10	108	21
		8%	8%	6%	8%	7%	**	**	7%	8%	9%	10%	11%	8%	5%	7%	6%	7%	10%
												m							
Very biased	(5.0)	39	27	12	34	3	**	**	2	9	3	6	6	1	3	2	4	34	5
		2%	3%	2%	2%	2%	**	**	1%	3%	2%	4%	5%	1%	2%	3%	2%	2%	2%
									l		gl	gl							
TOTAL BIASED		168	108	56	144	14	**	**	18	30	16	21	18	13	9	6	14	142	26
		10%	11%	8%	10%	9%	**	**	8%	12%	11%	14%	16%	8%	7%	10%	7%	10%	12%
											mo	cglmo							
Don't know		435	186	247	342	31	**	**	38	35	38	45	33	28	51	28	46	370	64
Mean score		2.2	2.3	2.1	2.2	2.2	**	**	2.3	2.3	2.3	2.3	2.4	2.2	2.0	2.4	2.1	2.2	2.2
			b		mo				m	mo	m	mo	mo		lmo				
Standard deviation		.96	.97	.94	.96	.93	**	**	.80	1.00	.95	1.09	1.10	.89	.97	.86	.97	.95	1.02
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 194**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard error	.02	.03	.03	.03	.08	.11	.08	.06	.08	.08	.09	.10	.07	.09	.08	.08	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 195**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	178	87	92	33	42	31	29	13	30	40	49	42	48	68	110	151	27
		8%	9%	8%	11%	11%	9%	8%	4%	7%	7%	9%	9%	9%	9%	8%	9%	7%
					g	g	g											
Fairly impartial	(2.0)	475	235	240	67	85	81	84	53	104	116	161	93	105	164	310	371	104
		23%	23%	22%	23%	22%	22%	23%	18%	26%	20%	28%	21%	20%	21%	24%	22%	27%
									g			ikl					o	
TOTAL IMPARTIAL		653	322	331	101	127	112	113	65	134	156	210	134	152	233	420	521	131
		31%	32%	30%	34%	33%	31%	31%	23%	33%	27%	37%	30%	29%	29%	32%	30%	34%
					g	g	g	g		g		ikl						
Neither/ nor	(3.0)	354	160	194	52	67	60	64	51	60	81	95	80	98	142	213	292	62
		17%	16%	18%	18%	17%	16%	17%	18%	15%	14%	17%	18%	19%	18%	16%	17%	16%
Fairly biased	(4.0)	488	249	239	50	91	88	82	82	95	175	116	96	101	181	307	412	75
		23%	25%	22%	17%	23%	24%	23%	28%	24%	31%	20%	22%	19%	23%	23%	24%	19%
							c		c	c	jkl							
Very biased	(5.0)	320	169	151	43	54	56	53	57	57	105	75	69	70	116	204	275	45
		15%	17%	14%	14%	14%	15%	15%	20%	14%	18%	13%	16%	13%	14%	16%	16%	12%
									h		jl						p	
TOTAL BIASED		807	418	389	92	145	144	136	139	152	281	191	165	171	297	510	687	120
		38%	41%	35%	31%	37%	39%	37%	48%	38%	49%	34%	37%	32%	37%	39%	40%	31%
			b						cdefh		jkl						p	
Don't know		293	110	182	52	51	49	51	33	57	51	73	62	106	128	165	219	73
		14%	11%	17%	17%	13%	13%	14%	11%	14%	9%	13%	14%	20%	16%	13%	13%	19%
				a	g								i	ijk	n		o	
Mean score		3.2	3.2	3.1	3.0	3.1	3.2	3.1	3.5	3.1	3.4	3.0	3.2	3.1	3.2	3.2	3.2	3.0
									cdefh		ijkl						p	
Standard deviation		1.27	1.28	1.25	1.31	1.28	1.27	1.25	1.19	1.25	1.25	1.25	1.28	1.27	1.26	1.27	1.27	1.22
Standard error		.03	.04	.04	.09	.08	.08	.08	.07	.06	.06	.05	.07	.06	.05	.04	.03	.07
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 195**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	178	106	72	144	21	8	5	42	20	6	20	5	19	9	4	19	157	21
		8%	9%	8%	8%	11%	8%	9%	16%	7%	3%	11%	4%	11%	5%	5%	8%	9%	8%
					ik	ikmn		ik	cehikmno			ik		ik					
Fairly impartial	(2.0)	475	262	213	404	38	14	19	119	83	30	29	30	45	12	19	37	422	53
		23%	22%	23%	23%	20%	14%	33%	45%	28%	16%	15%	20%	25%	7%	21%	16%	23%	19%
					ejmo	m		cdeijkmno	cdefhijklmn	ejmo	m	m	m	ejmo		m	m		
TOTAL IMPARTIAL		653	368	285	548	58	23	25	160	103	36	49	35	64	21	23	56	579	74
		31%	31%	31%	31%	32%	22%	42%	61%	35%	20%	26%	24%	35%	12%	26%	24%	32%	27%
					eim	im	m	cdeijkmno	cdefhijklmn	eikmo		m	m	eikmo		m	m		
Neither/ nor	(3.0)	354	209	146	298	37	19	1	41	53	24	31	17	43	41	8	41	313	42
		17%	18%	16%	17%	20%	18%	2%	15%	18%	13%	16%	11%	24%	23%	9%	17%	17%	15%
					fn	fkn	fn		f	fn	f	fn	f	cfkn	fkn	f	fn		
Fairly biased	(4.0)	488	286	201	415	41	26	6	29	73	57	46	36	46	48	27	53	416	72
		23%	24%	22%	24%	22%	25%	10%	11%	25%	31%	24%	25%	25%	27%	30%	23%	23%	26%
					fg	fg	fg			fg	cfg	fg	fg	fg	fg	fg	fg		
Very biased	(5.0)	320	186	131	280	23	10	6	17	29	32	39	43	12	34	15	58	278	42
		15%	16%	14%	16%	13%	9%	11%	7%	10%	18%	20%	29%	7%	19%	16%	25%	15%	15%
					eghl						eghl	efghl	cdefghilmn		eghl	gl	cdefghln		
TOTAL BIASED		807	472	332	695	64	35	12	46	102	88	85	80	58	82	42	112	693	114
		38%	40%	36%	39%	35%	34%	21%	18%	35%	49%	44%	54%	32%	46%	46%	48%	38%	41%
					fg	fg	fg			fg	cdefghl	fgl	cdefghl	fg	efghl	defghl	cdefghl		
Don't know		293	128	162	221	24	27	20	16	36	33	26	16	17	35	17	24	245	48
		14%	11%	18%	13%	13%	26%	35%	6%	12%	18%	14%	11%	9%	20%	19%	10%	13%	17%
				a	g	g	cdghiklo	cdghijklmno		g	cglo	g			cgklo	cgklo			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 195**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.2	3.2	3.1	3.2	3.1	3.2	2.7	2.4	3.0	3.5	3.3	3.6	2.9	3.6	3.4	3.5	3.1	3.3
				fgl	fg	fgl			fg	cdefghl	fghl	cdefghjl	g	cdefghl	d fghl	cdfghl		
Standard deviation	1.27	1.27	1.26	1.27	1.27	1.20	1.36	1.11	1.17	1.15	1.34	1.27	1.15	1.12	1.24	1.31	1.27	1.26
Standard error	.03	.04	.04	.03	.10	.12	.14	.08	.09	.10	.11	.10	.09	.10	.11	.10	.03	.08
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																		
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1814	900	915	245	339	316	313	255	346	518	496	380	421	671	1143	1500	314
Very impartial	(1.0)	178	87	92	33	42	31	29	13	30	40	49	42	48	68	110	151	27
		10%	10%	10%	14%	12%	10%	9%	5%	9%	8%	10%	11%	11%	10%	10%	10%	9%
Fairly impartial	(2.0)	475	235	240	67	85	81	84	53	104	116	161	93	105	164	310	371	104
		26%	26%	26%	27%	25%	26%	27%	21%	30%	22%	32% ikl	24%	25%	25%	27%	25%	33% o
TOTAL IMPARTIAL		653	322	331	101	127	112	113	65	134	156	210	134	152	233	420	521	131
		36%	36%	36%	41% g	37% g	36% g	36% g	26%	39% g	30%	42% ikl	35%	36%	35%	37%	35%	42% o
Neither/ nor	(3.0)	354	160	194	52	67	60	64	51	60	81	95	80	98	142	213	292	62
		20%	18%	21%	21%	20%	19%	20%	20%	17%	16%	19%	21% i	23% i	21%	19%	19%	20%
Fairly biased	(4.0)	488	249	239	50	91	88	82	82	95	175	116	96	101	181	307	412	75
		27%	28%	26%	20%	27%	28% c	26%	32% c	27% c	34% jkl	23%	25%	24%	27%	27%	27%	24%
Very biased	(5.0)	320	169	151	43	54	56	53	57	57	105	75	69	70	116	204	275	45
		18%	19%	16%	17%	16%	18%	17%	22% dh	16%	20% j	15%	18%	17%	17%	18%	18%	14%
TOTAL BIASED		807	418	389	92	145	144	136	139	152	281	191	165	171	297	510	687	120
		44%	46%	43%	38%	43%	46%	43%	54% cdefh	44%	54% jkl	38%	44%	41%	44%	45%	46% p	38%
Don't know		293	110	182	52	51	49	51	33	57	51	73	62	106	128	165	219	73
Mean score		3.2	3.2	3.1	3.0	3.1	3.2	3.1	3.5 cdefh	3.1	3.4 ikl	3.0	3.2	3.1	3.2	3.2	3.2	3.0

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.27	1.28	1.25	1.31	1.28	1.27	1.25	1.19	1.25	1.25	1.25	1.28	1.27	1.26	1.27	1.27	1.22
Standard error	.03	.04	.04	.09	.08	.08	.08	.07	.06	.06	.05	.07	.06	.05	.04	.03	.07
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 196**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	293	128	162	221	24	27	20	16	36	33	26	16	17	35	17	24	245	48
Mean score	3.2	3.2	3.1	3.2	3.1	3.2	2.7	2.4	3.0	3.5	3.3	3.6	2.9	3.6	3.4	3.5	3.1	3.3
				fgl	fg	fgl	g		fg	cdefghl	fghl	cdefghjl	g	cdefghl	dfghl	cdfghl		
Standard deviation	1.27	1.27	1.26	1.27	1.27	1.20	1.36	1.11	1.17	1.15	1.34	1.27	1.15	1.12	1.24	1.31	1.27	1.26
Standard error	.03	.04	.04	.03	.10	.12	.14	.08	.09	.10	.11	.10	.09	.10	.11	.10	.03	.08

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	118	64	54	23	25	23	22	8	16	30	33	30	24	46	72	107	11
		6%	6%	5%	8%	6%	6%	6%	3%	4%	5%	6%	7%	5%	6%	6%	6%	3%
Fairly impartial	(2.0)	290	127	164	44	63	54	46	31	51	70	97	46	77	100	191	233	57
		14%	13%	15%	15%	16%	15%	13%	11%	13%	12%	17%	10%	15%	12%	15%	14%	15%
TOTAL IMPARTIAL		408	191	217	67	88	78	68	40	67	100	131	76	101	145	263	341	68
		19%	19%	20%	22%	23%	21%	19%	14%	17%	18%	23%	17%	19%	18%	20%	20%	17%
Neither/ nor	(3.0)	392	171	221	62	65	71	91	51	52	105	97	95	95	173	219	332	60
		19%	17%	20%	21%	17%	19%	25%	18%	13%	19%	17%	21%	18%	22%	17%	19%	16%
Fairly biased	(4.0)	327	160	167	56	60	81	43	39	48	104	88	61	74	136	192	271	56
		16%	16%	15%	19%	15%	22%	12%	13%	12%	18%	15%	14%	14%	17%	15%	16%	14%
Very biased	(5.0)	271	132	139	38	78	38	44	43	30	97	71	55	49	110	161	227	44
		13%	13%	13%	13%	20%	10%	12%	15%	7%	17%	12%	12%	9%	14%	12%	13%	11%
TOTAL BIASED		599	293	306	94	138	118	88	82	78	201	159	116	123	246	353	498	100
		28%	29%	28%	32%	35%	32%	24%	28%	19%	35%	28%	26%	23%	31%	27%	29%	26%
Don't know		709	355	353	74	98	99	117	115	206	162	182	156	208	235	474	548	159
		34%	35%	32%	25%	25%	27%	32%	40%	51%	29%	32%	35%	39%	29%	36%	32%	41%
Mean score		3.2	3.3	3.2	3.2	3.4	3.2	3.2	3.4	3.1	3.4	3.2	3.2	3.1	3.3	3.2	3.2	3.3
						h			cefh		jkl							
Standard deviation		1.22	1.25	1.19	1.23	1.31	1.18	1.19	1.18	1.19	1.23	1.24	1.23	1.17	1.20	1.24	1.23	1.18
Standard error		.03	.05	.05	.09	.08	.08	.08	.08	.08	.07	.06	.08	.06	.05	.04	.04	.07
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	118	70	47	101	11	2	4	31	15	4	14	2	10	9	1	12	105	12
		6%	6%	5%	6%	6%	2%	6%	12%	5%	2%	7%	1%	6%	5%	2%	5%	6%	4%
					kn	kn		kn	cehiklmno			eikn		k					
Fairly impartial	(2.0)	290	167	123	238	24	12	16	89	43	13	19	14	27	5	9	20	260	30
		14%	14%	13%	14%	13%	12%	27%	34%	15%	7%	10%	10%	15%	3%	10%	9%	14%	11%
					im	m	m	cdehijklmno	cdehijklmno	im		m	m	im		m	m		
TOTAL IMPARTIAL		408	238	170	339	35	14	20	120	58	17	33	16	37	14	11	32	365	43
		19%	20%	18%	19%	19%	13%	34%	46%	20%	9%	17%	11%	20%	8%	12%	14%	20%	15%
					ikmn	ikm		cdehijklmno	cdefhijklmn	ikmn		im		ikmn					
									o										
Neither/ nor	(3.0)	392	250	142	336	39	13	4	52	71	24	37	19	50	34	7	42	351	40
		19%	21%	15%	19%	21%	12%	7%	20%	24%	13%	19%	13%	27%	19%	8%	18%	19%	15%
			b		fkn	efkn			fn	efikn		fn		cefikno	fn		fn		
Fairly biased	(4.0)	327	186	141	278	28	16	5	27	41	39	35	27	22	35	16	36	291	36
		16%	16%	15%	16%	15%	15%	9%	10%	14%	22%	18%	18%	12%	20%	18%	16%	16%	13%
					fg						fgl	fg	fg		fg	fg			
Very biased	(5.0)	271	175	93	233	29	6	3	33	22	22	26	35	20	30	10	34	234	37
		13%	15%	10%	13%	16%	6%	5%	13%	7%	12%	14%	23%	11%	17%	12%	15%	13%	13%
			b		efh	efh			ef		f	efh	cefg hijlno		efh	f	efh		
TOTAL BIASED		599	361	234	511	58	22	8	60	62	62	61	61	42	66	27	71	525	73
		28%	31%	25%	29%	31%	21%	14%	23%	21%	34%	32%	41%	23%	36%	30%	30%	29%	26%
			b		efh	efh				efghl		efh	cefg hln		efghl	f	fh		
Don't know		709	327	379	576	52	55	26	32	102	78	60	51	54	66	45	88	588	121
		34%	28%	41%	33%	28%	53%	44%	12%	35%	43%	31%	35%	29%	37%	50%	38%	32%	44%
				a	g	g	cdghijklmo	cdgil		g	cdgil	g	g	g	g	cdghijklmo	g		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 197**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.2	3.3	3.2	3.3	3.3	3.2	2.6	2.8	3.1	3.6	3.3	3.8	3.1	3.6	3.6	3.4	3.2	3.4
				fgh	fgh	fg			fg	cdefghijl	fgh	cdefghjlo	fg	cdefghijl	cefghl	fghl		
Standard deviation	1.22	1.23	1.21	1.22	1.24	1.09	1.18	1.25	1.10	1.09	1.25	1.15	1.14	1.17	1.16	1.23	1.22	1.26
Standard error	.03	.05	.05	.04	.11	.13	.13	.10	.10	.11	.12	.11	.10	.12	.13	.12	.04	.09
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1398	655	744	223	292	267	247	173	197	406	387	287	319	564	834	1171	228
Very impartial	(1.0)	118	64	54	23	25	23	22	8	16	30	33	30	24	46	72	107	11
		8%	10%	7%	10%	9%	9%	9%	5%	8%	7%	9%	10%	8%	8%	9%	9%	5%
Fairly impartial	(2.0)	290	127	164	44	63	54	46	31	51	70	97	46	77	100	191	233	57
		21%	19%	22%	20%	22%	20%	19%	18%	26%	17%	25%	16%	24%	18%	23%	20%	25%
TOTAL IMPARTIAL		408	191	217	67	88	78	68	40	67	100	131	76	101	145	263	341	68
		29%	29%	29%	30%	30%	29%	28%	23%	34%	25%	34%	26%	32%	26%	31%	29%	30%
Neither/ nor	(3.0)	392	171	221	62	65	71	91	51	52	105	97	95	95	173	219	332	60
		28%	26%	30%	28%	22%	27%	37%	30%	26%	26%	25%	33%	30%	31%	26%	28%	26%
Fairly biased	(4.0)	327	160	167	56	60	81	43	39	48	104	88	61	74	136	192	271	56
		23%	25%	22%	25%	20%	30%	18%	22%	24%	26%	23%	21%	23%	24%	23%	23%	25%
Very biased	(5.0)	271	132	139	38	78	38	44	43	30	97	71	55	49	110	161	227	44
		19%	20%	19%	17%	27%	14%	18%	25%	15%	24%	18%	19%	15%	20%	19%	19%	19%
TOTAL BIASED		599	293	306	94	138	118	88	82	78	201	159	116	123	246	353	498	100
		43%	45%	41%	42%	47%	44%	36%	47%	40%	49%	41%	41%	39%	44%	42%	43%	44%
Don't know		709	355	353	74	98	99	117	115	206	162	182	156	208	235	474	548	159
Mean score		3.2	3.3	3.2	3.2	3.4	3.2	3.2	3.4	3.1	3.4	3.2	3.2	3.1	3.3	3.2	3.2	3.3

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.22	1.25	1.19	1.23	1.31	1.18	1.19	1.18	1.19	1.23	1.24	1.23	1.17	1.20	1.24	1.23	1.18
Standard error	.03	.05	.05	.09	.08	.08	.08	.08	.08	.07	.06	.08	.06	.05	.04	.04	.07
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1398	849	546	1186	132	48	32	232	192	103	132	96	129	114	45	144	1242	156
Very impartial	(1.0)	118	70	47	101	11	**	**	31	15	**	14	2	10	9	**	12	105	12
		8%	8%	9%	8% k	8% k	**	**	13% ck	8% k	**	11% k	2% k	8% k	8% k	**	9% k	8% k	8%
Fairly impartial	(2.0)	290	167	123	238	24	**	**	89	43	**	19	14	27	5	**	20	260	30
		21%	20%	23%	20% mo	18% m	**	**	38% cdhijklmo	22% mo	**	14% m	15% m	21% m	4% m	**	14% m	21% m	19%
TOTAL IMPARTIAL		408	238	170	339	35	**	**	120	58	**	33	16	37	14	**	32	365	43
		29%	28%	31%	29% km	27% km	**	**	52% cdhijklmo	30% km	**	25% m	17% m	29% km	13% m	**	22% m	29% m	27%
Neither/ nor	(3.0)	392	250	142	336	39	**	**	52	71	**	37	19	50	34	**	42	351	40
		28%	29%	26%	28% k	29% k	**	**	22% cgk	37% cgk	**	28% cgjk	19% cgjk	39% cgjk	30% k	**	29% k	28% k	26%
Fairly biased	(4.0)	327	186	141	278	28	**	**	27	41	**	35	27	22	35	**	36	291	36
		23%	22%	26%	23% g	21% g	**	**	11% g	21% g	**	26% gl	28% gl	17% cghl	31% cghl	**	25% g	23% g	23%
Very biased	(5.0)	271	175	93	233	29	**	**	33	22	**	26	35	20	30	**	34	234	37
		19%	21%	17%	20% h	22% h	**	**	14% h	11% h	**	20% h	36% cdghjlo	15% cdghjlo	27% cghl	**	24% ghl	19% ghl	24% p
TOTAL BIASED		599	361	234	511	58	**	**	60	62	**	61	61	42	66	**	71	525	73
		43%	43%	43%	43% ghl	44% ghl	**	**	26% ghl	33% ghl	**	46% ghl	64% cdghjlo	32% cdghjlo	58% cdghjl	**	49% ghl	42% ghl	47%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	709	327	379	576	52	**	**	32	102	**	60	51	54	66	**	88	588	121
Mean score	3.2	3.3	3.2	3.3	3.3	**	**	2.8	3.1	**	3.3	3.8	3.1	3.6	**	3.4	3.2	3.4
				gh	gh				g		gh	cdghjlo	g	cdghjl		ghl		
Standard deviation	1.22	1.23	1.21	1.22	1.24	**	**	1.25	1.10	**	1.25	1.15	1.14	1.17	**	1.23	1.22	1.26
Standard error	.03	.05	.05	.04	.11	**	**	.10	.10	**	.12	.11	.10	.12	**	.12	.04	.09
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	239	132	107	34	63	54	39	25	24	72	69	53	45	101	138	221	18
		11%	13%	10%	11%	16%	15%	11%	9%	6%	13%	12%	12%	9%	13%	11%	13%	5%
		b			h	gh	gh	h			l						p	
Fairly impartial	(2.0)	501	256	245	70	107	107	94	69	55	177	163	82	80	211	290	459	42
		24%	25%	22%	24%	27%	29%	26%	24%	14%	31%	29%	18%	15%	26%	22%	27%	11%
					h	h	h	h	h		kl	kl			n		p	
TOTAL IMPARTIAL		740	388	351	104	170	161	133	94	79	249	232	135	125	312	428	680	60
		35%	38%	32%	35%	44%	44%	37%	33%	20%	44%	41%	30%	24%	39%	33%	40%	16%
			b		h	cgh	cgh	h	h		kl	kl	l		n		p	
Neither/ nor	(3.0)	366	175	191	70	72	72	74	36	42	83	100	89	93	166	200	312	53
		17%	17%	17%	24%	18%	20%	20%	13%	10%	15%	18%	20%	18%	21%	15%	18%	14%
					gh	gh	gh	gh					i		n		p	
Fairly biased	(4.0)	173	82	91	22	39	41	26	24	20	72	44	33	25	74	98	153	19
		8%	8%	8%	7%	10%	11%	7%	8%	5%	13%	8%	7%	5%	9%	8%	9%	5%
						h	h				jkl	l					p	
Very biased	(5.0)	74	36	38	12	15	17	14	9	8	31	13	15	15	32	42	68	6
		4%	4%	3%	4%	4%	5%	4%	3%	2%	6%	2%	3%	3%	4%	3%	4%	2%
							h				jl						p	
TOTAL BIASED		247	119	129	35	53	57	40	34	28	103	56	48	40	107	141	221	26
		12%	12%	12%	12%	14%	16%	11%	12%	7%	18%	10%	11%	8%	13%	11%	13%	7%
					h	h	h	h	h		jkl						p	
Don't know		754	329	426	89	95	75	117	124	255	134	180	171	269	215	540	506	247
		36%	33%	39%	30%	24%	20%	32%	43%	63%	24%	32%	39%	51%	27%	41%	29%	64%
				a	e			de	cdef	cdefg		i	ij	ijk		m		o
Mean score		2.5	2.5	2.6	2.6	2.4	2.5	2.5	2.5	2.5	2.6	2.4	2.5	2.6	2.5	2.5	2.5	2.7
				a							j		j	j				o
Standard deviation		1.09	1.10	1.08	1.07	1.11	1.12	1.06	1.09	1.08	1.16	1.01	1.10	1.07	1.09	1.09	1.10	1.02
Standard error		.03	.05	.04	.08	.07	.07	.08	.08	.09	.06	.05	.07	.07	.05	.04	.03	.09
Columns Tested:		a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION			
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356	
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309	
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
Very impartial	(1.0)	239	151	88	209	16	9	5	59	30	18	28	12	13	24	4	21	210	29	
		11%	13% b	10%	12% n	9%	8%	9%	22% cdefhiklmno	10% n	10%	14% ln	8%	7%	13% n	4%	9%	11%	11%	
Fairly impartial	(2.0)	501	323	176	432	44	16	9	92	79	45	45	31	41	38	20	42	437	64	
		24%	27% b	19%	25% ef	24%	16%	15%	35% cdefjiklmno	27% efo	25% ef	23%	21%	22%	21%	22%	18%	24%	23%	
TOTAL IMPARTIAL		740	474	265	641	60	25	14	151	109	63	72	43	53	62	23	63	646	94	
		35%	40% b	29%	36% efno	33%	24%	24%	57% cdefhijklmn o	37% efno	35% ef	38% efno	29%	29%	35% ef	26%	27%	35%	34%	
Neither/ nor	(3.0)	366	243	123	319	40	7	*	63	71	20	33	12	47	38	8	27	335	30	
		17%	21% b	13%	18% efikno	22% efikno	6% f	1% efikno	24% efikno	24% cefikno	11% f	17% efkn	8% f	26% cefikno	21% efikno	9% f	12% f	18% q	11%	
Fairly biased	(4.0)	173	111	60	154	11	6	1	17	26	19	17	17	15	9	10	25	148	25	
		8%	9% b	7%	9% f	6%	6%	2%	6%	9% f	11% f	9% f	11% fm	8% f	5%	11% fm	11% fm	8%	9%	
Very biased	(5.0)	74	48	27	63	6	4	1	3	9	8	11	10	3	6	2	13	66	9	
		4%	4%	3%	4%	3%	4%	3%	1%	3%	4%	6% g	6% gln	2%	3%	2%	6% g	4%	3%	
TOTAL BIASED		247	158	87	218	17	10	3	20	35	27	28	26	18	15	11	38	213	34	
		12%	13% b	9%	12% f	9%	9%	5%	7%	12% f	15% fg	14% fg	18% defglm	10%	8%	13% f	16% dfgm	12%	12%	
Don't know		754	301	451	584	67	62	41	30	79	70	59	66	64	65	47	104	635	119	
		36%	26%	49% a	33% g	36% g	60% cdghijklmno	70% cdghijklmno	12%	27% g	39% gh	31% g	45% cghj	35% g	36% g	52% cdghijlm	45% cghj	35%	43% p	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.5	2.5	2.5	2.5	2.5	2.5	2.1	2.2	2.6	2.6	2.5	2.8	2.6	2.4	2.7	2.7	2.5	2.5
				fg	fg	fg			fg	fg	fg	cfgm	fg	fg	fg	cfgm		
Standard deviation	1.09	1.08	1.10	1.09	1.01	1.24	1.21	.94	1.01	1.16	1.19	1.27	.93	1.07	1.06	1.24	1.09	1.13
Standard error	.03	.04	.05	.03	.10	.16	.18	.07	.09	.12	.11	.14	.09	.11	.12	.13	.03	.08
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1353	682	671	208	295	291	247	164	148	435	389	272	257	584	768	1214	139
Very impartial	(1.0)	239	132	107	34	63	54	39	25	24	72	69	53	45	101	138	221	18
		18%	19%	16%	16%	21%	19%	16%	15%	16%	16%	18%	20%	17%	17%	18%	18%	p
Fairly impartial	(2.0)	501	256	245	70	107	107	94	69	55	177	163	82	80	211	290	459	42
		37%	38%	36%	34%	36%	37%	38%	42% c	37%	41% kl	42% kl	30%	31%	36%	38%	38% p	30%
TOTAL IMPARTIAL		740	388	351	104	170	161	133	94	79	249	232	135	125	312	428	680	60
		55%	57%	52%	50%	57%	55%	54%	57%	53%	57% kl	60% kl	50%	48%	53%	56%	56% p	43%
Neither/ nor	(3.0)	366	175	191	70	72	72	74	36	42	83	100	89	93	166	200	312	53
		27%	26%	28%	34% deg	24%	25%	30% g	22%	28%	19%	26% i	33% ij	36% ij	28%	26%	26% o	38%
Fairly biased	(4.0)	173	82	91	22	39	41	26	24	20	72	44	33	25	74	98	153	19
		13%	12%	13%	11%	13%	14%	11%	15%	14%	17% jl	11%	12%	10%	13%	13%	13%	14%
Very biased	(5.0)	74	36	38	12	15	17	14	9	8	31	13	15	15	32	42	68	6
		5%	5%	6%	6%	5%	6%	6%	6%	5%	7% j	3%	6%	6% j	6%	5%	6%	5%
TOTAL BIASED		247	119	129	35	53	57	40	34	28	103	56	48	40	107	141	221	26
		18%	17%	19%	17%	18%	20%	16%	21%	19%	24% jkl	14%	18%	16%	18%	18%	18%	18%
Don't know		754	329	426	89	95	75	117	124	255	134	180	171	269	215	540	506	247
Mean score		2.5	2.5	2.6 a	2.6	2.4	2.5	2.5	2.5	2.5	2.6 j	2.4	2.5 j	2.6 j	2.5	2.5	2.5	2.7 o
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.09	1.10	1.08	1.07	1.11	1.12	1.06	1.09	1.08	1.16	1.01	1.10	1.07	1.09	1.09	1.10	1.02
Standard error	.03	.05	.04	.08	.07	.07	.08	.08	.09	.06	.05	.07	.07	.05	.04	.03	.09
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & NORTH WEST			URBAN	RURAL
		Total	WORKING	WORKING											EAST	WEST	WEST		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1353	875	474	1178	117	41	17	233	215	111	133	81	119	115	43	129	1195	158
Very impartial	(1.0)	239	151	88	209	16	**	**	59	30	**	28	**	13	**	**	**	210	29
		18%	17%	19%	18% l	14%	**	**	25% cdhl	14%	**	21% l	**	11%	**	**	**	18%	19%
Fairly impartial	(2.0)	501	323	176	432	44	**	**	92	79	**	45	**	41	**	**	**	437	64
		37%	37%	37%	37%	37%	**	**	39%	37%	**	34%	**	34%	**	**	**	37%	41%
TOTAL IMPARTIAL		740	474	265	641	60	**	**	151	109	**	72	**	53	**	**	**	646	94
		55%	54%	56%	54% l	51%	**	**	65% cdhl	51%	**	55%	**	45%	**	**	**	54%	59%
Neither/ nor	(3.0)	366	243	123	319	40	**	**	63	71	**	33	**	47	**	**	**	335	30
		27%	28%	26%	27%	34%	**	**	27%	33%	**	25%	**	40% cgj	**	**	**	28% q	19%
Fairly biased	(4.0)	173	111	60	154	11	**	**	17	26	**	17	**	15	**	**	**	148	25
		13%	13%	13%	13% g	10% g	**	**	7%	12%	**	13%	**	13%	**	**	**	12%	16%
Very biased	(5.0)	74	48	27	63	6	**	**	3	9	**	11	**	3	**	**	**	66	9
		5%	5%	6%	5% g	5% g	**	**	1% gl	4%	**	8% gl	**	3% g	**	**	**	5% g	6% g
TOTAL BIASED		247	158	87	218	17	**	**	20	35	**	28	**	18	**	**	**	213	34
		18%	18%	18%	18% g	14% g	**	**	8% g	16% g	**	21% g	**	15% g	**	**	**	18% g	21% g
Don't know		754	301	451	584	67	**	**	30	79	**	59	**	64	**	**	**	635	119
Mean score		2.5	2.5	2.5	2.5	2.5	**	**	2.2	2.6	**	2.5	**	2.6	**	**	**	2.5	2.5
Standard deviation		1.09	1.08	1.10	1.09	1.01	**	**	.94	1.01	**	1.19	**	.93	**	**	**	1.09	1.13
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 200**

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**Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard error	.03	.04	.05	.03	.10	.16	.18	.07	.09	.12	.11	.14	.09	.11	.12	.13	.03	.08
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	153	80	73	23	40	37	26	12	15	49	45	33	26	72	82	138	15
		7%	8%	7%	8%	10%	10%	7%	4%	4%	9%	8%	7%	5%	9%	6%	8%	4%
Fairly impartial	(2.0)	407	195	213	69	91	95	66	47	39	120	149	64	74	164	243	366	41
		19%	19%	19%	23%	23%	26%	18%	16%	10%	21%	26%	14%	14%	21%	19%	21%	11%
TOTAL IMPARTIAL		560	275	285	92	131	132	92	59	55	169	194	96	101	236	324	504	56
		27%	27%	26%	31%	34%	36%	25%	20%	14%	30%	34%	22%	19%	30%	25%	29%	15%
Neither/ nor	(3.0)	287	132	155	49	62	48	61	30	37	74	68	72	73	122	165	239	49
		14%	13%	14%	17%	16%	13%	17%	10%	9%	13%	12%	16%	14%	15%	13%	14%	13%
Fairly biased	(4.0)	280	151	129	30	58	69	41	44	38	120	70	51	39	113	167	255	25
		13%	15%	12%	10%	15%	19%	11%	15%	10%	21%	12%	12%	7%	14%	13%	15%	6%
Very biased	(5.0)	170	93	77	31	32	32	33	29	12	59	42	38	30	80	89	157	12
		8%	9%	7%	10%	8%	9%	9%	10%	3%	10%	7%	9%	6%	10%	7%	9%	3%
TOTAL BIASED		450	244	206	61	89	101	74	73	50	179	112	89	70	193	256	412	37
		21%	24%	19%	21%	23%	28%	20%	25%	13%	31%	20%	20%	13%	24%	20%	24%	10%
Don't know		810	360	450	95	107	84	136	127	261	147	194	185	283	248	562	564	244
		38%	36%	41%	32%	28%	23%	37%	44%	65%	26%	34%	42%	54%	31%	43%	33%	63%
Mean score		2.9	3.0	2.9	2.9	2.8	2.9	3.0	3.2	2.9	3.0	2.8	3.0	2.9	2.9	2.9	2.9	2.8
Standard deviation		1.23	1.26	1.20	1.25	1.23	1.25	1.23	1.24	1.15	1.26	1.21	1.24	1.18	1.27	1.21	1.25	1.11
Standard error		.04	.05	.05	.10	.08	.08	.09	.09	.09	.07	.06	.08	.08	.06	.05	.04	.09
Columns Tested:		a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												YORKS & NORTH WEST			LOCATION	
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356		
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309		
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277		
Very impartial	(1.0)	153	102	51	133	12	5	3	38	26	5	18	5	18	8	5	10	133	20		
		7%	9%	5%	8%	7%	5%	5%	14%	9%	3%	9%	4%	10%	4%	6%	4%	7%	7%		
			b		i				cdefikmno	ik		ik		iko							
Fairly impartial	(2.0)	407	263	143	353	32	14	8	106	69	31	27	18	44	14	9	35	355	52		
		19%	22%	15%	20%	17%	14%	13%	40%	24%	17%	14%	12%	24%	8%	10%	15%	19%	19%		
			b		fkmn	m			cdefhijklmn	efikmno	m			efikmno							
TOTAL IMPARTIAL		560	365	193	486	44	20	10	143	95	37	45	23	62	22	14	44	489	71		
		27%	31%	21%	28%	24%	19%	18%	54%	32%	20%	24%	16%	34%	12%	16%	19%	27%	26%		
			b		efikmno	m			cdefhijklmn	efikmno		m		efikmno							
Neither/ nor	(3.0)	287	177	110	256	27	4	1	51	45	15	24	12	46	37	6	19	266	21		
		14%	15%	12%	15%	15%	4%	2%	19%	15%	8%	13%	8%	25%	21%	7%	8%	15%	8%		
			b		efikno	efn			efikno	efikno	f	ef	f	cdefhijkno	cefijkno	f	f	q			
Fairly biased	(4.0)	280	182	98	253	14	11	2	26	44	27	35	23	15	29	17	37	241	39		
		13%	15%	11%	14%	8%	11%	3%	10%	15%	15%	18%	16%	8%	16%	19%	16%	13%	14%		
			b		dfl	f	f		f	dfl	df	dfl	dfl	f	dfl	dfl	dfl				
Very biased	(5.0)	170	117	52	147	14	6	2	13	20	18	27	20	5	18	4	22	145	25		
		8%	10%	6%	8%	8%	6%	4%	5%	7%	10%	14%	14%	3%	10%	5%	9%	8%	9%		
			b		l	l					fl	cefghln	cefghln		fl		fl				
TOTAL BIASED		450	298	149	400	28	17	4	39	64	45	62	43	20	47	21	59	385	64		
		21%	25%	16%	23%	15%	17%	7%	15%	22%	25%	32%	29%	11%	26%	24%	25%	21%	23%		
			b		dfl	f	f		f	fl	dfl	cdefghl	dfl		dfl	fgl	dfl				
Don't know		810	335	473	620	84	63	43	30	89	84	61	69	55	74	47	111	690	120		
		38%	29%	51%	35%	46%	61%	74%	11%	30%	47%	32%	47%	30%	41%	53%	48%	38%	43%		
				a	g	cghjl	cdghijklm	cdghijklmno		g	cghjl	g	cghjl	g	ghl	cghjlm	cghjl				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.9	2.9	2.9	2.9	2.9	3.0	2.5	2.4	2.8	3.2	3.2	3.4	2.6	3.3	3.1	3.2	2.9	3.0
				fgl	fgl	fgl			fgl	cd fghl	cd fghl	cdefghln		cdefghl	d fghl	cd fghl		
Standard deviation	1.23	1.25	1.20	1.23	1.23	1.33	1.34	1.07	1.20	1.24	1.35	1.28	1.00	1.13	1.24	1.26	1.22	1.31
Standard error	.04	.05	.06	.04	.13	.18	.21	.08	.10	.14	.13	.14	.09	.12	.15	.13	.04	.10
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1297	650	647	202	282	281	228	161	142	422	374	258	243	551	746	1155	142
Very impartial	(1.0)	153	80	73	23	40	37	26	12	15	49	45	33	26	72	82	138	15
		12%	12%	11%	11%	14%	13%	12%	7%	11%	12%	12%	13%	11%	13%	11%	12%	11%
Fairly impartial	(2.0)	407	195	213	69	91	95	66	47	39	120	149	64	74	164	243	366	41
		31%	30%	33%	34%	32%	34%	29%	29%	28%	28%	40% ikl	25%	31%	30%	33%	32%	29%
TOTAL IMPARTIAL		560	275	285	92	131	132	92	59	55	169	194	96	101	236	324	504	56
		43%	42%	44%	45% g	46% gh	47% gh	41%	36%	38%	40%	52% ikl	37%	41%	43%	43%	44%	40%
Neither/ nor	(3.0)	287	132	155	49	62	48	61	30	37	74	68	72	73	122	165	239	49
		22%	20%	24%	24% e	22%	17%	27% eg	18%	26% eg	18%	18%	28% ij	30% ij	22%	22%	21%	34% o
Fairly biased	(4.0)	280	151	129	30	58	69	41	44	38	120	70	51	39	113	167	255	25
		22%	23%	20%	15%	20%	25% c	18%	27% cf	27% cdf	28% jkl	19%	20%	16%	21%	22%	22% p	17%
Very biased	(5.0)	170	93	77	31	32	32	33	29	12	59	42	38	30	80	89	157	12
		13%	14%	12%	15% h	11%	11%	15% h	18% deh	9%	14%	11%	15%	12%	15%	12%	14% p	9%
TOTAL BIASED		450	244	206	61	89	101	74	73	50	179	112	89	70	193	256	412	37
		35%	37% b	32%	30%	32%	36%	33%	45% cdefh	35%	42% jkl	30%	35%	29%	35%	34%	36% p	26%
Don't know		810	360	450	95	107	84	136	127	261	147	194	185	283	248	562	564	244
Mean score		2.9	3.0	2.9	2.9	2.8	2.9	3.0	3.2 cdefh	2.9	3.0 j	2.8	3.0 j	2.9	2.9	2.9	2.9	2.8

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.23	1.26	1.20	1.25	1.23	1.25	1.23	1.24	1.15	1.26	1.21	1.24	1.18	1.27	1.21	1.25	1.11
Standard error	.04	.05	.05	.10	.08	.08	.09	.09	.09	.07	.06	.08	.08	.06	.05	.04	.09
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & NORTH WEST			URBAN	RURAL
		WORKING	WORKING	EAST											WEST	WEST	NORTH EAST		
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1297	841	453	1142	99	41	15	234	205	96	131	78	127	106	42	122	1140	157
Very impartial	(1.0)	153	102	51	133	**	**	**	38	26	**	18	**	18	**	**	**	133	20
		12%	12%	11%	12%	**	**	**	16%	13%	**	14%	**	14%	**	**	**	12%	13%
Fairly impartial	(2.0)	407	263	143	353	**	**	**	106	69	**	27	**	44	**	**	**	355	52
		31%	31%	32%	31% j	**	**	**	45% chjl	34% j	**	21%	**	34% j	**	**	**	31%	33%
TOTAL IMPARTIAL		560	365	193	486	**	**	**	143	95	**	45	**	62	**	**	**	489	71
		43%	43%	43%	43% j	**	**	**	61% chjl	47% j	**	34%	**	48% j	**	**	**	43%	46%
Neither/ nor	(3.0)	287	177	110	256	**	**	**	51	45	**	24	**	46	**	**	**	266	21
		22%	21%	24%	22%	**	**	**	22%	22%	**	18%	**	36% cghj	**	**	**	23% q	14%
Fairly biased	(4.0)	280	182	98	253	**	**	**	26	44	**	35	**	15	**	**	**	241	39
		22%	22%	22%	22% gl	**	**	**	11%	21% gl	**	27% gl	**	12%	**	**	**	21%	25%
Very biased	(5.0)	170	117	52	147	**	**	**	13	20	**	27	**	5	**	**	**	145	25
		13%	14%	11%	13% gl	**	**	**	6%	10% l	**	20% cghl	**	4%	**	**	**	13%	16%
TOTAL BIASED		450	298	149	400	**	**	**	39	64	**	62	**	20	**	**	**	385	64
		35%	35%	33%	35% gl	**	**	**	17%	31% gl	**	47% cghl	**	16%	**	**	**	34%	41% p
Don't know		810	335	473	620	**	**	**	30	89	**	61	**	55	**	**	**	690	120
Mean score		2.9	2.9	2.9	2.9	**	**	**	2.4	2.8	**	3.2	**	2.6	**	**	**	2.9	3.0
Standard deviation		1.23	1.25	1.20	1.23	**	**	**	1.07	1.20	**	1.35	**	1.00	**	**	**	1.22	1.31
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk, guardian.co.uk or thesun.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER			URBAN	RURAL
														NORTH EAST	NORTH WEST			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard error	.04	.05	.06	.04	.13	.18	.21	.08	.10	.14	.13	.14	.09	.12	.15	.13	.04	.10
Columns Tested: a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	105	57	48	21	22	23	21	10	8	37	28	20	20	43	62	98	6
		5%	6%	4%	7%	6%	6%	6%	3%	2%	7%	5%	5%	4%	5%	5%	6%	2%
					h	h	h	h			l						p	
Fairly impartial	(2.0)	277	127	150	44	62	60	52	30	30	68	100	51	58	107	170	236	41
		13%	13%	14%	15%	16%	16%	14%	10%	7%	12%	18%	11%	11%	13%	13%	14%	11%
					h	gh	gh	h				ikl						
TOTAL IMPARTIAL		382	184	198	65	84	83	73	39	38	105	128	71	78	150	232	334	47
		18%	18%	18%	22%	21%	23%	20%	14%	10%	18%	23%	16%	15%	19%	18%	19%	12%
					gh	gh	gh	gh				kl					p	
Neither/ nor	(3.0)	298	149	149	45	53	65	67	34	35	93	69	74	61	130	168	255	43
		14%	15%	14%	15%	14%	18%	18%	12%	9%	16%	12%	17%	12%	16%	13%	15%	11%
					h	h	gh	gh			l		l		n			
Fairly biased	(4.0)	246	124	121	42	62	61	29	24	26	95	67	45	39	111	135	228	18
		12%	12%	11%	14%	16%	17%	8%	8%	7%	17%	12%	10%	7%	14%	10%	13%	5%
					fgh	fgh	fgh				jkl	l			n		p	
Very biased	(5.0)	157	84	73	25	35	29	34	19	15	56	46	30	25	80	77	141	16
		7%	8%	7%	8%	9%	8%	9%	7%	4%	10%	8%	7%	5%	10%	6%	8%	4%
					h	h	h	h			l	l			n		p	
TOTAL BIASED		403	208	195	67	97	91	63	44	41	151	113	75	63	191	212	369	34
		19%	21%	18%	23%	25%	25%	17%	15%	10%	27%	20%	17%	12%	24%	16%	21%	9%
					gh	fgh	fgh	h	h		jkl	l	l		n		p	
Don't know		1024	469	556	120	156	127	161	171	289	220	258	222	324	328	696	761	262
		49%	46%	51%	40%	40%	35%	44%	59%	72%	39%	45%	50%	62%	41%	53%	44%	68%
							e		cdef	cdefg		i	i	ijk		m		o
Mean score		3.1	3.1	3.0	3.0	3.1	3.1	3.0	3.1	3.1	3.2	3.0	3.1	3.0	3.2	3.0	3.1	3.0
											jl				n			
Standard deviation		1.20	1.22	1.18	1.24	1.22	1.18	1.22	1.21	1.14	1.23	1.22	1.16	1.17	1.22	1.19	1.22	1.10
Standard error		.04	.06	.05	.10	.09	.08	.10	.11	.10	.08	.07	.08	.09	.06	.05	.04	.10
Columns Tested:		a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356	
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309	
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
Very impartial	(1.0)	105 5%	62 5%	43 5%	89 5% ik	8 4%	7 7% ikn	2 3%	33 13%	16 5% i	3 1%	12 6% ikn	2 1%	8 5%	6 4%	1 2%	7 3%	97 5%	7 3%
Fairly impartial	(2.0)	277 13%	175 15% b	102 11%	242 14% efkmn	26 14% efkmn	6 5%	3 6%	87 33% cdefhijklmn o	41 14% efkmn	27 15% efkmn	20 10% m	8 5%	27 15% efkmn	6 3%	6 6%	22 9% m	253 14% q	25 9%
TOTAL IMPARTIAL		382 18%	237 20% b	145 16%	331 19% efkmno	34 18% fkmn	12 12%	5 9%	120 46% cdefhijklmn o	57 19% fkmn	29 16% fkmn	31 16% fkmn	10 7%	35 19% fkmn	13 7%	7 8%	28 12%	350 19% q	32 12%
Neither/ nor	(3.0)	298 14%	205 17% b	92 10%	269 15% efikno	23 13% efi	4 3%	2 3%	54 20% defikno	55 19% efikno	8 5%	32 17% efikno	13 9%	47 26% cdefijkno	37 21% efikno	6 6%	17 8%	276 15% q	21 8%
Fairly biased	(4.0)	246 12%	158 13% b	86 9%	223 13% f	14 8% f	9 8% f	* 1%	26 10% f	35 12% f	28 16% df	27 14% f	18 12% f	19 11% f	28 16% df	9 10% f	31 13% f	211 12%	35 13%
Very biased	(5.0)	157 7%	103 9% b	53 6%	141 8%	8 4%	5 5%	3 5%	15 6%	16 5%	10 5%	23 12% defghin	19 13% defghin	13 7%	19 11% dfn	4 4%	23 10% dn	128 7%	29 10% p
TOTAL BIASED		403 19%	260 22% b	139 15%	364 21% def	22 12% f	14 13% f	3 5%	42 16% f	51 17% f	38 21% df	50 26% defghn	37 25% defgn	32 18% f	47 26% defghn	13 14% f	54 23% defn	339 19%	64 23%
Don't know		1024 49%	474 40%	549 59% a	798 45% gl	104 57% cghjl	74 72% cdghijklmno	48 83%	48 18%	132 45% g	105 58% cghjlm	79 41% g	88 59% cghjlm	68 37% g	83 46% g	64 71% cdghijklmo	133 57% cghjlm	864 47%	160 58% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.1	3.1	3.0	3.1	2.9	3.0	2.9	2.6	3.0	3.2	3.3	3.7	3.0	3.5	3.3	3.4	3.0	3.5
				dg	g	g	g		g	dfgh	dfgh	cdefghijlno	g	cdefghil	cdefghl	cdefghl		p
Standard deviation	1.20	1.19	1.23	1.20	1.15	1.47	1.52	1.11	1.12	1.16	1.25	1.16	1.07	1.09	1.15	1.25	1.19	1.25
Standard error	.04	.05	.06	.04	.13	.23	.30	.09	.11	.15	.13	.15	.10	.12	.18	.14	.04	.11
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1083	541	541	177	234	239	203	117	114	349	311	220	202	471	612	958	124
Very impartial	(1.0)	105	57	48	21	22	23	21	10	8	37	28	20	20	43	62	98	6
		10%	10%	9%	12%	9%	10%	10%	8%	7%	11%	9%	9%	10%	9%	10%	10%	5%
Fairly impartial	(2.0)	277	127	150	44	62	60	52	30	30	68	100	51	58	107	170	236	41
		26%	24%	28%	25%	27%	25%	26%	25%	26%	19%	32% ik	23%	29% i	23%	28% m	25%	33% o
TOTAL IMPARTIAL		382	184	198	65	84	83	73	39	38	105	128	71	78	150	232	334	47
		35%	34%	37%	37%	36%	35%	36%	34%	34%	30%	41% ik	32%	39% i	32%	38% m	35%	38%
Neither/ nor	(3.0)	298	149	149	45	53	65	67	34	35	93	69	74	61	130	168	255	43
		28%	28%	27%	25%	23%	27%	33% d	29%	30% d	27%	22%	34% ij	30% j	28%	27%	27%	34% o
Fairly biased	(4.0)	246	124	121	42	62	61	29	24	26	95	67	45	39	111	135	228	18
		23%	23%	22%	24% f	26% f	26% f	15%	21% f	23% f	27% jkl	22%	20%	19%	24%	22%	24% p	15%
Very biased	(5.0)	157	84	73	25	35	29	34	19	15	56	46	30	25	80	77	141	16
		15%	15%	14%	14%	15%	12%	17%	17%	13%	16%	15%	14%	12%	17% n	13%	15%	13%
TOTAL BIASED		403	208	195	67	97	91	63	44	41	151	113	75	63	191	212	369	34
		37%	38%	36%	38%	41% f	38%	31%	38%	36%	43% jkl	36%	34%	31%	40% n	35%	38% p	28%
Don't know		1024	469	556	120	156	127	161	171	289	220	258	222	324	328	696	761	262
Mean score		3.1	3.1	3.0	3.0	3.1	3.1	3.0	3.1	3.1	3.2 il	3.0	3.1	3.0	3.2 n	3.0	3.1	3.0

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.20	1.22	1.18	1.24	1.22	1.18	1.22	1.21	1.14	1.23	1.22	1.16	1.17	1.22	1.19	1.22	1.10
Standard error	.04	.06	.05	.10	.09	.08	.10	.11	.10	.08	.07	.08	.09	.06	.05	.04	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & NORTH WEST			URBAN	RURAL
		Total	WORKING	WORKING											EAST	EAST	WEST		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1083	702	377	964	79	29	10	216	163	76	113	60	115	97	26	99	966	117
Very impartial	(1.0)	105	62	43	89	**	**	**	33	16	**	**	**	8	**	**	**	97	7
		10%	9%	11%	9%	**	**	**	15% cl	10%	**	**	**	7%	**	**	**	10% q	6%
Fairly impartial	(2.0)	277	175	102	242	**	**	**	87	41	**	**	**	27	**	**	**	253	25
		26%	25%	27%	25%	**	**	**	40% chl	25%	**	**	**	23%	**	**	**	26% chl	21%
TOTAL IMPARTIAL		382	237	145	331	**	**	**	120	57	**	**	**	35	**	**	**	350	32
		35%	34%	38% a	34%	**	**	**	56% chl	35%	**	**	**	31%	**	**	**	36% q	27%
Neither/ nor	(3.0)	298	205	92	269	**	**	**	54	55	**	**	**	47	**	**	**	276	21
		28%	29% b	25%	28%	**	**	**	25%	34%	**	**	**	41% cg	**	**	**	29% q	18%
Fairly biased	(4.0)	246	158	86	223	**	**	**	26	35	**	**	**	19	**	**	**	211	35
		23%	22%	23%	23% g	**	**	**	12%	22% g	**	**	**	17%	**	**	**	22% p	30%
Very biased	(5.0)	157	103	53	141	**	**	**	15	16	**	**	**	13	**	**	**	128	29
		15%	15%	14%	15% g	**	**	**	7%	10%	**	**	**	11%	**	**	**	13% p	25%
TOTAL BIASED		403	260	139	364	**	**	**	42	51	**	**	**	32	**	**	**	339	64
		37%	37%	37%	38% gl	**	**	**	19%	31% g	**	**	**	28%	**	**	**	35% p	54% p
Don't know		1024	474	549	798	**	**	**	48	132	**	**	**	68	**	**	**	864	160
Mean score		3.1	3.1	3.0	3.1 g	**	**	**	2.6 g	3.0 g	**	**	**	3.0 g	**	**	**	3.0 p	3.5 p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.20	1.19	1.23	1.20	1.15	1.47	1.52	1.11	1.12	1.16	1.25	1.16	1.07	1.09	1.15	1.25	1.19	1.25
Standard error	.04	.05	.06	.04	.13	.23	.30	.09	.11	.15	.13	.15	.10	.12	.18	.14	.04	.11
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	107	49	58	27	28	17	22	5	9	26	34	18	30	46	61	99	9
		5%	5%	5%	9%	7%	5%	6%	2%	2%	4%	6%	4%	6%	6%	5%	6%	2%
					egh	gh	g	gh									p	
Fairly impartial	(2.0)	231	109	122	38	63	48	44	20	18	57	68	49	58	101	130	199	33
		11%	11%	11%	13%	16%	13%	12%	7%	4%	10%	12%	11%	11%	13%	10%	12%	8%
					gh	gh	gh	gh										
TOTAL IMPARTIAL		339	158	180	66	90	65	66	25	26	82	102	67	88	147	191	297	41
		16%	16%	16%	22%	23%	18%	18%	9%	7%	14%	18%	15%	17%	18%	15%	17%	11%
					gh	gh	gh	gh							n		p	
Neither/ nor	(3.0)	338	168	169	65	65	78	63	32	35	89	98	77	74	155	183	290	48
		16%	17%	15%	22%	17%	21%	17%	11%	9%	16%	17%	17%	14%	19%	14%	17%	12%
					gh	h	gh	gh							n		p	
Fairly biased	(4.0)	294	132	162	57	70	71	48	32	18	100	88	54	52	148	146	268	26
		14%	13%	15%	19%	18%	19%	13%	11%	4%	18%	16%	12%	10%	19%	11%	16%	7%
					gh	gh	fgh	h	h		kl	l			n		p	
Very biased	(5.0)	293	159	134	45	71	60	59	37	20	102	77	59	55	133	159	257	36
		14%	16%	12%	15%	18%	17%	16%	13%	5%	18%	13%	13%	10%	17%	12%	15%	9%
			b		h	h	h	h	h		l				n		p	
TOTAL BIASED		587	291	297	102	141	131	106	69	38	202	165	113	107	281	306	525	62
		28%	29%	27%	34%	36%	36%	29%	24%	9%	36%	29%	26%	20%	35%	23%	31%	16%
					gh	gh	gh	h	h		jkl	l			n		p	
Don't know		843	393	450	64	93	91	129	162	304	196	204	186	257	216	628	607	236
		40%	39%	41%	22%	24%	25%	35%	56%	75%	34%	36%	42%	49%	27%	48%	35%	61%
								cde	cdef	cdefg			i	ijk		m		o
Mean score		3.3	3.4	3.3	3.2	3.3	3.4	3.3	3.6	3.2	3.5	3.3	3.3	3.2	3.4	3.3	3.3	3.3
									cdefh		jkl		l					
Standard deviation		1.25	1.26	1.24	1.27	1.30	1.19	1.29	1.18	1.22	1.23	1.25	1.22	1.28	1.23	1.27	1.26	1.21
Standard error		.04	.06	.05	.09	.08	.08	.09	.10	.12	.07	.07	.08	.08	.06	.05	.04	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	107	65	42	92	11	4	*	40	14	1	11	2	7	9	1	6	99	9
		5%	6%	5%	5%	6%	4%	1%	15%	5%	1%	6%	1%	4%	5%	2%	3%	5%	3%
					fikn	fikn			cdefhijklmn o	fik		fik		i	fik				
Fairly impartial	(2.0)	231	147	83	196	23	7	5	72	33	13	11	9	24	8	6	19	214	18
		11%	13%	9%	11%	13%	7%	9%	27%	11%	7%	6%	6%	13%	5%	7%	8%	12%	6%
			b		jm	jm			cdefhijklmn o	m				jkm				q	
TOTAL IMPARTIAL		339	213	125	288	34	11	6	111	47	15	22	11	31	17	8	26	312	26
		16%	18%	13%	16%	19%	10%	10%	42%	16%	8%	11%	7%	17%	9%	9%	11%	17%	9%
			b		fikmn	efikmno			cdefhijklmn o	ikn				ikn				q	
Neither/ nor	(3.0)	338	222	116	290	34	10	5	54	50	21	28	16	57	35	7	23	313	25
		16%	19%	13%	16%	18%	9%	8%	21%	17%	11%	14%	11%	31%	19%	7%	10%	17%	9%
			b		efno	efkno			efikno	efno		n		cdefghijklmn o	efkno			q	
Fairly biased	(4.0)	294	210	84	247	33	10	4	40	44	32	30	27	13	25	12	25	264	31
		14%	18%	9%	14%	18%	9%	7%	15%	15%	18%	16%	18%	7%	14%	13%	11%	14%	11%
			b		fl	efl			fl	fl	efl	fl	efl		l				
Very biased	(5.0)	293	187	104	258	26	7	2	23	30	28	40	33	25	35	12	33	244	49
		14%	16%	11%	15%	14%	6%	3%	9%	10%	15%	21%	23%	14%	19%	13%	14%	13%	18%
			b		efg	ef			f	f	ef	cefg	cdefghlno	ef	efgh	f	ef	p	
TOTAL BIASED		587	397	188	506	59	16	6	64	74	60	70	60	37	59	24	58	507	80
		28%	34%	20%	29%	32%	16%	10%	24%	25%	33%	36%	41%	21%	33%	27%	25%	28%	29%
			b		efl	efl			f	ef	efl	cefg	cefg	f	efl	ef	ef		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	843	345	497	679	56	67	41	34	123	85	72	61	57	69	51	126	697	146
	40%	29%	54%	39%	31%	64%	71%	13%	42%	47%	38%	41%	31%	38%	57%	54%	38%	53%
			a	dg	g	cdghijklm	cdghijklmno		dgl	cdgl	g	dg	g	g	cdghijklm	cdghijklm		p
Mean score	3.3	3.4	3.3	3.4	3.3	3.2	3.1	2.7	3.2	3.8	3.6	3.9	3.2	3.6	3.7	3.5	3.3	3.7
				fg	g	g	g		g	cdefghl	cdefghl	cdefghjlmno	g	cdefghl	cdefghl	efghl		p
Standard deviation	1.25	1.23	1.29	1.26	1.24	1.26	1.09	1.23	1.19	1.07	1.29	1.08	1.14	1.22	1.20	1.26	1.24	1.28
Standard error	.04	.05	.06	.04	.11	.18	.17	.10	.11	.12	.13	.11	.11	.12	.15	.14	.04	.10
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
Total		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		1264	617	646	232	297	274	235	126	99	373	365	257	269	583	680	1112	151
Very impartial	(1.0)	107	49	58	27	28	17	22	5	9	26	34	18	30	46	61	99	9
		8%	8%	9%	12% eg	9% g	6%	9% g	4%	9% g	7%	9%	7%	11% i	8%	9%	9%	6%
Fairly impartial	(2.0)	231	109	122	38	63	48	44	20	18	57	68	49	58	101	130	199	33
		18%	18%	19%	16%	21%	18%	19%	16%	18%	15%	19%	19%	22% i	17%	19%	18%	22%
TOTAL IMPARTIAL		339	158	180	66	90	65	66	25	26	82	102	67	88	147	191	297	41
		27%	26%	28%	28% g	30% g	24%	28% g	20%	27% g	22%	28% i	26%	33% ik	25%	28%	27%	27%
Neither/ nor	(3.0)	338	168	169	65	65	78	63	32	35	89	98	77	74	155	183	290	48
		27%	27%	26%	28%	22%	28%	27%	26%	35% dfg	24%	27%	30%	28%	27%	27%	26%	32% o
Fairly biased	(4.0)	294	132	162	57	70	71	48	32	18	100	88	54	52	148	146	268	26
		23%	21%	25%	24%	24%	26% h	20%	25% h	18%	27% l	24%	21%	19%	25%	22%	24% p	17%
Very biased	(5.0)	293	159	134	45	71	60	59	37	20	102	77	59	55	133	159	257	36
		23%	26% b	21%	20%	24%	22%	25%	29% ceh	20%	27% jl	21%	23%	21%	23%	23%	23%	24%
TOTAL BIASED		587	291	297	102	141	131	106	69	38	202	165	113	107	281	306	525	62
		46%	47%	46%	44%	47% h	48% h	45%	54% cfh	38%	54% jkl	45%	44%	40%	48%	45%	47% p	41%
Don't know		843	393	450	64	93	91	129	162	304	196	204	186	257	216	628	607	236
Mean score		3.3	3.4	3.3	3.2	3.3	3.4	3.3	3.6 cdefh	3.2	3.5 ikl	3.3	3.3 l	3.2	3.4	3.3	3.3	3.3

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.25	1.26	1.24	1.27	1.30	1.19	1.29	1.18	1.22	1.23	1.25	1.22	1.28	1.23	1.27	1.26	1.21
Standard error	.04	.06	.05	.09	.08	.08	.09	.10	.12	.07	.07	.08	.08	.06	.05	.04	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
			WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1264	831	429	1083	127	37	17	229	171	95	120	87	125	111	38	106	1133	131
Very impartial	(1.0)	107	65	42	92	11	**	**	40	14	**	11	**	7	**	**	**	99	9
		8%	8%	10%	8%	9%	**	**	17%	8%	**	9%	**	6%	**	**	**	9%	7%
Fairly impartial	(2.0)	231	147	83	196	23	**	**	72	33	**	11	**	24	**	**	**	214	18
		18%	18%	19%	18%	18%	**	**	31%	19%	**	9%	**	19%	**	**	**	19%	13%
					j	j			cdhjl	j				j				q	
TOTAL IMPARTIAL		339	213	125	288	34	**	**	111	47	**	22	**	31	**	**	**	312	26
		27%	26%	29%	27%	27%	**	**	49%	28%	**	18%	**	25%	**	**	**	28%	20%
					j				cdhjl	j								q	
Neither/ nor	(3.0)	338	222	116	290	34	**	**	54	50	**	28	**	57	**	**	**	313	25
		27%	27%	27%	27%	26%	**	**	24%	29%	**	23%	**	45%	**	**	**	28%	19%
														cdghj				q	
Fairly biased	(4.0)	294	210	84	247	33	**	**	40	44	**	30	**	13	**	**	**	264	31
		23%	25%	20%	23%	26%	**	**	18%	26%	**	25%	**	10%	**	**	**	23%	23%
			b		l	l				l		l							
Very biased	(5.0)	293	187	104	258	26	**	**	23	30	**	40	**	25	**	**	**	244	49
		23%	23%	24%	24%	20%	**	**	10%	17%	**	33%	**	20%	**	**	**	22%	37%
					gh	g				g		cdghl		g				p	
TOTAL BIASED		587	397	188	506	59	**	**	64	74	**	70	**	37	**	**	**	507	80
		46%	48%	44%	47%	46%	**	**	28%	43%	**	58%	**	30%	**	**	**	45%	61%
					gl	gl				gl		cdghl						p	
Don't know		843	345	497	679	56	**	**	34	123	**	72	**	57	**	**	**	697	146
Mean score		3.3	3.4	3.3	3.4	3.3	**	**	2.7	3.2	**	3.6	**	3.2	**	**	**	3.3	3.7
					g	g				g		cdghl		g					p
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on social media sites - for example facebook.com or twitter.com (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.25	1.23	1.29	1.26	1.24	1.26	1.09	1.23	1.19	1.07	1.29	1.08	1.14	1.22	1.20	1.26	1.24	1.28
Standard error	.04	.05	.06	.04	.11	.18	.17	.10	.11	.12	.13	.11	.11	.12	.15	.14	.04	.10
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68O (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Very impartial	(1.0)	80	46	34	13	18	16	22	6	5	23	22	15	19	30	50	75	5
		4%	5%	3%	4%	5%	4%	6%	2%	1%	4%	4%	3%	4%	4%	4%	4%	1%
Fairly impartial	(2.0)	166	77	89	33	44	29	29	11	20	45	55	30	36	71	95	147	19
		8%	8%	8%	11%	11%	8%	8%	4%	5%	8%	10%	7%	7%	9%	7%	9%	5%
TOTAL IMPARTIAL		246	123	123	46	62	45	51	17	25	68	77	45	56	101	145	222	24
Neither/ nor	(3.0)	288	151	137	51	67	65	49	30	26	75	86	66	61	129	159	248	41
		14%	15%	13%	17%	17%	18%	13%	10%	7%	13%	15%	15%	12%	16%	12%	14%	11%
Fairly biased	(4.0)	182	84	98	31	40	46	39	18	8	81	46	33	22	93	89	169	13
		9%	8%	9%	11%	10%	12%	11%	6%	2%	14%	8%	7%	4%	12%	7%	10%	3%
Very biased	(5.0)	127	61	67	24	30	25	23	16	9	49	33	25	20	59	69	111	16
		6%	6%	6%	8%	8%	7%	6%	5%	2%	9%	6%	6%	4%	7%	5%	6%	4%
TOTAL BIASED		309	144	165	55	71	71	62	34	17	130	79	59	42	151	158	280	29
Don't know		1263	591	672	144	190	185	203	207	335	296	326	273	368	418	845	969	293
		60%	59%	61%	49%	49%	51%	56%	72%	83%	52%	57%	62%	70%	52%	65%	56%	76%
Mean score		3.1	3.1	3.2	3.1	3.1	3.2	3.1	3.3	2.9	3.3	3.1	3.1	2.9	3.2	3.1	3.1	3.2
Standard deviation		1.17	1.18	1.17	1.17	1.18	1.13	1.24	1.15	1.13	1.19	1.15	1.15	1.16	1.15	1.19	1.18	1.10
Standard error		.04	.06	.06	.10	.09	.09	.11	.12	.13	.09	.08	.10	.10	.07	.06	.05	.12
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68O (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
			NOT		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & NORTH WEST			URBAN	RURAL
		Total	WORKING	WORKING											EAST	WEST	NORTH EAST		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	80	50	29	72	6	1	*	27	12	-	6	4	5	6	1	10	74	5
		4%	4%	3%	4%	3%	1%	1%	10%	4%	-%	3%	3%	3%	3%	2%	5%	4%	2%
					efi	i			cdefhijklmn o	fi		i	i	i	i		efi		
Fairly impartial	(2.0)	166	97	69	151	10	2	3	61	29	8	16	5	13	6	6	8	146	20
		8%	8%	8%	9%	5%	2%	6%	23%	10%	4%	9%	3%	7%	3%	6%	3%	8%	7%
					ekmo				cdefhijklmn o	ekmo		ekmo		e					
TOTAL IMPARTIAL		246	147	99	223	16	3	4	88	41	8	23	8	18	12	7	18	221	25
		12%	12%	11%	13%	9%	3%	7%	33%	14%	4%	12%	6%	10%	6%	8%	8%	12%	9%
					efikm	e			cdefhijklmn o	efikm		ei		e		e	e		
Neither/ nor	(3.0)	288	193	94	260	22	6	*	59	51	16	25	10	41	35	7	15	265	24
		14%	16%	10%	15%	12%	6%	1%	22%	17%	9%	13%	6%	22%	20%	8%	7%	14%	9%
			b		efikno	f	f		cdefijkno	efikno	f	efko	f	cdefijkno	efikno	f	f	q	
Fairly biased	(4.0)	182	132	50	167	9	4	2	32	30	16	21	15	10	17	8	17	161	21
		9%	11%	5%	9%	5%	3%	3%	12%	10%	9%	11%	10%	6%	10%	9%	8%	9%	7%
			b		ef				defl	ef	f	ef	ef		ef	f			
Very biased	(5.0)	127	88	36	99	19	7	3	11	23	6	16	10	7	9	4	12	109	18
		6%	8%	4%	6%	11%	6%	5%	4%	8%	3%	8%	7%	4%	5%	5%	5%	6%	7%
			b			cfgil						i							
TOTAL BIASED		309	220	85	266	28	10	5	43	54	22	37	25	17	27	12	29	271	39
		15%	19%	9%	15%	16%	10%	8%	16%	18%	12%	19%	17%	10%	15%	14%	13%	15%	14%
			b		f	f			f	efl		efl	f						
Don't know		1263	616	647	1013	117	84	49	74	148	135	107	105	106	106	63	170	1074	189
		60%	52%	70%	57%	64%	81%	85%	28%	50%	75%	56%	71%	58%	59%	70%	73%	59%	68%
				a	g	gh	cdghijklmn	cdghijklmno		g	cdghijlm	g	cghijlm	g	g	cghijlm	cghijlm		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68O (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.1	3.2	3.0	3.1	3.4	3.7	3.3	2.7	3.2	3.4	3.3	3.5	3.0	3.2	3.3	3.2	3.1	3.3
		b		g	cgl	cd fghijlmno	cgl		g	cghl	cgl	cghlmo	g	gl	cgl	g		p
Standard deviation	1.17	1.17	1.17	1.15	1.31	1.18	1.46	1.09	1.17	.92	1.19	1.22	.97	1.05	1.17	1.34	1.17	1.21
Standard error	.04	.06	.07	.05	.16	.23	.31	.09	.12	.15	.14	.19	.11	.13	.17	.20	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68O (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																		
Unweighted total		2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample		1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total		2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
BASE FOR % EXCLUDING 'Don't know'		844	419	425	153	200	180	161	81	68	272	243	170	159	381	463	750	94
Very impartial	(1.0)	80	46	34	13	18	16	22	**	**	23	22	15	19	30	50	75	**
		9%	11%	8%	8%	9%	9%	14%	**	**	8%	9%	9%	12%	8%	11%	10%	**
Fairly impartial	(2.0)	166	77	89	33	44	29	29	**	**	45	55	30	36	71	95	147	**
		20%	18%	21%	22%	22%	16%	18%	**	**	16%	23%	18%	23%	19%	21%	20%	**
TOTAL IMPARTIAL		246	123	123	46	62	45	51	**	**	68	77	45	56	101	145	222	**
		29%	29%	29%	30%	31%	25%	31%	**	**	25%	32%	27%	35%	26%	31%	30%	**
Neither/ nor	(3.0)	288	151	137	51	67	65	49	**	**	75	86	66	61	129	159	248	**
		34%	36%	32%	34%	33%	36%	30%	**	**	28%	35%	39%	39%	34%	34%	33%	**
Fairly biased	(4.0)	182	84	98	31	40	46	39	**	**	81	46	33	22	93	89	169	**
		22%	20%	23%	21%	20%	25%	24%	**	**	30%	19%	19%	14%	24%	19%	23%	**
Very biased	(5.0)	127	61	67	24	30	25	23	**	**	49	33	25	20	59	69	111	**
		15%	14%	16%	16%	15%	14%	14%	**	**	18%	14%	15%	12%	15%	15%	15%	**
TOTAL BIASED		309	144	165	55	71	71	62	**	**	130	79	59	42	151	158	280	**
		37%	34%	39%	36%	35%	39%	38%	**	**	48%	33%	34%	26%	40%	34%	37%	**
Don't know		1263	591	672	144	190	185	203	**	**	296	326	273	368	418	845	969	**
Mean score		3.1	3.1	3.2	3.1	3.1	3.2	3.1	**	**	3.3	3.1	3.1	2.9	3.2	3.1	3.1	**

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68O (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Standard deviation	1.17	1.18	1.17	1.17	1.18	1.13	1.24	1.15	1.13	1.19	1.15	1.15	1.16	1.15	1.19	1.18	1.10
Standard error	.04	.06	.06	.10	.09	.09	.11	.12	.13	.09	.08	.10	.10	.07	.06	.05	.12
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q68O (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News reporting on other websites such as buzzfeed.co.uk or huffingtonpost.co.uk (SINGLE CODE)**

Base : All respondents

		WORKING STATUS					NATION/ REGION											LOCATION		
			NOT											YORKS						
		WORKING	WORKING	ENGLAND	SCOT	WALES	N	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	HUMBER	NORTH	NORTH				
		Total			-LAND		IRELAND		EAST	WEST		MIDS	MIDS	&	EAST	WEST				
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Unweighted total		2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356	
Effective Weighted Sample		1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309	
Total		2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
BASE FOR % EXCLUDING 'Don't know'		844	560	278	749	66	19	9	190	146	46	85	43	76	74	27	63	756	88	
Very impartial	(1.0)	80	50	29	72	**	**	**	27	**	**	**	**	**	**	**	**	74	**	
		9%	9%	11%	10%	**	**	**	14%	**	**	**	**	**	**	**	**	10%	**	
Fairly impartial	(2.0)	166	97	69	151	**	**	**	61	**	**	**	**	**	**	**	**	146	**	
		20%	17%	25%	20%	**	**	**	32%	**	**	**	**	**	**	**	**	19%	**	
				a					c											
TOTAL IMPARTIAL		246	147	99	223	**	**	**	88	**	**	**	**	**	**	**	**	221	**	
		29%	26%	36%	30%	**	**	**	46%	**	**	**	**	**	**	**	**	29%	**	
				a					c											
Neither/ nor	(3.0)	288	193	94	260	**	**	**	59	**	**	**	**	**	**	**	**	265	**	
		34%	34%	34%	35%	**	**	**	31%	**	**	**	**	**	**	**	**	35%	**	
Fairly biased	(4.0)	182	132	50	167	**	**	**	32	**	**	**	**	**	**	**	**	161	**	
		22%	23%	18%	22%	**	**	**	17%	**	**	**	**	**	**	**	**	21%	**	
			b																	
Very biased	(5.0)	127	88	36	99	**	**	**	11	**	**	**	**	**	**	**	**	109	**	
		15%	16%	13%	13%	**	**	**	6%	**	**	**	**	**	**	**	**	14%	**	
					g															
TOTAL BIASED		309	220	85	266	**	**	**	43	**	**	**	**	**	**	**	**	271	**	
		37%	39%	31%	36%	**	**	**	23%	**	**	**	**	**	**	**	**	36%	**	
			b		g															
Don't know		1263	616	647	1013	**	**	**	74	**	**	**	**	**	**	**	**	1074	**	
Mean score		3.1	3.2	3.0	3.1	**	**	**	2.7	**	**	**	**	**	**	**	**	3.1	**	
			b		g															
Standard deviation		1.17	1.17	1.17	1.15	**	**	**	1.09	**	**	**	**	**	**	**	**	1.17	**	
Standard error		.04	.06	.07	.05	**	**	**	.09	**	**	**	**	**	**	**	**	.05	**	
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Strongly agree	235 11%	142 14% b	93 8%	32 11%	41 11%	34 9%	45 12%	40 14%	44 11%	65 11%	61 11%	45 10%	64 12%	78 10%	157 12%	186 11%	49 13%
Slightly agree	402 19%	222 22% b	180 16%	45 15%	89 23% c	63 17%	72 20%	54 19%	78 19%	125 22% l	114 20% l	84 19%	80 15%	130 16%	272 21% m	325 19%	76 20%
TOTAL AGREE	636 30%	363 36% b	273 25%	76 26%	130 33%	97 27%	117 32%	94 33%	122 30%	190 33% l	175 31%	129 29%	143 27%	208 26%	428 33% m	511 30%	124 32%
Neither agree nor disagree	320 15%	153 15%	168 15%	48 16%	75 19% h	54 15%	54 15%	41 14%	49 12%	77 13%	94 17%	70 16%	79 15%	119 15%	202 15%	256 15%	64 16%
Slightly disagree	322 15%	146 14%	176 16%	55 19% g	51 13%	70 19% dgh	58 16%	34 12%	53 13%	99 17%	84 15%	59 13%	79 15%	133 17%	188 14%	271 16%	50 13%
Strongly disagree	747 35%	303 30%	444 40% a	106 36%	113 29%	134 37%	124 34%	109 38% d	162 40% d	192 34%	193 34%	164 37%	198 38%	308 38% n	440 34%	620 36%	128 33%
TOTAL DISAGREE	1069 51%	449 44%	620 56% a	161 54% d	164 42%	204 56% d	181 50%	143 50%	215 53% d	291 51%	278 49%	223 50%	277 53%	441 55% n	628 48%	891 52% p	178 46%
No opinion	82 4%	45 4%	37 3%	11 4%	21 5%	10 3%	12 3%	9 3%	17 4%	11 2%	22 4%	21 5% i	28 5% i	31 4%	50 4%	60 4%	21 5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
TOTAL NEITHER/ NO OPINION	402	197	204	59	96	64	66	51	66	88	116	91	107	150	252	317	85
	19%	20%	19%	20%	25%	18%	18%	18%	16%	15%	20%	21%	20%	19%	19%	18%	22%
					egh						i						

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Strongly agree	235	127	108	191	23	11	9	12	24	20	29	15	19	22	12	39	205	30
	11%	11%	12%	11%	13%	11%	16%	4%	8%	11%	15%	10%	10%	12%	14%	17%	11%	11%
				g	g	g	cgh			g	gh		g	g	g	cgh		
Slightly agree	402	233	168	328	40	21	13	100	55	20	26	21	40	16	15	35	355	47
	19%	20%	18%	19%	22%	21%	22%	38%	19%	11%	13%	14%	22%	9%	17%	15%	19%	17%
				im	ijm	im	ijm	cdefhijklmn o	im				ijm		m			
TOTAL AGREE	636	360	276	519	63	32	22	112	79	40	55	35	59	38	27	74	560	77
	30%	31%	30%	29%	34%	31%	39%	42%	27%	22%	29%	24%	32%	21%	30%	32%	31%	28%
				m	ikm		chikm	cehijkmn					im			im		
Neither agree nor disagree	320	205	115	262	38	10	10	57	47	29	18	15	42	21	9	24	282	38
	15%	17%	12%	15%	21%	9%	17%	21%	16%	16%	9%	10%	23%	12%	10%	10%	15%	14%
		b			cejkmno		ej	cejkmno					cejkmno					
Slightly disagree	322	180	141	269	34	15	4	48	44	25	27	16	31	21	18	39	282	39
	15%	15%	15%	15%	19%	14%	7%	18%	15%	14%	14%	11%	17%	11%	20%	17%	15%	14%
				f	f	f		f	f	f	f		f		fkm	f		
Strongly disagree	747	384	359	644	42	45	16	46	110	80	85	75	40	91	31	86	634	114
	35%	33%	39%	37%	23%	44%	27%	17%	37%	45%	44%	51%	22%	51%	35%	37%	35%	41%
		a		dflg		dflg	g		dflg	cdflg	dflg	cdflghlno		cdflghlno	dgl	dgl		p
TOTAL DISAGREE	1069	564	501	913	77	60	20	94	154	105	112	91	71	111	50	125	916	153
	51%	48%	54%	52%	42%	58%	34%	36%	52%	58%	58%	62%	39%	62%	56%	54%	50%	55%
			a	dflg		dflg			dflg	dflg	dflg	cdflg		cdflg	dflg	dflg		
No opinion	82	48	34	68	5	2	6	1	14	7	7	6	10	9	3	11	72	10
	4%	4%	4%	4%	3%	2%	10%	1%	5%	4%	4%	4%	6%	5%	4%	5%	4%	3%
				g			cdegijkno		g	g	g	g	g	g	g	g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL NEITHER/ NO OPINION	402	253	149	331	43	12	16	58	61	36	25	21	53	30	13	34	354	47
	19%	21%	16%	19%	24%	11%	28%	22%	21%	20%	13%	14%	29%	17%	14%	15%	19%	17%
		b		e	ejkno		cejkmno	ej	e	e			cejkmno					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q69B (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent. (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Strongly agree	126 6%	69 7%	57 5%	15 5%	21 5%	19 5%	28 8%	14 5%	28 7%	30 5%	40 7%	26 6%	30 6%	42 5%	84 6%	104 6%	22 6%
Slightly agree	229 11%	124 12%	105 10%	30 10%	58 15% eh	28 8%	41 11%	32 11%	40 10%	64 11%	70 12%	47 11%	47 9%	71 9%	157 12% m	184 11%	43 11%
TOTAL AGREE	354 17%	193 19% b	161 15%	45 15%	80 20% e	47 13%	69 19% e	46 16%	68 17%	94 17%	110 19% l	73 16%	77 15%	113 14%	242 18% m	288 17%	66 17%
Neither agree nor disagree	255 12%	126 12%	129 12%	40 13%	58 15% gh	49 13%	42 11%	28 10%	39 10%	55 10%	71 12%	61 14%	69 13%	92 11%	163 12%	196 11%	59 15% o
Slightly disagree	327 16%	168 17%	158 14%	49 16%	61 16%	61 17%	67 18% h	39 13%	51 13%	102 18% l	95 17%	64 14%	66 13%	134 17%	193 15%	278 16%	48 12%
Strongly disagree	1104 52%	488 48%	617 56% a	152 51%	175 45%	202 55% d	177 49%	170 59% df	230 57% df	309 54%	276 49%	229 52%	290 55% j	434 54%	671 51%	906 53%	198 51%
TOTAL DISAGREE	1431 68%	656 65%	775 71% a	201 68%	235 60%	262 72% d	244 67%	208 72% d	281 70% d	411 72% j	371 65%	292 66%	356 68%	568 71% n	863 66%	1185 69% p	246 64%
No opinion	66 3%	35 3%	31 3%	11 4%	17 4%	7 2%	10 3%	6 2%	15 4%	8 1%	17 3%	17 4% i	25 5% i	26 3%	40 3%	50 3%	16 4%
TOTAL NEITHER/ NO OPINION	321 15%	161 16%	160 15%	51 17%	75 19% gh	56 15%	51 14%	34 12%	54 13%	63 11%	87 15%	77 17% i	93 18% i	118 15%	203 16%	246 14%	75 19% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q69B (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent. (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Strongly agree	126 6%	65 5%	61 7%	100 6%	13 7%	5 4%	8 14% cehiklmno	20 8% i	11 4%	5 2%	22 11% cehikl	6 4%	7 4%	10 5%	5 6%	15 7%	110 6%	16 6%
Slightly agree	229 11%	139 12%	89 10%	178 10% im	28 15% cijkmno	12 11% im	11 20% cehijklmno	71 27% cehijklmno	30 10%	9 5%	12 6%	11 8%	17 9%	8 5%	6 7%	13 6%	200 11%	28 10%
TOTAL AGREE	354 17%	203 17%	150 16%	278 16% i	41 22% chiklmno	16 16% i	19 33% cehijklmno	91 34% cehijklmno	41 14%	13 7%	34 18% i	17 12%	24 13%	18 10%	11 13%	29 12%	310 17%	45 16%
Neither agree nor disagree	255 12%	152 13%	103 11%	195 11% ceghijklmno	40 22% ef	11 10% ceghijklmno	9 15% kno	36 14% n	32 11%	15 8%	19 10%	11 7%	41 23% ceghijklmno	18 10%	5 6%	18 8%	227 12%	29 10%
Slightly disagree	327 16%	198 17%	129 14%	279 16% ef	36 20% efmo	8 8%	4 7%	73 28% cefhijklmno	44 15% ef	26 14% f	24 13%	18 12%	33 18% ef	20 11%	16 18% ef	26 11%	287 16%	40 14%
Strongly disagree	1104 52%	586 50%	514 56% a	956 54% dfgl	60 33% dfgl	67 65% cdfgl	21 36% g	64 24%	164 56% dfgl	125 69% cdfghl	113 59% dfgl	99 67% cdfghl	73 40% g	116 65% cdfgl	54 60% dfgl	150 64% cdfgl	948 52%	156 56%
TOTAL DISAGREE	1431 68%	784 67%	643 70%	1235 70% dfgl	96 52% dfgl	75 73% dfgl	25 42%	137 52%	208 71% dfgl	150 83% cdefghijl	137 71% dfgl	117 79% cdfgl	105 58% f	136 76% dfgl	69 78% cdfgl	176 76% dfgl	1235 68%	196 71%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q69B (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent. (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
No opinion	66 3%	37 3%	29 3%	53 3%	6 3%	1 1%	5 9%	- -%	13 5%	2 1%	3 1%	2 2%	12 7%	8 4%	3 4%	10 4%	58 3%	8 3%
				g	g		cdgijklno		g				cegiijk	g	g	g		
TOTAL NEITHER/ NO OPINION	321 15%	190 16%	132 14%	248 14%	47 25%	12 12%	14 24%	36 14%	45 15%	17 9%	21 11%	13 9%	53 29%	25 14%	9 10%	28 12%	285 16%	37 13%
					ceghijklmno		ceghijklmno						ceghijklmno					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 211**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q70 (SHOWCARD) 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?**

**IF NECESSARY - So, not the general public (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Newspapers	784 37%	372 37%	412 38%	71 24%	123 32%	143 39%	155 43%	126 44%	166 41%	230 40%	182 32%	178 40%	193 37%	290 36%	494 38%	656 38%	127 33%
Television	551 26%	282 28%	269 25%	89 30%	84 22%	82 23%	87 24%	88 31%	120 30%	134 24%	165 29%	110 25%	142 27%	173 22%	378 29%	432 25%	119 31%
Magazines	290 14%	134 13%	156 14%	72 24%	66 17%	56 15%	42 11%	23 8%	30 7%	79 14%	86 15%	57 13%	68 13%	135 17%	155 12%	249 15%	41 10%
Internet - Broadcaster websites/ apps	66 3%	32 3%	33 3%	1 *%	23 6%	18 5%	14 4%	4 1%	6 1%	18 3%	25 4%	7 2%	15 3%	34 4%	32 2%	59 3%	7 2%
Other internet websites/ apps	52 2%	24 2%	28 3%	14 5%	10 3%	9 2%	9 3%	4 1%	6 1%	15 3%	15 3%	12 3%	11 2%	28 4%	24 2%	47 3%	5 1%
Internet - Newspaper websites/ apps	34 2%	16 2%	18 2%	7 2%	10 3%	9 2%	4 1%	2 1%	2 *%	14 2%	6 1%	6 1%	8 1%	12 2%	22 2%	31 2%	3 1%
Radio	17 1%	10 1%	7 1%	2 1%	7 2%	2 *%	3 1%	1 *%	1 *%	3 1%	6 1%	4 1%	4 1%	8 1%	8 1%	13 1%	3 1%
Other source	7 *%	1 *%	6 1%	1 *%	2 *%	2 1%	1 *%	- -%	1 *%	2 *%	2 *%	- -%	4 1%	6 1%	1 *%	5 *%	2 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 211**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q70 (SHOWCARD) 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?**

**IF NECESSARY - So, not the general public (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
TOTAL INTERNET	152	73	80	22	44	35	27	10	13	47	46	25	34	74	78	137	15
	7%	7%	7%	7%	11%	10%	8%	3%	3%	8%	8%	6%	6%	9%	6%	8%	4%
				gh	gh	gh	gh							n		p	
None are intrusive	10	6	5	-	2	2	3	3	1	1	5	1	3	1	9	7	3
	*%	1%	*%	-%	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%	1%	*%	1%
All are equally intrusive	205	86	119	25	41	37	32	26	44	52	60	48	46	73	132	161	45
	10%	8%	11%	8%	10%	10%	9%	9%	11%	9%	11%	11%	9%	9%	10%	9%	12%
Don't know	91	48	43	14	21	6	15	9	27	20	18	20	34	39	52	59	32
	4%	5%	4%	5%	5%	2%	4%	3%	7%	4%	3%	4%	6%	5%	4%	3%	8%
				e	e			eg					j				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q70 (SHOWCARD) 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?**

**IF NECESSARY - So, not the general public (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	784 37%	440 37%	342 37%	657 37% fg	65 35% f	51 49% cdgflmn	11 19% f	74 28% f	116 39% fg	73 41% fg	88 46% cdfgln	63 43% fgln	55 30% f	64 36% f	28 31% f	95 41% fgl	687 38%	97 35%
Television	551 26%	291 25%	258 28%	482 27% fi	38 21% f	21 20% cdefhijklno	9 16% cdehijklno	101 38% eh	80 27% fi	31 17% f	46 24% f	38 26% fi	50 27% fi	54 30% fi	30 34% defijo	52 22% f	487 27%	64 23%
Magazines	290 14%	187 16% b	103 11%	237 13%	28 16%	10 10%	14 24% cdehijklno	48 18% eh	32 11%	27 15%	23 12%	19 13%	23 13%	31 17% o	12 13%	22 10%	256 14%	34 12%
Internet - Broadcaster websites/ apps	66 3%	39 3%	27 3%	60 3% e	5 3%	- -%	* 1%	14 5% efik	15 5% efik	2 1%	4 2%	1 1%	12 7% cefijklm	3 2%	3 3% e	7 3% e	56 3%	9 3%
Other internet websites/ apps	52 2%	34 3%	19 2%	46 3% f	4 2%	2 2%	- -%	4 2%	8 3% f	3 2%	3 1%	5 3% f	2 1%	5 3% f	3 3% f	13 6% cfgjl	44 2%	8 3%
Internet - Newspaper websites/ apps	34 2%	27 2% b	7 1%	28 2%	5 3%	1 1%	* 1%	3 1%	6 2%	6 4% l	1 1%	3 2%	1 *% l	3 2%	1 1%	4 2%	29 2%	6 2%
Radio	17 1%	9 1%	8 1%	14 1%	- -%	2 2% do	1 1%	6 2% co	2 1%	- -%	- -%	1 1%	3 2%	- -%	2 3% cdijmo	- -%	16 1%	* *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 211**

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**Q70 (SHOWCARD) 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?**

**IF NECESSARY - So, not the general public (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Other source	7	5	2	6	-	1	-	1	-	3	-	2	-	-	1	-	6	1
	*%	*%	*%	*%	-%	1%	-%	*%	-%	2% c	-%	1%	-%	-%	1%	-%	*%	*%
TOTAL INTERNET	152	99	53	135	13	3	1	22	30	11	8	9	14	11	6	24	129	23
	7%	8% b	6%	8% ef	7% f	3%	1%	8% ef	10% efj	6% f	4%	6% f	8% f	6% f	7% f	10% efj	7%	8%
None are intrusive	10	7	4	9	-	1	1	1	3	1	-	2	-	-	-	2	8	3
	*%	1%	*%	1%	-%	1%	1%	1%	1%	1%	-%	1%	-%	-%	-%	1%	*%	1%
All are equally intrusive	205	100	105	149	33	10	13	10	15	28	18	13	23	5	8	29	159	46
	10%	9%	11% a	8% gm	18% ceghjklmn	9% gm	23% ceghijklmno	4%	5%	16% cghm	9% gm	9% m	13% ghm	3%	8% m	13% ghm	9%	17% p
Don't know	91	39	51	73	5	5	9	1	17	6	9	2	14	14	3	8	81	10
	4%	3%	5% a	4% g	3%	5% g	15% cdeghijklmn o	*%	6% gk	3% g	5% g	1% g	8% cdgk	8% dgk	3% g	3% g	4%	4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Newspapers	521	259	262	77	89	95	80	74	105	130	158	112	122	184	337	413	108
	25%	26%	24%	26%	23%	26%	22%	26%	26%	23%	28%	25%	23%	23%	26%	24%	28%
Television	444	221	223	49	76	74	88	72	85	109	109	110	116	163	281	368	76
	21%	22%	20%	17%	20%	20%	24%	25%	21%	19%	19%	25%	22%	20%	21%	21%	20%
							c	c				ij					
Magazines	433	200	233	64	82	79	69	54	86	130	114	86	103	180	253	374	59
	21%	20%	21%	21%	21%	21%	19%	19%	21%	23%	20%	19%	20%	23%	19%	22%	15%
																p	
Internet - Newspaper websites/ apps	106	47	59	19	22	22	22	14	7	38	31	18	18	39	67	93	13
	5%	5%	5%	7%	6%	6%	6%	5%	2%	7%	6%	4%	3%	5%	5%	5%	3%
				h	h	h	h	h		l							
Internet - Broadcaster websites/ apps	101	55	46	22	23	17	18	10	10	31	32	17	21	45	56	90	11
	5%	5%	4%	7%	6%	5%	5%	3%	3%	5%	6%	4%	4%	6%	4%	5%	3%
				gh	h											p	
Other internet websites/ apps	49	22	27	6	9	12	11	8	3	17	10	9	13	21	27	43	6
	2%	2%	2%	2%	2%	3%	3%	3%	1%	3%	2%	2%	3%	3%	2%	2%	2%
						h	h										
Radio	44	20	25	5	12	8	5	3	11	11	12	10	12	17	27	34	11
	2%	2%	2%	2%	3%	2%	1%	1%	3%	2%	2%	2%	2%	2%	2%	2%	3%
Other sources	9	4	5	-	2	1	2	1	3	4	1	1	3	3	6	7	2
	*%	*%	*%	-%	1%	*%	1%	*%	1%	1%	*%	*%	1%	*%	*%	*%	1%
TOTAL INTERNET	255	124	132	48	55	51	51	31	20	86	73	44	52	106	150	226	30
	12%	12%	12%	16%	14%	14%	14%	11%	5%	15%	13%	10%	10%	13%	11%	13%	8%
				h	h	h	h	h		kl						p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
None/ no other sources are intrusive	13	7	6	-	3	2	4	3	1	1	5	1	6	2	10	7	6
	1%	1%	1%	-%	1%	*%	1%	1%	*%	*%	1%	*%	1%	*%	1%	*%	1%
																	o
All/ all other sources are equally intrusive	245	108	136	33	44	44	40	30	54	62	70	54	59	88	156	193	52
	12%	11%	12%	11%	11%	12%	11%	11%	13%	11%	12%	12%	11%	11%	12%	11%	14%
Don't know	142	67	75	20	28	13	25	19	38	37	27	24	54	54	88	98	43
	7%	7%	7%	7%	7%	3%	7%	7%	9%	6%	5%	6%	10%	7%	7%	6%	11%
					e				e				ijk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	521 25%	289 25%	232 25%	441 25%	41 23%	18 18%	20 35% cdehjmo	96 36% cdehjmo	59 20%	45 25%	45 23%	39 26%	50 27%	36 20%	25 28% e	47 20%	461 25%	60 22%
Television	444 21%	246 21%	198 21%	371 21% f	33 18% f	35 34% cdfghiklmn	4 8%	41 16% f	65 22% f	27 15% f	50 26% fgi	31 21% f	40 22% f	40 22% f	20 22% f	59 25% fgi	384 21%	60 22%
Magazines	433 21%	247 21%	185 20%	366 21% fl	40 22% fl	20 19%	7 12%	62 23% fl	70 24% fl	38 21% fl	31 16%	25 17%	23 13%	49 27% fjkl	19 21% fl	49 21% fl	383 21%	50 18%
Internet - Newspaper websites/ apps	106 5%	74 6% b	32 3%	92 5% f	10 6% f	3 3%	* 1%	8 3%	20 7% f	6 3%	15 8% f	12 8% efg	10 6% f	8 4% f	4 4%	10 4% f	92 5%	14 5%
Internet - Broadcaster websites/ apps	101 5%	70 6% b	29 3%	81 5%	14 8% fjo	4 4%	1 2%	19 7% fo	12 4% fj	9 5%	5 3%	7 5%	8 4%	12 6%	4 4%	6 2%	94 5% q	7 2%
Other internet websites/ apps	49 2%	33 3%	16 2%	44 3% f	3 1%	2 2%	- -%	3 1%	12 4% fjl	5 3% f	1 *% de	3 2% e	1 2%	8 5% fgjl	4 4% fjl	8 3% fj	42 2%	6 2%
Radio	44 2%	20 2%	24 3%	41 2%	1 *% de	- -%	2 4% de	9 3% de	6 2%	3 2%	8 4% de	5 3% e	4 2%	2 1%	1 1%	5 2%	38 2%	6 2%
Other sources	9 *% Columns Tested: a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q	2 *%	7 1%	9 1%	- -%	- -%	- -%	1 *%	2 1%	1 1%	- -%	2 1%	- -%	1 *%	1 1%	1 1%	9 *%	- -%

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	255	177	77	218	27	9	2	30	43	20	21	22	19	28	11	23	228	27
	12%	15%	8%	12%	15%	9%	3%	11%	15%	11%	11%	15%	11%	15%	12%	10%	12%	10%
		b		f	f	f		f	f	f	f	f	f	f	f	f		
None/ no other sources are intrusive	13	8	5	11	-	1	1	1	3	2	-	2	1	-	-	2	10	3
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	-%	1%	1%	-%	-%	1%	1%	1%
All/ all other sources are equally intrusive	245	124	121	184	36	12	13	17	20	35	25	14	26	8	10	29	188	57
	12%	11%	13%	10%	19%	11%	23%	7%	7%	19%	13%	9%	15%	4%	11%	13%	10%	21%
				m	ceghkmn	m	ceghijkmo			cghkm	gm		ghm		m	m		p
Don't know	142	64	77	119	5	9	9	7	27	8	14	9	18	16	3	17	129	13
	7%	5%	8%	7%	3%	9%	15%	3%	9%	5%	7%	6%	10%	9%	3%	7%	7%	5%
			a	g		dgn	cdgijkno		dgn				dgn	dgn				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Magazines	333	150	183	28	38	65	73	63	65	81	87	80	85	121	212	261	72
	16%	15%	17%	9%	10%	18%	20%	22%	16%	14%	15%	18%	16%	15%	16%	15%	19%
						cd	cd	cdh	cd								
Television	316	137	179	53	58	66	51	36	52	83	91	64	77	127	188	269	46
	15%	14%	16%	18%	15%	18%	14%	12%	13%	15%	16%	14%	15%	16%	14%	16%	12%
Newspapers	227	110	117	42	56	39	38	23	28	61	70	38	58	92	134	192	35
	11%	11%	11%	14%	14%	11%	10%	8%	7%	11%	12%	9%	11%	12%	10%	11%	9%
				gh	gh												
Internet - Broadcaster websites/ apps	176	92	84	31	40	29	27	22	26	58	52	32	33	58	119	158	18
	8%	9%	8%	11%	10%	8%	7%	8%	6%	10%	9%	7%	6%	7%	9%	9%	5%
										l						p	
Internet - Newspaper websites/ apps	170	89	81	34	36	39	27	20	15	50	49	41	31	80	91	152	18
	8%	9%	7%	11%	9%	11%	7%	7%	4%	9%	9%	9%	6%	10%	7%	9%	5%
				h	h	h	h							n		p	
Radio	121	70	51	15	15	19	15	20	37	32	26	30	33	38	83	97	24
	6%	7%	5%	5%	4%	5%	4%	7%	9%	6%	5%	7%	6%	5%	6%	6%	6%
		b						df									
Other internet websites/ apps	90	43	46	11	26	14	13	15	10	33	20	16	21	48	42	82	7
	4%	4%	4%	4%	7%	4%	4%	5%	2%	6%	4%	4%	4%	6%	3%	5%	2%
					h									n		p	
Other sources	7	1	5	-	3	2	-	-	2	-	2	2	3	3	4	5	2
	*%	*%	*%	-%	1%	*%	-%	-%	1%	-%	*%	*%	1%	*%	*%	*%	*%
TOTAL INTERNET	436	225	212	76	102	83	67	57	51	141	122	89	85	185	251	392	44
	21%	22%	19%	26%	26%	23%	18%	20%	13%	25%	21%	20%	16%	23%	19%	23%	11%
				fh	fh	h	h	h		l	l			n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
None/ no other sources are intrusive	36	21	16	1	5	5	13	6	7	7	8	9	12	11	25	29	7
	2%	2%	1%	*%	1%	1%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%
							c										
All/ all other sources are equally intrusive	339	156	182	48	64	52	60	43	72	88	96	79	75	125	214	270	69
	16%	15%	17%	16%	16%	14%	16%	15%	18%	15%	17%	18%	14%	16%	16%	16%	18%
Don't know	293	140	152	33	48	35	46	40	90	76	66	52	99	96	197	204	88
	14%	14%	14%	11%	12%	10%	13%	14%	22%	13%	12%	12%	19%	12%	15%	12%	23%
								cdefg				ijk					o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Magazines	333 16%	181 15%	152 16%	286 16%	25 14%	19 fg	3 5%	22 8%	52 18%	25 14%	39 20%	32 22%	30 16%	33 19%	16 17%	37 16%	287 16%	46 17%
Television	316 15%	186 16%	127 14%	251 14%	33 18%	14 14%	17 29%	37 14%	33 11%	31 17%	26 13%	23 16%	24 13%	31 17%	14 16%	32 14%	280 15%	35 13%
Newspapers	227 11%	137 12%	89 10%	198 11%	18 10%	9 9%	1 2%	35 13%	33 11%	12 7%	11 6%	14 9%	20 11%	31 17%	15 17%	27 12%	199 11%	28 10%
Internet - Broadcaster websites/ apps	176 8%	104 9%	73 8%	156 9%	14 8%	5 5%	1 3%	52 20%	31 10%	9 5%	16 8%	9 6%	10 6%	10 6%	3 3%	15 6%	165 9%	12 4%
Internet - Newspaper websites/ apps	170 8%	120 10%	49 5%	144 8%	17 9%	7 7%	2 4%	37 14%	22 8%	13 7%	11 6%	16 11%	10 6%	20 11%	6 7%	8 4%	156 9%	14 5%
Radio	121 6%	63 5%	58 6%	109 6%	8 4%	2 2%	2 4%	14 5%	22 8%	5 3%	16 9%	9 6%	14 8%	9 5%	8 10%	12 5%	109 6%	12 4%
Other internet websites/ apps	90 4%	61 5%	29 3%	82 5%	4 2%	4 4%	- -%	9 3%	18 6%	11 6%	8 4%	7 5%	7 4%	3 2%	4 5%	15 6%	76 4%	14 5%
Other sources	7 *%	- -%	7 1%	6 *%	- -%	1 1%	- -%	- -%	1 *%	1 1%	- -%	1 1%	1 *%	- -%	- -%	2 1%	6 *%	1 *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	436	285	150	381	36	15	4	98	71	33	34	32	28	33	14	38	396	40
	21%	24%	16%	22%	20%	15%	7%	37%	24%	18%	18%	22%	15%	18%	15%	16%	22%	15%
		b		f	f	f		cdefhijklmn o	efln	f	f	f	f	f	f	f	q	
None/ no other sources are intrusive	36	22	14	33	1	1	1	5	6	5	2	5	3	4	1	2	32	4
	2%	2%	2%	2%	*%	1%	3%	2%	2%	3%	1%	3%	1%	2%	1%	1%	2%	1%
All/ all other sources are equally intrusive	339	176	162	263	45	15	16	35	26	46	34	14	36	13	14	44	263	76
	16%	15%	18%	15%	24%	14%	28%	13%	9%	25%	18%	10%	20%	7%	16%	19%	14%	27%
				hm	ceghkm		ceghjkmn		ceghkmn	ceghkmn	hkm		hkm		m	hkm		p
Don't know	293	126	165	235	18	26	14	17	49	23	30	18	27	26	8	38	257	35
	14%	11%	18%	13%	10%	25%	24%	6%	17%	13%	16%	12%	15%	14%	9%	16%	14%	13%
			a	g		cdgijklmno	cdgiklmn		gn	g	g		g	g		gn		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Newspapers	1532	741	791	190	268	278	273	223	299	421	409	328	373	566	966	1261	270
	73%	73%	72%	64%	69%	76% c	75% c	78% cd	74% c	74%	72%	74%	71%	71%	74%	73%	70%
Television	1310	639	671	191	219	222	227	196	256	326	365	284	335	463	847	1069	241
	62%	63%	61%	64%	56%	61%	62%	68% d	64% d	57%	64% i	64% i	64%	58%	65% m	62%	62%
Magazines	1056	485	571	164	186	199	185	140	181	290	287	224	255	436	620	885	171
	50%	48%	52%	55% h	48%	55% h	51%	49%	45%	51%	50%	51%	48%	55% n	47%	51% p	44%
Internet - Broadcaster websites/ apps	343	179	163	54	87	65	59	36	41	108	109	56	69	137	206	307	36
	16%	18%	15%	18% h	22% gh	18% h	16% h	12%	10%	19% kl	19% kl	13%	13%	17%	16%	18% p	9%
Internet - Newspaper websites/ apps	310	152	158	60	68	70	52	36	24	101	87	65	57	131	179	276	35
	15%	15%	14%	20% gh	18% h	19% gh	14% h	13% h	6%	18% l	15% l	15%	11%	16%	14%	16% p	9%
Other internet websites/ apps	186	87	99	32	45	33	30	26	19	65	43	33	45	93	93	167	19
	9%	9%	9%	11% h	12% h	9% h	8%	9% h	5%	11% j	7%	8%	8%	12% n	7%	10% p	5%
Radio	182	99	83	23	34	29	24	24	49	46	44	44	48	64	118	144	38
	9%	10%	8%	8%	9%	8%	6%	8%	12% f	8%	8%	10%	9%	8%	9%	8%	10%
Other source	21	6	16	1	6	5	2	1	6	5	4	3	8	11	10	16	6
	1%	1%	1%	*%	2%	1%	1%	*%	2%	1%	1%	1%	2%	1%	1%	1%	2%
TOTAL INTERNET	742	365	377	128	178	151	122	87	77	233	211	146	152	323	419	660	82
	35%	36%	34%	43% fgh	46% fgh	41% gh	33% h	30% h	19%	41% kl	37% l	33%	29%	40% n	32%	38% p	21%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
None are intrusive	10	6	5	-	2	2	3	3	1	1	5	1	3	1	9	7	3
	*%	1%	*%	-%	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%	1%	*%	1%
All are equally intrusive	205	86	119	25	41	37	32	26	44	52	60	48	46	73	132	161	45
	10%	8%	11%	8%	10%	10%	9%	9%	11%	9%	11%	11%	9%	9%	10%	9%	12%
Don't know	91	48	43	14	21	6	15	9	27	20	18	20	34	39	52	59	32
	4%	5%	4%	5%	5%	2%	4%	3%	7%	4%	3%	4%	6%	5%	4%	3%	8%
				e	e			eg					j				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	1532	866	664	1296	124	79	32	205	207	130	144	115	125	131	68	170	1347	184
	73%	74%	72%	74%	68%	76%	55%	78%	71%	72%	75%	78%	69%	73%	76%	73%	74%	66%
				f	f	f		df	f	f	f	df	f	f	f	f	q	
Television	1310	723	584	1105	105	71	30	179	178	89	121	92	114	125	64	143	1151	159
	62%	61%	63%	63%	57%	68%	52%	68%	60%	49%	63%	62%	63%	69%	72%	61%	63%	58%
				fi		dfi		dfi	i		i	i	i	dfi	cdhio	i		
Magazines	1056	614	440	890	93	49	24	131	155	90	93	77	76	114	46	108	926	130
	50%	52%	48%	50%	51%	47%	42%	50%	53%	50%	48%	52%	42%	63%	51%	47%	51%	47%
		b		fi					fi					cdefghijklno				
Internet - Broadcaster websites/ apps	343	212	129	297	34	9	3	85	57	20	25	18	30	25	9	28	315	28
	16%	18%	14%	17%	18%	8%	5%	32%	20%	11%	13%	12%	17%	14%	10%	12%	17%	10%
		b		efn	efn			cdefhijklmn	efino		f	f	ef	f		f	q	
Internet - Newspaper websites/ apps	310	221	88	264	33	10	3	48	48	26	27	31	22	30	10	22	276	34
	15%	19%	9%	15%	18%	10%	5%	18%	16%	14%	14%	21%	12%	17%	11%	9%	15%	12%
		b		fo	efo			efo	fo	f	f	eflno	f	fo				
Other internet websites/ apps	186	123	63	167	10	8	-	16	33	19	11	15	10	16	11	36	157	29
	9%	10%	7%	9%	6%	8%	-%	6%	11%	11%	6%	10%	5%	9%	12%	15%	9%	10%
		b		f	f	f		f	f	f	f	f	f	f	dfl	cdefgjl		
Radio	182	92	90	164	8	4	5	29	30	8	24	14	20	11	11	16	164	19
	9%	8%	10%	9%	5%	4%	9%	11%	10%	5%	13%	10%	11%	6%	13%	7%	9%	7%
				dei				dei	e		deim		dei		deim			
Other source	21	7	14	20	-	2	-	1	3	5	-	4	1	1	2	3	20	1
	1%	1%	2%	1%	-%	2%	-%	1%	1%	3%	-%	3%	1%	1%	2%	1%	1%	1%
			a							dfj		dfj						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	742	487	253	649	62	26	5	139	118	60	52	57	53	61	27	81	666	76
	35%	41%	27%	37%	34%	26%	8%	53%	40%	33%	27%	39%	29%	34%	30%	35%	36%	27%
		b		efj	f	f		cdefhijklmn	o	efjl	f	f	efj	f	f	f	q	
None are intrusive	10	7	4	9	-	1	1	1	3	1	-	2	-	-	-	2	8	3
	*%	1%	*%	1%	-%	1%	1%	1%	1%	1%	-%	1%	-%	-%	-%	1%	*%	1%
All are equally intrusive	205	100	105	149	33	10	13	10	15	28	18	13	23	5	8	29	159	46
	10%	9%	11%	8%	18%	9%	23%	4%	5%	16%	9%	9%	13%	3%	8%	13%	9%	17%
			a	gm	ceghjkmn	gm	ceghjklmno			cghm	gm	m	ghm		m	ghm		p
Don't know	91	39	51	73	5	5	9	1	17	6	9	2	14	14	3	8	81	10
	4%	3%	5%	4%	3%	5%	15%	*%	6%	3%	5%	1%	8%	8%	3%	3%	4%	4%
			a	g		g	cdeghijklmn		gk	g	g		cdgk	dgk	g	g		
							o											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q73 (SHOWCARD) 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?  
IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Newspapers	738 35%	357 35%	381 35%	69 23%	109 28%	130 36% cd	139 38% cd	132 46% cde	159 39% cd	193 34%	196 35%	163 37%	185 35%	254 32%	484 37% m	618 36%	119 31%
Television	526 25%	257 25%	269 25%	87 29%	87 22%	97 27%	87 24%	68 24%	100 25%	135 24%	146 26%	104 24%	141 27%	184 23%	342 26%	419 24%	107 28%
Magazines	136 6%	72 7%	64 6%	31 11% dgh	22 6%	30 8% h	27 7% h	12 4%	14 4%	49 9% l	39 7%	23 5%	25 5%	52 7%	84 6%	111 6%	25 7%
Other internet websites/ apps	111 5%	49 5%	62 6%	21 7% h	34 9% gh	17 5%	18 5%	11 4%	10 2%	41 7% j	19 3%	22 5%	29 6%	70 9% n	41 3%	101 6% p	10 3%
Internet - Broadcaster websites/ apps	77 4%	36 4%	41 4%	10 3%	26 7% gh	19 5% gh	13 4% h	3 1%	5 1%	22 4% l	22 4% l	25 6% l	7 1%	41 5% n	35 3%	68 4%	9 2%
Internet - Newspaper websites/ apps	38 2%	18 2%	20 2%	5 2%	16 4% fgh	8 2%	2 *% *	4 1%	3 1%	12 2%	11 2%	6 1%	9 2%	22 3% n	15 1%	34 2%	4 1%
Radio	30 1%	13 1%	18 2%	8 3% h	9 2%	3 1%	4 1%	3 1%	3 1%	8 1%	9 2%	4 1%	10 2%	12 1%	18 1%	25 1%	5 1%
Other source	19 1%	10 1%	9 1%	2 1%	3 1%	4 1%	5 1%	3 1%	2 *% *	7 1% j	1 *% *	3 1%	7 1% j	4 1%	14 1%	15 1%	3 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q73 (SHOWCARD) 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?  
IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
TOTAL INTERNET	225	103	122	36	77	44	33	18	18	74	53	52	46	134	92	203	22
	11%	10%	11%	12% gh	20% ce fgh	12% gh	9% h	6%	4%	13% l	9%	12%	9%	17% n	7%	12% p	6%
None are intrusive	54	28	26	11	12	5	6	7	13	21	16	8	9	21	33	48	6
	3%	3%	2%	4%	3%	1%	2%	2%	3%	4%	3%	2%	2%	3%	3%	3%	2%
All are equally intrusive	216	94	123	30	42	32	33	27	52	51	63	54	48	78	138	165	51
	10%	9%	11%	10%	11%	9%	9%	9%	13%	9%	11%	12%	9%	10%	11%	10%	13% o
Don't know	162	78	85	22	29	20	29	19	42	32	44	31	55	60	103	115	47
	8%	8%	8%	8%	8%	6%	8%	7%	10% e	6%	8%	7%	10% i	7%	8%	7%	12% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q73 (SHOWCARD) 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?**  
**IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)**

Base : All respondents

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	738	414	324	595	79	45	20	62	85	63	80	63	45	64	31	102	638	100
	35%	35%	35%	34%	43%	43%	34%	23%	29%	35%	41%	43%	25%	36%	35%	44%	35%	36%
				gl	cghl	cghl	g			g	cghl	cghl		gl	g	cghl		
Television	526	274	251	462	32	22	9	111	73	35	51	33	40	52	24	43	465	61
	25%	23%	27%	26%	18%	22%	16%	42%	25%	19%	27%	22%	22%	29%	27%	18%	25%	22%
				dfo				cdefhijklmn o	f		df			dfo	df			
Magazines	136	97	39	117	12	4	4	41	29	14	6	5	2	11	3	7	127	9
	6%	8%	4%	7%	7%	3%	7%	15%	10%	8%	3%	3%	1%	6%	3%	3%	7%	3%
		b		l	l		l	cdefijklmno	ejkln o	l				l			q	
Other internet websites/ apps	111	70	41	107	2	1	1	14	25	12	11	7	8	7	6	18	96	15
	5%	6%	4%	6%	1%	1%	1%	5%	8%	7%	6%	5%	4%	4%	7%	8%	5%	5%
				def				def	def	def	def	e			def	def		
Internet - Broadcaster websites/ apps	77	55	22	63	7	6	*	9	12	7	7	6	12	7	2	1	64	12
	4%	5%	2%	4%	4%	6%	1%	3%	4%	4%	3%	4%	6%	4%	2%	1%	4%	5%
		b		o	o	fno			fo	o		o	fno	o				
Internet - Newspaper websites/ apps	38	32	6	32	3	2	1	4	9	2	1	2	-	7	2	4	34	3
	2%	3%	1%	2%	2%	2%	1%	2%	3%	1%	1%	1%	-	4%	2%	2%	2%	1%
		b							l					jl				
Radio	30	16	13	28	1	1	-	6	5	-	2	4	6	3	1	1	28	2
	1%	1%	1%	2%	1%	1%	-	2%	2%	-	1%	3%	3%	1%	1%	1%	2%	1%
												fi	fi					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q73 (SHOWCARD) 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?  
IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Other source	19	11	8	19	-	-	-	1	3	1	2	2	4	2	1	2	15	4
	1%	1%	1%	1%	-%	-%	-%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
TOTAL INTERNET	225	157	69	202	13	9	2	27	46	21	19	15	20	21	9	24	195	31
	11%	13%	7%	11%	7%	9%	3%	10%	16%	12%	10%	10%	11%	12%	10%	10%	11%	11%
		b		f				f	df	f	f	f	f	f	f	f		
None are intrusive	54	30	22	51	1	1	1	-	8	7	4	3	12	2	2	13	47	7
	3%	3%	2%	3%	1%	1%	1%	-%	3%	4%	2%	2%	7%	1%	3%	5%	3%	3%
				g					g	dg	g		cdefgkm		g	defgm		
All are equally intrusive	216	103	113	160	36	10	11	11	15	31	16	14	27	7	12	27	172	44
	10%	9%	12%	9%	20%	9%	19%	4%	5%	17%	9%	10%	15%	4%	13%	12%	9%	16%
			a	gm	ceghjkmo	m	ceghjkm			cghjm		gm	cghm		ghm	ghm		p
Don't know	162	75	85	129	9	12	12	5	30	10	11	8	27	18	6	14	143	19
	8%	6%	9%	7%	5%	12%	20%	2%	10%	6%	6%	6%	15%	10%	7%	6%	8%	7%
			a	g		dg	cdghijkmo		g				cdgijkno	g	g	g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Newspapers	467	237	230	69	83	91	89	56	79	138	123	94	112	165	302	374	93
	22%	23%	21%	23%	21%	25%	24%	19%	20%	24%	22%	21%	21%	21%	23%	22%	24%
Television	440	220	220	44	65	85	84	82	80	111	120	103	105	161	280	364	75
	21%	22%	20%	15%	17%	23% cd	23% cd	29% cdh	20%	20%	21%	23%	20%	20%	21%	21%	19%
Magazines	293	143	151	44	59	48	46	33	63	68	98	65	63	113	180	253	40
	14%	14%	14%	15%	15%	13%	13%	12%	16%	12%	17% il	15%	12%	14%	14%	15% p	10%
Internet - Newspaper websites/ apps	92	46	45	14	23	21	16	11	7	37	21	18	17	43	49	82	9
	4%	5%	4%	5% h	6% h	6% h	4% h	4%	2%	6% jl	4%	4%	3%	5%	4%	5% p	2%
Internet - Broadcaster websites/ apps	92	40	52	17	21	18	20	10	5	25	27	17	23	42	50	80	11
	4%	4%	5%	6% h	5% h	5% h	5% h	4% h	1%	4%	5%	4%	4%	5%	4%	5% h	3%
Radio	78	33	45	13	15	13	10	9	18	20	14	16	27	28	50	62	16
	4%	3%	4%	4%	4%	3%	3%	3%	5%	4%	3%	4%	5% j	3%	4%	4%	4%
Other internet websites/ apps	58	26	33	8	12	12	11	9	6	21	9	7	22	28	30	53	5
	3%	3%	3%	3%	3%	3%	3%	3%	1%	4% j	2%	2%	4% jk	3%	2%	3%	1%
Other sources	6	2	5	1	1	1	1	1	2	1	2	1	3	4	2	6	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	-%
TOTAL INTERNET	241	112	130	40	55	51	47	30	18	82	57	42	61	112	129	216	26
	11%	11%	12%	13% h	14% h	14% h	13% h	10% h	4%	14% jk	10%	9%	12%	14% n	10%	13% p	7%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
None/ no other sources are intrusive	81	43	39	16	20	7	14	8	15	29	23	17	13	38	43	73	8
	4%	4%	4%	6%	5%	2%	4%	3%	4%	5%	4%	4%	2%	5%	3%	4%	2%
				e	e					l							
All/ all other sources are equally intrusive	264	113	151	37	50	40	36	33	67	65	78	62	59	93	171	204	59
	13%	11%	14%	12%	13%	11%	10%	12%	17%	11%	14%	14%	11%	12%	13%	12%	15%
									ef								
Don't know	236	109	127	32	42	28	37	35	61	55	53	43	85	85	151	167	69
	11%	11%	12%	11%	11%	8%	10%	12%	15%	10%	9%	10%	16%	11%	12%	10%	18%
									e				ijk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	467 22%	268 23%	198 21%	408 23% ef	36 20%	14 14%	9 16%	96 37% cdefhijklmn o	71 24% e	39 21%	35 18%	29 20%	36 20%	40 23%	20 22%	42 18%	420 23% q	48 17%
Television	440 21%	253 22%	187 20%	365 21% fgi	36 20% f	33 31% cdfghi	6 10%	35 13%	57 19% f	24 13%	54 28% cfgi	38 26% fgi	41 22% fgi	42 24% fgi	21 24% fgi	52 22% fgi	392 21%	48 17%
Magazines	293 14%	162 14%	131 14%	248 14% l	21 12% l	13 13% l	10 18% l	49 19% l	48 16% l	25 14% l	24 12% l	16 11% l	7 4%	38 21% cdjkl	10 12% l	31 13% l	249 14%	44 16%
Internet - Newspaper websites/ apps	92 4%	63 5% b	29 3%	73 4% f	13 7% fl	6 6% f	* 1%	12 4% f	12 4% f	10 6% f	7 4%	12 8% cfino	4 2%	6 3%	2 3%	7 3%	74 4%	17 6%
Internet - Broadcaster websites/ apps	92 4%	68 6% b	23 3%	71 4%	16 8% cfijno	4 4%	1 2%	17 6% fi	14 5%	2 1%	6 3%	8 6% i	8 4%	7 4%	3 3%	6 3%	85 5%	6 2%
Radio	78 4%	35 3%	43 5%	68 4%	3 2%	3 3%	4 6% do	11 4%	11 4%	5 3%	10 5%	7 5%	10 5%	8 4%	2 3%	5 2%	67 4%	11 4%
Other internet websites/ apps	58 3%	37 3%	21 2%	52 3%	4 2%	2 2%	* 1%	4 1%	3 1%	8 4% f	6 3%	4 3%	2 1%	6 3%	6 6% cdfghl	13 6% fghl	48 3%	10 4%
Other sources	6 *%	2 *%	5 1%	5 *% c	- -%	1 1%	* 1%	1 *% c	1 *% c	1 1%	- -%	1 1%	- -%	- -%	1 1% c	- -%	6 *% c	* *% c

Columns Tested: a, b - c, d, e, f, g, h, i, j, k, l, m, n, o - p, q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
		NOT					N							YORKS &				
	Total	WORKING	WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	241	168	73	195	32	12	2	33	30	20	20	25	14	18	11	26	208	34
	11%	14%	8%	11%	17%	12%	3%	12%	10%	11%	11%	17%	7%	10%	12%	11%	11%	12%
		b		f	cfhl	f		f	f	f	f	cfi		f	f	f		
None/ no other sources are intrusive	81	50	30	78	1	1	1	3	11	12	11	3	13	5	4	17	72	9
	4%	4%	3%	4%	*%	1%	2%	1%	4%	7%	6%	2%	7%	3%	4%	7%	4%	3%
				dg					d	defgk	deg		defgk		d	defgk		
All/ all other sources are equally intrusive	264	128	136	201	40	11	12	21	21	38	20	16	31	8	13	32	209	55
	13%	11%	15%	11%	22%	10%	21%	8%	7%	21%	10%	11%	17%	5%	15%	14%	11%	20%
			a	m	ceghjkm		ceghjkm			ceghjkm		m	cghm		ghm	hm		p
Don't know	236	110	124	193	14	16	13	14	44	16	18	12	32	21	7	28	207	28
	11%	9%	13%	11%	7%	16%	22%	5%	15%	9%	10%	8%	17%	12%	8%	12%	11%	10%
			a	g		dgkn	cdgijkmo		dgn				cdgijkn	g		g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Magazines	333 16%	163 16%	170 15%	35 12%	45 12%	56 15%	66 18% cd	62 21% cd	69 17% d	100 18%	81 14%	66 15%	86 16%	114 14%	219 17%	273 16%	60 16%
Television	257 12%	124 12%	133 12%	38 13%	52 13%	42 11%	43 12%	40 14%	44 11%	72 13%	63 11%	47 11%	75 14%	94 12%	163 12%	213 12%	44 11%
Internet - Broadcaster websites/ apps	159 8%	81 8%	78 7%	24 8%	48 12% fgh	31 8%	22 6%	15 5%	19 5%	51 9% l	53 9% l	31 7%	24 5%	57 7%	102 8%	147 9% p	12 3%
Newspapers	157 7%	66 6%	92 8%	29 10% gh	30 8%	39 11% gh	28 8%	13 4%	18 4%	42 7%	43 8%	34 8%	39 7%	76 10% n	81 6%	131 8%	26 7%
Radio	139 7%	73 7%	66 6%	17 6%	23 6%	25 7%	23 6%	21 7%	31 8%	31 5%	38 7%	32 7%	38 7%	54 7%	85 6%	110 6%	28 7%
Internet - Newspaper websites/ apps	133 6%	69 7%	63 6%	27 9% fh	30 8% h	33 9% fh	17 5%	15 5%	10 2%	33 6%	48 8% l	30 7%	22 4%	58 7%	75 6%	122 7% p	10 3%
Other internet websites/ apps	71 3%	36 4%	35 3%	11 4% h	12 3% h	21 6% h	12 3% h	12 4% h	4 1%	21 4%	18 3%	19 4%	14 3%	34 4%	37 3%	57 3%	14 4%
Other sources	10 *%	4 *%	7 1%	1 *%	4 1%	2 1%	- -%	2 1%	1 *%	2 *%	1 *%	5 1%	2 *%	6 1%	5 *%	8 *%	2 1%
TOTAL INTERNET	363 17%	187 18%	176 16%	63 21% fgh	91 23% fgh	84 23% fgh	51 14% h	41 14% h	33 8%	106 19% l	118 21% l	80 18% l	59 11%	149 19%	215 16%	326 19% p	37 10%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
None/ no other sources are intrusive	114	55	59	20	23	13	25	13	20	39	28	25	22	50	64	102	13
	5%	5%	5%	7%	6%	4%	7%	5%	5%	7%	5%	6%	4%	6%	5%	6%	3%
All/ all other sources are equally intrusive	344	159	185	50	60	50	60	46	78	86	103	82	73	123	221	273	71
	16%	16%	17%	17%	15%	14%	16%	16%	19%	15%	18%	19%	14%	15%	17%	16%	18%
Don't know	389	179	209	44	61	55	69	51	108	92	94	70	132	133	256	283	105
	18%	18%	19%	15%	16%	15%	19%	18%	27%	16%	16%	16%	25%	17%	20%	16%	27%
								cdefg				ijk					o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Magazines	333 16%	174 15%	159 17%	287 16% f	28 15% f	15 14% f	3 6%	38 14% f	53 18% fi	19 11%	29 15% f	24 16% f	35 19% fi	35 19% fi	14 16% f	40 17% f	295 16%	38 14%
Television	257 12%	150 13%	106 11%	200 11% l	32 18% cijl	12 12%	13 22% ceghijkln	29 11%	38 13% l	15 8%	19 10%	17 11%	10 6%	29 16% il	11 12% l	33 14% l	230 13%	27 10%
Internet - Broadcaster websites/ apps	159 8%	94 8%	65 7%	138 8% efln	17 9% eflmn	2 2%	2 3%	50 19% cdefhijklmn o	28 9% eflmn	11 6%	17 9% efln	8 6%	6 3%	6 4%	2 3%	10 4%	154 8% q	6 2%
Newspapers	157 7%	96 8%	61 7%	141 8% dfo	5 3% dfo	10 10% dfio	2 3%	28 11% dfio	26 9% dfo	7 4%	21 11% dfio	13 9% df	13 7%	18 10% dfio	7 8% df	9 4%	133 7%	24 9%
Radio	139 7%	82 7%	57 6%	123 7%	8 5%	4 4%	3 6%	17 6%	18 6%	7 4%	15 8%	12 8%	13 7%	14 8%	13 15% cdefghijlmo	15 7%	122 7%	17 6%
Internet - Newspaper websites/ apps	133 6%	90 8% b	42 5%	109 6% f	15 8% fo	7 7% f	1 1%	28 11% cfhno	11 4%	11 6% f	12 6% f	10 7% f	11 6% f	16 9% fho	4 4%	7 3%	119 7%	13 5%
Other internet websites/ apps	71 3%	47 4%	25 3%	61 3% f	8 5% f	2 2%	- -%	7 3% f	12 4% f	13 7% cefgjl	2 1%	6 4% f	2 1%	7 4% f	4 4% f	7 3% f	55 3%	16 6% p
Other sources	10 *%	5 *%	5 1%	10 1%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	2 2%	- -%	1 1%	2 3% cdfghjl	3 1%	10 1%	1 *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	363	231	132	308	41	12	2	85	51	35	31	24	19	30	10	24	328	35
	17%	20%	14%	17%	22%	11%	4%	32%	17%	19%	16%	16%	11%	16%	11%	10%	18%	13%
		b		fno	efno	f		cdefhijklmn	f	fno	f	f	f	f	f	f	q	
None/ no other sources are intrusive	114	71	42	109	1	2	2	5	16	17	16	8	16	9	4	19	101	13
	5%	6%	5%	6%	1%	2%	3%	2%	5%	10%	8%	5%	9%	5%	5%	8%	6%	5%
				deg					d	defg	defg	d	defg	d	d	defg		
All/ all other sources are equally intrusive	344	182	162	270	46	13	15	43	25	50	28	19	35	12	15	44	277	67
	16%	15%	18%	15%	25%	13%	26%	16%	8%	27%	14%	13%	19%	6%	17%	19%	15%	24%
				hm	ceghjkm		ceghjkm	hm		ceghjkmn	m		hm		hm	hm		p
Don't know	389	185	202	313	22	35	18	20	68	29	35	30	42	33	12	44	334	54
	18%	16%	22%	18%	12%	34%	31%	7%	23%	16%	18%	20%	23%	19%	14%	19%	18%	20%
			a	g		cdghijklmno	cdgijkmno		dgn	g	g	dg	dgn	g		g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Newspapers	1362	659	703	167	222	261	256	201	256	373	363	291	336	495	867	1123	238
	65%	65%	64%	56%	57%	71% cdh	70% cd	70% cd	63%	66%	64%	66%	64%	62%	66%	65%	62%
Television	1224	601	623	169	204	224	214	190	224	317	330	255	321	439	784	996	227
	58%	60%	57%	57%	52%	61% d	59% cdh	66% cdh	55%	56%	58%	58%	61%	55%	60% m	58%	59%
Magazines	763	378	385	111	126	133	140	107	146	216	218	155	174	279	483	637	126
	36%	37%	35%	37%	32%	37%	38%	37%	36%	38%	38%	35%	33%	35%	37%	37%	33%
Internet - Broadcaster websites/ apps	327	157	170	52	96	68	55	28	30	98	103	73	54	140	187	295	32
	16%	16%	16%	17% gh	25% cfgh	19% gh	15% h	10%	7%	17% l	18% l	16% l	10%	18%	14%	17% p	8%
Internet - Newspaper websites/ apps	262	133	129	47	70	62	35	29	19	82	80	53	47	123	139	238	24
	12%	13%	12%	16% fh	18% fgh	17% fgh	10% h	10% h	5%	14% l	14% l	12%	9%	15% n	11%	14% p	6%
Radio	247	118	129	37	47	41	36	33	52	59	61	52	76	94	153	196	50
	12%	12%	12%	13%	12%	11%	10%	11%	13%	10%	11%	12%	14%	12%	12%	11%	13%
Other internet websites/ apps	237	111	126	41	56	48	41	31	20	80	46	47	64	129	109	208	29
	11%	11%	11%	14% h	14% h	13% h	11% h	11% h	5%	14% j	8%	11%	12% j	16% n	8%	12% p	7%
Other source	34	15	19	3	8	7	5	5	5	10	4	8	11	13	22	29	5
	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%
TOTAL INTERNET	713	344	370	122	175	156	116	79	65	221	196	154	143	331	383	637	76
	34%	34%	34%	41% fgh	45% fgh	43% fgh	32% h	27% h	16%	39% l	34% l	35% l	27%	41% n	29%	37% p	20%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
None are intrusive	54	28	26	11	12	5	6	7	13	21	16	8	9	21	33	48	6
	3%	3%	2%	4%	3%	1%	2%	2%	3%	4%	3%	2%	2%	3%	3%	3%	2%
All are equally intrusive	216	94	123	30	42	32	33	27	52	51	63	54	48	78	138	165	51
	10%	9%	11%	10%	11%	9%	9%	9%	13%	9%	11%	12%	9%	10%	11%	10%	13% o
Don't know	162	78	85	22	29	20	29	19	42	32	44	31	55	60	103	115	47
	8%	8%	8%	8%	8%	6%	8%	7%	10% e	6%	8%	7%	10% i	7%	8%	7%	12% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	1362	777	583	1143	119	69	31	186	182	108	135	105	94	122	58	153	1191	171
	65%	66%	63%	65%	65%	67%	53%	71%	62%	60%	70%	71%	52%	68%	65%	66%	65%	62%
				fl	fl	fl		fil			fl	fil		fl	fl	fl		
Television	1224	677	545	1028	101	67	28	175	168	74	125	87	91	123	56	128	1087	137
	58%	58%	59%	58%	55%	65%	48%	66%	57%	41%	65%	59%	50%	69%	63%	55%	59%	49%
				fil	i	fil		cdfilo	i		fil	i		cdfhilo	fil	i	q	
Magazines	763	433	329	652	61	32	18	128	131	57	59	45	43	83	28	78	671	92
	36%	37%	36%	37%	33%	30%	30%	48%	45%	32%	31%	31%	24%	46%	31%	34%	37%	33%
				l				cdefijklno	cdefijklno					cdefijklno		l		
Internet - Broadcaster websites/ apps	327	217	110	272	40	13	3	76	54	20	30	23	25	20	7	17	303	24
	16%	18%	12%	15%	22%	12%	5%	29%	18%	11%	16%	15%	14%	11%	7%	7%	17%	9%
		b		fno	cefimno	f		cefnhijklmno	fino		fno	fno	f				q	
Internet - Newspaper websites/ apps	262	185	77	214	31	15	2	44	32	24	20	24	15	29	8	19	228	34
	12%	16%	8%	12%	17%	14%	3%	17%	11%	13%	11%	16%	8%	16%	9%	8%	12%	12%
		b		f	flno	f		flno	f	f	f	flo		flo	f			
Radio	247	132	113	219	13	8	7	34	33	12	27	23	29	24	17	21	217	30
	12%	11%	12%	12%	7%	8%	12%	13%	11%	7%	14%	15%	16%	13%	18%	9%	12%	11%
				di							di	dei	dei		cdeio			
Other internet websites/ apps	237	151	86	216	15	5	1	25	38	33	20	17	13	20	15	36	196	41
	11%	13%	9%	12%	8%	5%	2%	9%	13%	18%	10%	11%	7%	11%	17%	16%	11%	15%
		b		efl	f			f	ef	cdefgj	f	f	f	f	defgl	defl		p
Other source	34	18	17	33	-	1	*	1	4	3	2	6	4	3	5	5	30	4
	2%	2%	2%	2%	-%	1%	1%	*%	2%	2%	1%	4%	2%	2%	5%	2%	2%	2%
												dg			cdefgj			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	713	469	245	616	64	28	6	125	105	69	63	56	50	56	27	65	629	84
	34%	40%	26%	35%	35%	27%	10%	47%	36%	38%	33%	38%	28%	31%	30%	28%	34%	30%
		b		f	f	f		cdefhijlmno	f	eflo	f	ef	f	f	f	f		
None are intrusive	54	30	22	51	1	1	1	-	8	7	4	3	12	2	2	13	47	7
	3%	3%	2%	3%	*%	1%	1%	-%	3%	4%	2%	2%	7%	1%	3%	5%	3%	3%
				g					g	dg	g		cdefgkm		g	defgm		
All are equally intrusive	216	103	113	160	36	10	11	11	15	31	16	14	27	7	12	27	172	44
	10%	9%	12%	9%	20%	9%	19%	4%	5%	17%	9%	10%	15%	4%	13%	12%	9%	16%
			a	gm	ceghjkmno	m	ceghjkm			cghjm		gm	cghm		ghm	ghm		p
Don't know	162	75	85	129	9	12	12	5	30	10	11	8	27	18	6	14	143	19
	8%	6%	9%	7%	5%	12%	20%	2%	10%	6%	6%	6%	15%	10%	7%	6%	8%	7%
			a	g		dg	cdghijklmno		g				cdgijkno	g	g	g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Smartphone (e.g. iPhone, Samsung Galaxy, Windows Phone)	1206	585	621	209	273	275	234	131	83	396	358	256	195	601	604	1206	-
	57%	58%	57%	71%	70%	75%	64%	46%	21%	70%	63%	58%	37%	75%	46%	70%	-%
				gh	gh	fgh	gh	h		jkl	l	l		n		p	
Laptop computer	1198	592	606	172	223	257	248	158	140	436	352	234	176	529	670	1198	-
	57%	59%	55%	58%	57%	70%	68%	55%	35%	77%	62%	53%	33%	66%	51%	70%	-%
				h	h	cdgh	cdgh	h		jkl	kl	l		n		p	
Tablet computer (e.g. iPad, Samsung Galaxy Tab or Kindle Fire)	1057	495	562	146	212	232	207	142	118	381	308	202	166	503	555	1057	-
	50%	49%	51%	49%	54%	63%	57%	49%	29%	67%	54%	46%	31%	63%	42%	62%	-%
				h	h	cdgh	h	h		jkl	kl	l		n		p	
Desktop computer	445	239	206	56	56	81	92	82	78	165	136	90	54	178	267	445	-
	21%	24%	19%	19%	14%	22%	25%	28%	19%	29%	24%	20%	10%	22%	20%	26%	-%
		b				d	d	cdh		kl	l	l				p	
ANY OF THESE DEVICES CONNECTED TO BROADBAND TO USE DEVICE SCREEN	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
	77%	77%	77%	79%	83%	87%	84%	77%	53%	90%	83%	78%	55%	87%	71%	94%	-%
				h	h	cgh	gh	h		jkl	kl	l		n		p	
NONE OF THESE DEVICES CONNECTED TO BROADBAND TO USE DEVICE SCREEN	203	94	109	48	42	22	30	28	33	23	54	36	90	65	138	53	150
	10%	9%	10%	16%	11%	6%	8%	10%	8%	4%	9%	8%	17%	8%	11%	3%	39%
				efgh	e						i	i	ijk			o	
Don't know	10	8	2	5	2	1	1	-	1	4	1	3	2	5	5	10	-
	*%	1%	*%	2%	1%	*%	*%	-%	*%	1%	*%	1%	*%	1%	*%	1%	-%
				g													

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
NONE OF THESE DEVICES IN HOUSEHOLD	274	130	144	10	20	23	28	38	154	28	41	61	144	32	241	36	237
	13%	13%	13%	4%	5%	6%	8%	13%	38%	5%	7%	14%	27%	4%	18%	2%	61%
							c	cdef	cdefg			ij	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Smartphone (e.g. iPhone, Samsung Galaxy, Windows Phone)	1206 57%	844 72% b	361 39%	1049 60% deo	83 45%	37 36%	36 63% deo	213 81% cdefhijklmn o	181 62% deo	106 59% deo	102 53% e	89 60% deo	100 55% e	106 59% deo	48 54% e	103 45%	1053 58%	152 55%
Laptop computer	1198 57%	804 68% b	392 42%	1049 60% defm	81 44%	47 45%	22 38%	185 70% cdefklmno	196 67% deflmno	115 64% deflmno	118 61% defm	87 59% defm	97 53% f	82 46%	46 52% f	122 53% f	1025 56%	173 63% p
Tablet computer (e.g. iPad, Samsung Galaxy Tab or Kindle Fire)	1057 50%	717 61% b	338 37%	899 51% em	83 45%	42 40%	34 59% deglmno	119 45%	174 59% cdeglmno	105 58% degmno	104 54% em	88 60% cdeglmno	87 48%	73 40%	42 47%	106 46%	914 50%	143 52%
Desktop computer	445 21%	285 24% b	159 17%	390 22% fl	29 16% f	22 21% fl	4 7%	47 18% f	73 25% dfl	52 29% dfglm	45 23% fl	43 29% dfglm	22 12%	31 17% f	20 22% fl	55 24% fl	379 21%	66 24%
ANY OF THESE DEVICES CONNECTED TO BROADBAND TO USE DEVICE SCREEN	1621 77%	1041 88% b	578 62%	1381 78% den	123 67%	72 69%	44 76% cdeflmno	227 86% delmn	242 82% den	144 80% den	154 80% den	118 80% den	132 72%	131 73%	60 67%	173 75%	1400 77%	221 80%
NONE OF THESE DEVICES CONNECTED TO BROADBAND TO USE DEVICE SCREEN	203 10%	83 7%	120 13% a	161 9%	25 14% fghj	13 13% fhj	3 6%	18 7%	18 6%	16 9%	11 6%	17 11%	21 12%	21 12% j	16 18% cfghij	24 10%	182 10%	21 7%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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**Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	10	3	6	8	2	-	-	-	2	-	3	-	1	2	-	-	10	-
	*%	*%	1%	*%	1%	-%	-%	-%	1%	-%	1%	-%	1%	1%	-%	-%	1%	-%
NONE OF THESE DEVICES IN HOUSEHOLD	274	50	222	212	33	19	11	19	33	21	24	12	28	25	14	35	238	36
	13%	4%	24%	12%	18%	18%	18%	7%	11%	11%	13%	8%	16%	14%	15%	15%	13%	13%
			a		cgk	cgk	cgk						g	g	g	g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1243	621	622	162	195	229	228	219	210	366	416	256	205	486	757	1243	-
Effective Weighted Sample	1092	544	548	144	174	204	205	195	193	333	371	224	179	432	665	1092	-
Total	1351	674	677	188	242	267	274	195	185	473	403	270	204	572	779	1351	-
Browse the internet - such as shopping, emails or social media	1050	526	524	137	185	221	214	164	129	386	302	203	158	449	601	1050	**
	78%	78%	77%	73%	77%	83% ch	78%	84% ch	70%	82% j	75%	75%	78%	79%	77%	78%	**
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	660	335	325	118	142	142	130	87	41	248	201	108	102	309	351	660	**
	49%	50%	48%	63% fgh	59% fgh	53% h	48% h	44% h	22%	53% k	50% k	40%	50%	54% n	45%	49%	**
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	518	276	243	111	119	115	99	47	27	189	159	91	79	233	285	518	**
	38%	41%	36%	59% efgh	49% fgh	43% gh	36% gh	24% h	15%	40%	40%	34%	39%	41%	37%	38%	**
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	405	208	198	83	74	77	77	57	37	158	119	75	53	181	224	405	**
	30%	31%	29%	44% defgh	31% h	29%	28%	30% h	20%	33%	29%	28%	26%	32%	29%	30%	**
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	



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**Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	1243	621	622	162	195	229	228	219	210	366	416	256	205	486	757	1243	-
Effective Weighted Sample	1092	544	548	144	174	204	205	195	193	333	371	224	179	432	665	1092	-
Total	1351	674	677	188	242	267	274	195	185	473	403	270	204	572	779	1351	-
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	313	172	141	60	52	62	77	36	26	125	94	57	37	140	173	313	**
	23%	26%	21%	32%	21%	23%	28%	19%	14%	26%	23%	21%	18%	25%	22%	23%	**
				dgh		h	gh			l							
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	205	103	103	52	46	45	43	12	6	88	56	36	26	102	103	205	**
	15%	15%	15%	28%	19%	17%	16%	6%	3%	19%	14%	13%	13%	18%	13%	15%	**
				efgh	gh	gh	gh							n			
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	164	88	76	37	30	43	32	14	9	70	51	28	15	91	72	164	**
	12%	13%	11%	19%	12%	16%	12%	7%	5%	15%	13%	10%	7%	16%	9%	12%	**
				gh	h	gh	h			l				n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1243	621	622	162	195	229	228	219	210	366	416	256	205	486	757	1243	-
Effective Weighted Sample	1092	544	548	144	174	204	205	195	193	333	371	224	179	432	665	1092	-
Total	1351	674	677	188	242	267	274	195	185	473	403	270	204	572	779	1351	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	69 5%	40 6%	29 4%	14 7% gh	13 5%	20 8% gh	15 5% g	3 2%	4 2%	32 7% l	19 5%	13 5%	5 2%	35 6%	34 4%	69 5%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	68 5%	46 7% b	22 3%	15 8% gh	14 6% h	19 7% gh	12 4%	4 2%	4 2%	35 7% l	17 4%	11 4%	5 2%	37 6%	31 4%	68 5%	** **
ANY OF THESE	1241 92%	622 92%	619 92%	179 95% h	223 92% h	248 93% h	258 94% h	177 91%	156 84%	438 93%	368 91%	247 91%	189 92%	535 93%	707 91%	1241 92%	** **
None of these	108 8%	52 8%	55 8%	9 5%	19 8%	18 7%	15 5%	18 9%	29 16% cdef	35 7%	34 8%	23 9%	15 7%	37 6%	71 9%	108 8%	** **
Don't know	2 *%	- -%	2 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	~l	~m	~n	o	p	q
Unweighted total	1243	746	495	1017	86	78	62	141	141	115	125	108	99	84	92	112	1012	231
Effective Weighted Sample	1092	663	438	917	81	75	62	135	136	109	116	99	91	78	91	107	902	202
Total	1351	877	472	1178	92	57	23	203	214	129	136	99	103	96	54	143	1159	192
Browse the internet - such as shopping, emails or social media	1050	694	354	927	**	**	**	183	143	114	113	80	**	**	**	108	881	169
	78%	79%	75%	79%	**	**	**	90%	67%	88%	83%	81%	**	**	**	75%	76%	88%
				h				chko		cho	h	h						p
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	660	461	197	600	**	**	**	164	89	60	69	51	**	**	**	54	584	76
	49%	53%	42%	51%	**	**	**	81%	42%	46%	51%	51%	**	**	**	38%	50%	40%
		b		ho				chijko				o					q	
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	518	356	161	472	**	**	**	153	80	37	51	36	**	**	**	38	457	62
	38%	41%	34%	40%	**	**	**	75%	37%	29%	37%	37%	**	**	**	26%	39%	32%
		b		io				chijko										
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	405	265	138	368	**	**	**	44	85	51	42	35	**	**	**	48	343	62
	30%	30%	29%	31%	**	**	**	22%	40%	40%	31%	36%	**	**	**	33%	30%	32%
				g					cg	g		g				g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	~l	~m	~n	o	p	q
Unweighted total	1243	746	495	1017	86	78	62	141	141	115	125	108	99	84	92	112	1012	231
Effective Weighted Sample	1092	663	438	917	81	75	62	135	136	109	116	99	91	78	91	107	902	202
Total	1351	877	472	1178	92	57	23	203	214	129	136	99	103	96	54	143	1159	192
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	313 23%	222 25% b	91 19%	293 25%	** **	** **	** **	54 27%	76 36% ciko	30 23%	38 28%	20 21%	** **	** **	** **	28 19%	286 25% q	28 14%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	205 15%	147 17% b	56 12%	179 15%	** **	** **	** **	24 12%	33 15%	22 17%	31 23% cgo	22 23% go	** **	** **	** **	17 12%	179 15%	26 14%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	164 12%	120 14% b	42 9%	149 13%	** **	** **	** **	20 10%	35 16%	16 13%	18 13%	16 16%	** **	** **	** **	15 10%	142 12%	21 11%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	~l	~m	~n	o	p	q
Unweighted total	1243	746	495	1017	86	78	62	141	141	115	125	108	99	84	92	112	1012	231
Effective Weighted Sample	1092	663	438	917	81	75	62	135	136	109	116	99	91	78	91	107	902	202
Total	1351	877	472	1178	92	57	23	203	214	129	136	99	103	96	54	143	1159	192
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	69 5%	50 6%	18 4%	58 5%	** **	** **	** **	5 2%	21 10% cgijo	3 2%	5 3%	7 7%	** **	** **	** **	3 2%	58 5%	11 6%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	68 5%	51 6% b	15 3%	61 5%	** **	** **	** **	9 4%	11 5%	7 5%	6 4%	8 8%	** **	** **	** **	5 3%	59 5%	9 5%
ANY OF THESE	1241 92%	817 93% b	423 90%	1090 93%	** **	** **	** **	202 99% chijo	195 91%	118 91%	123 91%	95 95%	** **	** **	** **	133 92%	1057 91%	184 96% p
None of these	108 8%	60 7%	48 10%	86 7%	** **	** **	** **	1 1%	19 9%	11 9%	12 9%	5 5%	** **	** **	** **	11 8%	100 9%	8 4%
Don't know	2 *%	- -%	2 *%	2 *%	** **	** **	** **	- -%	- -%	- -%	1 1%	- -%	** **	** **	** **	- -%	2 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their tablet computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	996	466	530	139	180	206	178	158	135	296	324	197	178	442	554	996	-
Effective Weighted Sample	866	403	463	119	158	182	156	141	124	269	287	170	154	388	482	866	-
Total	1057	495	562	146	212	232	207	142	118	381	308	202	166	503	555	1057	-
Browse the internet - such as shopping, emails or social media	804 76%	369 74%	435 77%	104 71%	159 75%	179 77%	166 80% h	114 80% h	81 68%	297 78%	227 74%	153 76%	127 77%	382 76%	422 76%	804 76%	** **
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	502 47%	244 49%	258 46%	87 60% fgh	118 56% fgh	115 50% h	90 44% h	60 42% h	32 27%	194 51%	149 48%	90 45%	69 42%	261 52% n	241 43%	502 47%	** **
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	398 38%	206 42% b	191 34%	85 58% efgh	106 50% efgh	81 35% h	75 36% gh	35 25% h	16 13%	145 38%	109 35%	76 38%	68 41%	201 40%	197 35%	398 38%	** **
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	318 30%	154 31%	165 29%	51 35% h	69 32% h	79 34% h	55 27%	39 28%	25 21%	126 33%	93 30%	56 28%	43 26%	157 31%	161 29%	318 30%	** **
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their tablet computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	996	466	530	139	180	206	178	158	135	296	324	197	178	442	554	996	-
Effective Weighted Sample	866	403	463	119	158	182	156	141	124	269	287	170	154	388	482	866	-
Total	1057	495	562	146	212	232	207	142	118	381	308	202	166	503	555	1057	-
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	229	124	105	42	40	56	47	29	15	100	66	39	24	115	114	229	**
	22%	25%	19%	29%	19%	24%	23%	21%	12%	26%	21%	19%	15%	23%	21%	22%	**
		b		h		h	h			l							
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	169	88	81	35	45	41	31	12	5	76	47	28	17	81	88	169	**
	16%	18%	14%	24%	21%	18%	15%	9%	4%	20%	15%	14%	10%	16%	16%	16%	**
				fgh	gh	gh	h			l							
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	125	65	61	23	33	32	19	13	5	50	35	31	10	64	61	125	**
	12%	13%	11%	16%	16%	14%	9%	10%	5%	13%	11%	15%	6%	13%	11%	12%	**
				h	h	h				l		l					

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 221**

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**Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their tablet computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	996	466	530	139	180	206	178	158	135	296	324	197	178	442	554	996	-
Effective Weighted Sample	866	403	463	119	158	182	156	141	124	269	287	170	154	388	482	866	-
Total	1057	495	562	146	212	232	207	142	118	381	308	202	166	503	555	1057	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	74 7%	44 9%	30 5%	14 10%	22 11%	22 9%	8 4%	6 4%	2 1%	26 7%	22 7%	19 9%	6 4%	36 7%	37 7%	74 7%	** **
		b		h	fgh	h						l					
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	48 5%	27 5%	21 4%	10 7%	4 2%	16 7%	13 6%	3 2%	2 2%	24 6%	9 3%	9 5%	6 3%	23 5%	24 4%	48 5%	** **
				g		dg											
ANY OF THESE	978 93%	456 92%	522 93%	136 93%	200 94%	222 96%	195 94%	127 90%	98 83%	353 93%	283 92%	193 96%	148 89%	473 94%	505 91%	978 93%	** **
				h	h	gh	h					l					
None of these	76 7%	38 8%	38 7%	9 6%	11 5%	9 4%	12 6%	15 10%	21 17%	27 7%	25 8%	7 4%	17 10%	28 6%	48 9%	76 7%	** **
						e		cdef				k					
Don't know	3 *%	1 *%	2 *%	1 1%	1 1%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 1%	1 1%	2 *%	1 *%	3 *%	** **
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																



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**Table 221**

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**Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their tablet computer to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	996	627	367	777	76	54	89	84	114	95	89	98	81	63	71	82	826	170
Effective Weighted Sample	866	550	324	703	72	51	89	81	111	90	84	91	76	59	70	78	726	148
Total	1057	717	338	899	83	42	34	119	174	105	104	88	87	73	42	106	914	143
Browse the internet - such as shopping, emails or social media	804 76%	544 76%	259 76%	685 76% h	** **	** **	** **	** **	114 66%	** **	** **	** **	** **	** **	** **	** **	686 75%	118 83%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	502 47%	357 50% b	143 42%	441 49% h	** **	** **	** **	** **	65 38%	** **	** **	** **	** **	** **	** **	** **	446 49% q	57 39%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	398 38%	287 40% b	110 33%	349 39%	** **	** **	** **	** **	59 34%	** **	** **	** **	** **	** **	** **	** **	355 39% q	42 29%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	318 30%	224 31%	93 28%	285 32%	** **	** **	** **	** **	59 34%	** **	** **	** **	** **	** **	** **	** **	279 31%	39 27%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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**Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their tablet computer to the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	996	627	367	777	76	54	89	84	114	95	89	98	81	63	71	82	826	170
Effective Weighted Sample	866	550	324	703	72	51	89	81	111	90	84	91	76	59	70	78	726	148
Total	1057	717	338	899	83	42	34	119	174	105	104	88	87	73	42	106	914	143
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	229 22%	163 23%	65 19%	207 23%	** **	** **	** **	** **	55 32% c	** **	** **	** **	** **	** **	** **	** **	210 23% q	19 14%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	169 16%	134 19% b	35 10%	141 16%	** **	** **	** **	** **	21 12%	** **	** **	** **	** **	** **	** **	** **	150 16%	19 13%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	125 12%	91 13%	33 10%	111 12%	** **	** **	** **	** **	23 13%	** **	** **	** **	** **	** **	** **	** **	112 12%	13 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)**

Base : Those who have connected their tablet computer to the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	996	627	367	777	76	54	89	84	114	95	89	98	81	63	71	82	826	170
Effective Weighted Sample	866	550	324	703	72	51	89	81	111	90	84	91	76	59	70	78	726	148
Total	1057	717	338	899	83	42	34	119	174	105	104	88	87	73	42	106	914	143
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	74 7%	59 8% b	14 4%	67 7%	** **	** **	** **	** **	13 7%	** **	** **	** **	** **	** **	** **	** **	62 7%	11 8%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	48 5%	33 5%	14 4%	43 5%	** **	** **	** **	** **	6 3%	** **	** **	** **	** **	** **	** **	** **	39 4%	8 6%
ANY OF THESE	978 93%	673 94% b	303 89%	831 93%	** **	** **	** **	** **	159 91%	** **	** **	** **	** **	** **	** **	** **	847 93%	131 91%
None of these	76 7%	42 6%	34 10% a	64 7%	** **	** **	** **	** **	15 9%	** **	** **	** **	** **	** **	** **	** **	63 7%	13 9%
Don't know	3 *%	1 *%	2 1%	3 *%	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	3 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)**

Base : Those who have connected their smartphone to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	1094	518	576	190	227	239	201	147	90	302	358	237	196	522	572	1094	-
Effective Weighted Sample	955	453	502	166	201	210	176	131	83	273	317	205	170	459	497	955	-
Total	1206	585	621	209	273	275	234	131	83	396	358	256	195	601	604	1206	-
Browse the internet - such as shopping, emails or social media	954	457	497	171	222	241	174	93	**	319	279	193	164	491	463	954	**
	79%	78%	80%	82%	81%	88%	74%	71%	**	80%	78%	75%	84%	82%	77%	79%	**
				g	g	fg							k				
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	619	306	313	145	162	161	97	42	**	195	190	131	103	336	283	619	**
	51%	52%	50%	69%	59%	58%	41%	32%	**	49%	53%	51%	53%	56%	47%	51%	**
				defg	fg	fg								n			
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	417	218	199	110	116	99	61	26	**	107	138	88	83	211	206	417	**
	35%	37%	32%	53%	42%	36%	26%	20%	**	27%	39%	34%	43%	35%	34%	35%	**
				defg	fg	fg					i		i				
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	171	88	83	36	37	51	28	13	**	64	43	34	30	96	75	171	**
	14%	15%	13%	17%	14%	19%	12%	10%	**	16%	12%	13%	16%	16%	12%	14%	**
						g											
Columns Tested:	a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)**

Base : Those who have connected their smartphone to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	1094	518	576	190	227	239	201	147	90	302	358	237	196	522	572	1094	-
Effective Weighted Sample	955	453	502	166	201	210	176	131	83	273	317	205	170	459	497	955	-
Total	1206	585	621	209	273	275	234	131	83	396	358	256	195	601	604	1206	-
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	141	87	55	29	26	48	23	11	**	43	42	37	19	85	56	141	**
	12%	15%	9%	14%	9%	17%	10%	8%	**	11%	12%	15%	10%	14%	9%	12%	**
		b				dfg								n			
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	112	55	57	28	31	25	22	6	**	41	28	25	17	62	49	112	**
	9%	9%	9%	13%	11%	9%	9%	5%	**	10%	8%	10%	9%	10%	8%	9%	**
				g	g												
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	76	40	36	17	27	15	12	5	**	19	27	22	9	45	31	76	**
	6%	7%	6%	8%	10%	6%	5%	4%	**	5%	7%	9%	4%	7%	5%	6%	**
					g												

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)**

Base : Those who have connected their smartphone to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Unweighted total	1094	518	576	190	227	239	201	147	90	302	358	237	196	522	572	1094	-
Effective Weighted Sample	955	453	502	166	201	210	176	131	83	273	317	205	170	459	497	955	-
Total	1206	585	621	209	273	275	234	131	83	396	358	256	195	601	604	1206	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	48 4%	29 5%	19 3%	11 5%	14 5%	14 5%	4 2%	3 3%	** **	9 2%	17 5%	13 5%	9 4%	26 4%	22 4%	48 4%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	36 3%	20 3%	17 3%	6 3%	12 4% g	11 4%	7 3%	1 1%	** **	12 3%	10 3%	8 3%	7 4%	20 3%	16 3%	36 3%	** **
ANY OF THESE	1099 91%	532 91%	568 91%	204 97% fg	259 95% fg	267 97% fg	208 89% g	104 79%	** **	359 91%	330 92%	232 91%	178 91%	563 94% n	536 89%	1099 91%	** **
None of these	102 8%	50 9%	52 8%	6 3%	12 5%	7 3%	24 10% cde	27 20% cdef	** **	36 9%	27 8%	23 9%	16 8%	36 6%	66 11% m	102 8%	** **
Don't know	4 *%	3 *%	1 *%	- -%	1 1%	1 *%	1 1%	1 *%	** **	1 *%	1 *%	1 1%	1 *%	2 *%	2 *%	4 *%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)**

Base : Those who have connected their smartphone to the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	1094	729	364	874	74	51	95	148	116	93	87	95	90	89	81	75	910	184
Effective Weighted Sample	955	640	319	796	70	50	95	142	113	88	82	88	84	84	80	73	807	159
Total	1206	844	361	1049	83	37	36	213	181	106	102	89	100	106	48	103	1053	152
Browse the internet - such as shopping, emails or social media	954 79%	672 80%	281 78%	835 80% h	** **	** **	** **	187 88% ch	116 64%	** **	** **	** **	** **	** **	** **	** **	833 79%	122 80%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	619 51%	449 53%	169 47%	566 54% h	** **	** **	** **	165 78% ch	59 33%	** **	** **	** **	** **	** **	** **	** **	566 54% q	53 35%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	417 35%	291 34%	126 35%	378 36% h	** **	** **	** **	123 58% ch	39 22%	** **	** **	** **	** **	** **	** **	** **	392 37% q	25 16%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	171 14%	122 14%	49 14%	152 15%	** **	** **	** **	20 9%	26 14%	** **	** **	** **	** **	** **	** **	** **	155 15%	17 11%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 222**

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**Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)**

Base : Those who have connected their smartphone to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	1094	729	364	874	74	51	95	148	116	93	87	95	90	89	81	75	910	184
Effective Weighted Sample	955	640	319	796	70	50	95	142	113	88	82	88	84	84	80	73	807	159
Total	1206	844	361	1049	83	37	36	213	181	106	102	89	100	106	48	103	1053	152
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	141 12%	100 12%	41 11%	130 12%	** **	** **	** **	18 8%	37 21% cg	** **	** **	** **	** **	** **	** **	** **	130 12%	12 8%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	112 9%	87 10%	24 7%	98 9% g	** **	** **	** **	9 4%	11 6%	** **	** **	** **	** **	** **	** **	** **	98 9%	14 9%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	76 6%	61 7%	15 4%	71 7%	** **	** **	** **	6 3%	18 10% g	** **	** **	** **	** **	** **	** **	** **	70 7%	6 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)**

Base : Those who have connected their smartphone to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	1094	729	364	874	74	51	95	148	116	93	87	95	90	89	81	75	910	184
Effective Weighted Sample	955	640	319	796	70	50	95	142	113	88	82	88	84	84	80	73	807	159
Total	1206	844	361	1049	83	37	36	213	181	106	102	89	100	106	48	103	1053	152
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	48 4%	36 4%	11 3%	40 4% g	** **	** **	** **	- -%	9 5% g	** **	** **	** **	** **	** **	** **	** **	44 4%	4 2%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	36 3%	25 3%	11 3%	32 3%	** **	** **	** **	3 1%	10 5%	** **	** **	** **	** **	** **	** **	** **	31 3%	6 4%
ANY OF THESE	1099 91%	784 93% b	314 87%	958 91% h	** **	** **	** **	211 99% ch	153 85%	** **	** **	** **	** **	** **	** **	** **	965 92%	134 88%
None of these	102 8%	59 7%	43 12% a	87 8% g	** **	** **	** **	2 1%	28 15% cg	** **	** **	** **	** **	** **	** **	** **	85 8%	18 12%
Don't know	4 *%	1 *%	3 1%	4 *%	** **	** **	** **	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	4 *%	1 *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Desktop/ laptop computer	313	172	141	60	52	62	77	36	26	125	94	57	37	140	173	313	**
	19%	22%	17%	26%	16%	20%	25%	16%	12%	24%	20%	17%	13%	20%	19%	19%	**
		b		dgh		h	dgh			kl	l						
Tablet computer	229	124	105	42	40	56	47	29	15	100	66	39	24	115	114	229	**
	14%	16%	13%	18%	12%	18%	15%	13%	7%	19%	14%	11%	8%	17%	12%	14%	**
				h		h	h	h		jkl	l			n			
Smartphone	141	87	55	29	26	48	23	11	5	43	42	37	19	85	56	141	**
	9%	11%	6%	12%	8%	15%	8%	5%	2%	8%	9%	11%	7%	12%	6%	9%	**
		b		gh	h	d fgh	h							n			
ANY OF THESE	413	227	185	79	71	91	88	51	33	155	126	82	50	189	224	413	**
	25%	29%	22%	34%	22%	28%	29%	23%	15%	30%	27%	24%	17%	27%	24%	25%	**
		b		dgh		h	h	h		l	l	l					
NONE OF THESE	1208	551	656	155	254	229	217	171	182	359	346	261	241	507	701	1208	**
	75%	71%	78%	66%	78%	72%	71%	77%	85%	70%	73%	76%	83%	73%	76%	75%	**
			a		c			c	cefg				ijk				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Desktop/ laptop computer	313	222	91	293	11	**	2	54	76	30	38	20	17	19	10	28	286	28
	19%	21%	16%	21%	9%	**	5%	24%	32%	21%	25%	17%	13%	15%	16%	16%	20%	13%
		b		dfl				dfl	cdfiklmno	df	dfl	f	f	f	f	f	q	
Tablet computer	229	163	65	207	10	**	5	29	55	23	20	17	15	18	7	23	210	19
	14%	16%	11%	15%	8%	**	10%	13%	23%	16%	13%	14%	11%	14%	11%	13%	15%	9%
		b							cdfgjlno								q	
Smartphone	141	100	41	130	5	**	3	18	37	13	16	8	5	11	7	16	130	12
	9%	10%	7%	9%	4%	**	8%	8%	15%	9%	10%	7%	3%	8%	11%	9%	9%	5%
				l					cdgkl		l				l		q	
ANY OF THESE	413	294	118	379	17	**	6	62	89	43	47	29	30	29	13	37	373	40
	25%	28%	20%	27%	14%	**	13%	27%	37%	30%	30%	25%	23%	22%	22%	21%	27%	18%
		b		df				df	cdfklnmo	df	df	df	f				q	
NONE OF THESE	1208	747	460	1002	106	**	39	165	153	101	107	89	102	102	47	137	1027	181
	75%	72%	80%	73%	86%	**	87%	73%	63%	70%	70%	75%	77%	78%	78%	79%	73%	82%
			a	h	cghijk		cghijkl					h	h	h	h	h		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Desktop/ laptop computer	405	208	198	83	74	77	77	57	37	158	119	75	53	181	224	405	**
	25%	27%	23%	36% defgh	23%	24%	25% h	26% h	17%	31% kl	25% l	22%	18%	26%	24%	25%	**
Tablet computer	318	154	165	51	69	79	55	39	25	126	93	56	43	157	161	318	**
	20%	20%	20%	22% h	21% h	25% h	18%	18%	12%	24% kl	20%	16%	15%	23% n	17%	20%	**
Smartphone	171	88	83	36	37	51	28	13	5	64	43	34	30	96	75	171	**
	11%	11%	10%	16% fgh	11% gh	16% fgh	9% h	6%	3%	12%	9%	10%	10%	14% n	8%	11%	**
ANY OF THESE	546	267	279	108	108	111	95	73	51	201	164	102	79	254	292	546	**
	34%	34%	33%	46% defgh	33% h	35% h	31%	33% h	24%	39% kl	35% l	30%	27%	36%	32%	34%	**
NONE OF THESE	1074	512	563	126	217	208	211	149	164	313	309	241	211	442	632	1074	**
	66%	66%	67%	54%	67% c	65% c	69% c	67% c	76% cdeg	61%	65%	70% i	73% ij	64%	68%	66%	**
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO:** Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS		NATION/ REGION											LOCATION				
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Desktop/ laptop computer	405	265	138	368	23	**	4	44	85	51	42	35	22	25	15	48	343	62
	25%	26%	24%	27%	19%	**	9%	20%	35%	36%	27%	30%	17%	19%	25%	27%	25%	28%
				fl	f			f	cdfglm	cdfglm	fl	fgl		f	f	fl		
Tablet computer	318	224	93	285	19	**	5	33	59	41	30	27	27	21	12	35	279	39
	20%	22%	16%	21%	16%	**	11%	14%	24%	29%	19%	23%	21%	16%	20%	20%	20%	18%
		b		f					fg	cdfgm		f						
Smartphone	171	122	49	152	11	**	5	20	26	22	25	13	13	5	7	22	155	17
	11%	12%	9%	11%	9%	**	10%	9%	11%	15%	16%	11%	10%	4%	11%	13%	11%	7%
				m			m		m	m	m	m			m	m		
ANY OF THESE	546	367	177	486	37	**	7	58	99	68	57	52	39	35	21	57	463	83
	34%	35%	31%	35%	30%	**	16%	25%	41%	47%	37%	44%	30%	27%	35%	33%	33%	38%
				fg	f				fgm	cdfglmo	fg	dfglm	f		f	f		
NONE OF THESE	1074	673	401	895	86	**	37	169	143	76	97	66	93	96	39	116	937	137
	66%	65%	69%	65%	70%	**	84%	75%	59%	53%	63%	56%	70%	73%	65%	67%	67%	62%
				i	ik		cdhijklno	chijk					ik	hik		i		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Desktop/ laptop computer	164	88	76	37	30	43	32	14	9	70	51	28	15	91	72	164	**
	10%	11%	9%	16%	9%	13%	11%	6%	4%	14%	11%	8%	5%	13%	8%	10%	**
				dgh	h	gh	h			kl	l			n			
Tablet computer	125	65	61	23	33	32	19	13	5	50	35	31	10	64	61	125	**
	8%	8%	7%	10%	10%	10%	6%	6%	3%	10%	7%	9%	3%	9%	7%	8%	**
				h	h	h				l	l	l					
Smartphone	76	40	36	17	27	15	12	5	-	19	27	22	9	45	31	76	**
	5%	5%	4%	7%	8%	5%	4%	2%	-%	4%	6%	6%	3%	6%	3%	5%	**
				gh	gh	h	h	h						n			
ANY OF THESE	240	125	115	51	58	55	43	21	12	94	77	50	20	130	110	240	**
	15%	16%	14%	22%	18%	17%	14%	10%	5%	18%	16%	14%	7%	19%	12%	15%	**
				fgh	gh	gh	h			l	l	l		n			
NONE OF THESE	1380	653	727	183	267	264	262	201	203	420	395	294	271	566	814	1380	**
	85%	84%	86%	78%	82%	83%	86%	90%	95%	82%	84%	86%	93%	81%	88%	85%	**
							c	cde	cdef				ijk		m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO:** Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS		NATION/ REGION											LOCATION				
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Desktop/ laptop computer	164	120	42	149	9	**	2	20	35	16	18	16	10	9	10	15	142	21
	10%	12%	7%	11%	7%	**	4%	9%	14%	11%	11%	14%	8%	7%	16%	9%	10%	10%
		b		f					f	f	f	f			dfm			
Tablet computer	125	91	33	111	6	**	3	6	23	14	11	16	11	7	7	17	112	13
	8%	9%	6%	8%	5%	**	8%	2%	9%	10%	7%	14%	8%	5%	12%	10%	8%	6%
		b		g			g		g	g		cdgm	g		g	g		
Smartphone	76	61	15	71	1	**	3	6	18	8	9	5	9	5	4	7	70	6
	5%	6%	3%	5%	1%	**	6%	3%	7%	5%	6%	4%	7%	4%	7%	4%	5%	3%
		b							d				d		d			
ANY OF THESE	240	176	62	218	13	**	4	24	44	25	28	24	22	13	12	25	212	29
	15%	17%	11%	16%	10%	**	9%	11%	18%	17%	18%	20%	17%	10%	20%	14%	15%	13%
		b							f			dfgm			dfgm			
NONE OF THESE	1380	864	516	1164	110	**	40	203	198	119	126	95	110	118	48	148	1188	192
	85%	83%	89%	84%	90%	**	91%	89%	82%	83%	82%	80%	83%	90%	80%	86%	85%	87%
			a		kn		hkn	kn						kn				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Desktop/ laptop computer	69	40	29	14	13	20	15	3	4	32	19	13	5	35	34	69	**
	4%	5%	3%	6%	4%	6%	5%	2%	2%	6%	4%	4%	2%	5%	4%	4%	**
				gh		gh	g			l							
Tablet computer	48	27	21	10	4	16	13	3	2	24	9	9	6	23	24	48	**
	3%	3%	2%	4%	1%	5%	4%	1%	1%	5%	2%	3%	2%	3%	3%	3%	**
						dgh	gh			j							
Smartphone	36	20	17	6	12	11	7	1	-	12	10	8	7	20	16	36	**
	2%	3%	2%	3%	4%	3%	2%	*%	-%	2%	2%	2%	2%	3%	2%	2%	**
				h	gh	gh	h										
ANY OF THESE	111	61	50	22	23	31	24	6	5	52	29	21	9	55	56	111	**
	7%	8%	6%	10%	7%	10%	8%	3%	2%	10%	6%	6%	3%	8%	6%	7%	**
				gh	gh	gh	gh			jl							
NONE OF THESE	1510	718	791	211	302	288	281	216	210	462	443	322	281	641	869	1510	**
	93%	92%	94%	90%	93%	90%	92%	97%	98%	90%	94%	94%	97%	92%	94%	93%	**
								cdef	cdef		i		i				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Desktop/ laptop computer	69 4%	50 5%	18 3%	58 4%	6 5%	** **	1 3%	5 2%	21 9%	3 2%	5 3%	7 6%	6 4%	6 5%	3 4%	3 2%	58 4%	11 5%
									cfgijo									
Tablet computer	48 3%	33 3%	14 2%	43 3%	3 2%	** **	2 3%	4 2%	6 2%	6 4%	3 2%	7 6%	2 2%	7 5%	2 3%	5 3%	39 3%	8 4%
Smartphone	36 2%	25 2%	11 2%	32 2%	1 1%	** **	2 5%	3 1%	10 4%	2 2%	2 1%	3 3%	4 3%	1 1%	2 3%	4 3%	31 2%	6 3%
ANY OF THESE	111 7%	82 8%	28 5%	96 7%	8 6%	** **	3 7%	8 3%	28 12%	11 7%	9 6%	11 10%	8 6%	11 8%	4 6%	7 4%	95 7%	16 7%
		b							cgo			g						
NONE OF THESE	1510 93%	959 92%	550 95%	1285 93%	115 94%	** **	41 93%	219 97%	214 88%	133 93%	146 94%	107 90%	124 94%	120 92%	56 94%	166 96%	1305 93%	205 93%
			a	h				hk								h		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Desktop/ laptop computer	205	103	103	52	46	45	43	12	6	88	56	36	26	102	103	205	**
	13%	13%	12%	22%	14%	14%	14%	6%	3%	17%	12%	10%	9%	15%	11%	13%	**
				defgh	gh	gh	gh			jkl							
Tablet computer	169	88	81	35	45	41	31	12	5	76	47	28	17	81	88	169	**
	10%	11%	10%	15%	14%	13%	10%	6%	2%	15%	10%	8%	6%	12%	10%	10%	**
				gh	gh	gh	h			jkl							
Smartphone	112	55	57	28	31	25	22	6	-	41	28	25	17	62	49	112	**
	7%	7%	7%	12%	9%	8%	7%	3%	-%	8%	6%	7%	6%	9%	5%	7%	**
				gh	gh	gh	gh	h						n			
ANY OF THESE	294	148	146	68	73	64	58	20	10	121	80	56	37	150	145	294	**
	18%	19%	17%	29%	23%	20%	19%	9%	4%	24%	17%	16%	13%	21%	16%	18%	**
				efgh	gh	gh	gh	h		jkl				n			
NONE OF THESE	1326	631	696	166	252	255	247	202	205	393	392	287	254	547	780	1326	**
	82%	81%	83%	71%	77%	80%	81%	91%	96%	76%	83%	84%	87%	79%	84%	82%	**
						c	c	cdef	cdefg		i	i	i		m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Desktop/ laptop computer	205	147	56	179	17	**	3	24	33	22	31	22	12	7	11	17	179	26
	13%	14%	10%	13%	13%	**	7%	11%	14%	15%	20%	19%	9%	5%	18%	10%	13%	12%
		b		m	m				m	fm	cdglmo	flmo			fm			
Tablet computer	169	134	35	141	9	**	14	10	21	19	15	21	17	14	8	16	150	19
	10%	13%	6%	10%	7%	**	31%	4%	9%	13%	10%	18%	13%	11%	13%	9%	11%	9%
		b		g			cdghijklmno			g		cdgho	g	g	g			
Smartphone	112	87	24	98	6	**	4	9	11	17	17	13	8	10	5	8	98	14
	7%	8%	4%	7%	5%	**	10%	4%	5%	12%	11%	11%	6%	8%	8%	4%	7%	6%
		b								gho	gho	gho						
ANY OF THESE	294	223	69	249	21	**	15	28	35	33	38	35	24	20	14	23	256	38
	18%	21%	12%	18%	17%	**	35%	12%	14%	23%	25%	30%	18%	15%	23%	13%	18%	17%
		b					cdghilmo			g	gho	cdghlmo			g			
NONE OF THESE	1326	818	509	1133	102	**	29	199	207	111	116	83	108	111	46	150	1144	182
	82%	79%	88%	82%	83%	**	65%	88%	86%	77%	75%	70%	82%	85%	77%	87%	82%	83%
		a		fk	fk			fijkn	fjk	f			fk	fk		fjk		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Tablet computer	74	44	30	14	22	22	8	6	2	26	22	19	6	36	37	74	**
	5%	6%	4%	6%	7%	7%	3%	3%	1%	5%	5%	5%	2%	5%	4%	5%	**
				h	fgh	fgh						l					
Desktop/ laptop computer	68	46	22	15	14	19	12	4	4	35	17	11	5	37	31	68	**
	4%	6%	3%	7%	4%	6%	4%	2%	2%	7%	4%	3%	2%	5%	3%	4%	**
		b		gh		gh				jkl							
Smartphone	48	29	19	11	14	14	4	3	1	9	17	13	9	26	22	48	**
	3%	4%	2%	5%	4%	5%	1%	2%	1%	2%	4%	4%	3%	4%	2%	3%	**
				fh	fh	fh											
ANY OF THESE	121	76	45	25	31	33	19	9	4	44	36	28	12	65	56	121	**
	7%	10%	5%	11%	10%	10%	6%	4%	2%	9%	8%	8%	4%	9%	6%	7%	**
		b		gh	gh	gh	h			l				n			
NONE OF THESE	1500	703	797	208	294	286	287	213	211	470	436	315	278	631	868	1500	**
	93%	90%	95%	89%	90%	90%	94%	96%	98%	91%	92%	92%	96%	91%	94%	93%	**
			a					cde	cdef				i		m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Tablet computer	74 5%	59 6% b	14 2%	67 5%	1 1%	** **	1 3%	5 2%	13 5%	9 6% d	3 2%	6 5%	7 5%	9 7% d	6 10% cdgj	10 6%	62 4%	11 5%
Desktop/ laptop computer	68 4%	51 5% b	15 3%	61 4%	4 3%	** **	1 2%	9 4%	11 5%	7 5%	6 4%	8 7%	6 5%	6 5%	4 6%	5 3%	59 4%	9 4%
Smartphone	48 3%	36 3%	11 2%	40 3%	4 3%	** **	2 4%	- -%	9 4%	5 3%	3 2%	6 5%	5 4%	3 3%	4 6%	4 3%	44 3%	4 2%
ANY OF THESE	121 7%	95 9% b	24 4%	107 8%	6 5%	** **	2 5%	11 5%	16 6%	15 10%	10 6%	12 10%	13 10%	12 9%	7 12% g	12 7%	105 7%	16 7%
NONE OF THESE	1500 93%	946 91%	554 96% a	1274 92%	117 95%	** **	42 95%	215 95% n	226 94%	129 90%	144 94%	106 90%	119 90%	119 91%	53 88%	162 93%	1295 93%	204 93%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Desktop/ laptop computer	660	335	325	118	142	142	130	87	41	248	201	108	102	309	351	660	**
	41%	43%	39%	50%	44%	44%	43%	39%	19%	48%	43%	32%	35%	44%	38%	41%	**
				gh	h	h	h	h		kl	kl			n			
Smartphone	619	306	313	145	162	161	97	42	12	195	190	131	103	336	283	619	**
	38%	39%	37%	62%	50%	50%	32%	19%	6%	38%	40%	38%	36%	48%	31%	38%	**
				defgh	fgh	fgh	gh	h						n			
Tablet computer	502	244	258	87	118	115	90	60	32	194	149	90	69	261	241	502	**
	31%	31%	31%	37%	36%	36%	30%	27%	15%	38%	31%	26%	24%	37%	26%	31%	**
				gh	gh	gh	h	h		kl	l			n			
ANY OF THESE	921	450	472	178	216	207	159	107	54	306	274	185	157	451	470	921	**
	57%	58%	56%	76%	66%	65%	52%	48%	25%	59%	58%	54%	54%	65%	51%	57%	**
				defgh	fgh	fgh	h	h						n			
NONE OF THESE	699	329	370	56	109	113	147	115	160	208	198	159	134	245	454	699	**
	43%	42%	44%	24%	34%	35%	48%	52%	75%	41%	42%	46%	46%	35%	49%	43%	**
					c	c	cde	cde	cdefg						m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Desktop/ laptop computer	660	461	197	600	38	**	6	164	89	60	69	51	36	56	21	54	584	76
	41%	44%	34%	43%	31%	**	14%	72%	37%	41%	45%	43%	27%	43%	35%	31%	42%	35%
		b		dflo	f			cdhfijklmno	f	fl	dflo	fl	f	fl	f	f	q	
Smartphone	619	449	169	566	30	**	12	165	59	58	65	50	42	62	16	48	566	53
	38%	43%	29%	41%	24%	**	27%	73%	24%	40%	42%	43%	32%	48%	27%	28%	40%	24%
		b		dfhno				cdhfijklmno	dfhno	dfhno	dfhno	dfhno	dfhno	dfhlnno			q	
Tablet computer	502	357	143	441	36	**	12	85	65	51	56	50	31	39	24	40	446	57
	31%	34%	25%	32%	29%	**	27%	37%	27%	35%	37%	42%	24%	29%	39%	23%	32%	26%
		b		o				lo		lo	lo	cdfhlmno			fhlo			
ANY OF THESE	921	643	276	820	62	**	16	190	113	81	102	74	64	87	28	80	815	106
	57%	62%	48%	59%	51%	**	35%	84%	47%	56%	66%	63%	48%	66%	47%	46%	58%	48%
		b		fhlnno	f			cdhfijklmno		f	dfhlnno	fhlnno	f	dfhlnno			q	
NONE OF THESE	699	397	302	561	61	**	29	37	128	63	52	44	68	44	31	93	584	115
	43%	38%	52%	41%	49%	**	65%	16%	53%	44%	34%	37%	52%	34%	53%	54%	42%	52%
		a		g	gjm		cdgijklm		cgjkm	g	g	g	cgjkm	g	cgjkm	cgjkm		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Desktop/ laptop computer	518	276	243	111	119	115	99	47	27	189	159	91	79	233	285	518	**
	32%	35%	29%	48%	37%	36%	33%	21%	13%	37%	34%	27%	27%	34%	31%	32%	**
		b		defgh	gh	gh	gh	h		kl	k						
Smartphone	417	218	199	110	116	99	61	26	4	107	138	88	83	211	206	417	**
	26%	28%	24%	47%	36%	31%	20%	12%	2%	21%	29%	26%	29%	30%	22%	26%	**
				defgh	fgh	fgh	gh	h			i		i	n			
Tablet computer	398	206	191	85	106	81	75	35	16	145	109	76	68	201	197	398	**
	25%	26%	23%	36%	33%	25%	25%	16%	7%	28%	23%	22%	23%	29%	21%	25%	**
				efgh	gh	gh	gh	h						n			
ANY OF THESE	725	378	348	160	188	158	132	57	31	230	218	144	133	348	377	725	**
	45%	48%	41%	69%	58%	49%	43%	26%	14%	45%	46%	42%	46%	50%	41%	45%	**
		b		defgh	fgh	gh	gh	h						n			
NONE OF THESE	895	401	494	73	138	161	174	165	184	284	254	199	158	348	547	895	**
	55%	52%	59%	31%	42%	51%	57%	74%	86%	55%	54%	58%	54%	50%	59%	55%	**
			a		c	c	cd	cdef	cdefg						m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Desktop/ laptop computer	518	356	161	472	29	**	5	153	80	37	51	36	28	32	17	38	457	62
	32%	34%	28%	34%	24%	**	12%	67%	33%	26%	33%	31%	21%	25%	28%	22%	33%	28%
		b		dflmo	f			cdhfijklmno	flo	f	flo	f		f	f	f		
Smartphone	417	291	126	378	19	**	13	123	39	30	30	37	34	38	17	31	392	25
	26%	28%	22%	27%	15%	**	28%	54%	16%	21%	20%	31%	26%	29%	28%	18%	28%	11%
		b		dho			dho	cdhfijklmno				dhjo	h	dho	dh		q	
Tablet computer	398	287	110	349	27	**	9	74	59	37	36	34	33	33	16	28	355	42
	25%	28%	19%	25%	22%	**	21%	33%	24%	25%	23%	28%	25%	25%	26%	16%	25%	19%
		b		o				cfo				o					q	
ANY OF THESE	725	506	218	644	47	**	16	181	95	51	72	53	58	55	24	53	645	80
	45%	49%	38%	47%	38%	**	36%	80%	39%	35%	47%	45%	44%	42%	41%	31%	46%	36%
		b		fio				cdhfijklmno			o	o	o				q	
NONE OF THESE	895	535	360	737	76	**	28	46	147	93	82	65	73	76	36	120	755	140
	55%	51%	62%	53%	62%	**	64%	20%	61%	65%	53%	55%	56%	58%	59%	69%	54%	64%
Columns Tested:		a		g	g		cg		g	cg	g	g	g	g	g	cgijkl		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Desktop/ laptop computer	1050	526	524	137	185	221	214	164	129	386	302	203	158	449	601	1050	**
	65%	68%	62%	58%	57%	69%	70%	74%	60%	75%	64%	59%	55%	64%	65%	65%	**
		b				cdh	cdh	cdh		jkl	l						
Smartphone	954	457	497	171	222	241	174	93	53	319	279	193	164	491	463	954	**
	59%	59%	59%	73%	68%	76%	57%	42%	25%	62%	59%	56%	57%	71%	50%	59%	**
				fgh	fgh	fgh	gh	h						n			
Tablet computer	804	369	435	104	159	179	166	114	81	297	227	153	127	382	422	804	**
	50%	47%	52%	45%	49%	56%	54%	51%	38%	58%	48%	44%	44%	55%	46%	50%	**
				h	h	ch	ch	h		jkl				n			
ANY OF THESE	1367	653	714	198	272	284	262	192	159	451	384	285	248	604	763	1367	**
	84%	84%	85%	85%	84%	89%	86%	87%	74%	88%	81%	83%	85%	87%	83%	84%	**
				h	h	h	h	h		j				n			
NONE OF THESE	253	125	128	36	53	36	43	30	56	63	89	59	43	92	161	253	**
	16%	16%	15%	15%	16%	11%	14%	13%	26%	12%	19%	17%	15%	13%	17%	16%	**
								cdefg			i			m			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS		NATION/ REGION											LOCATION				
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Desktop/ laptop computer	1050	694	354	927	59	**	22	183	143	114	113	80	70	71	44	108	881	169
	65%	67%	61%	67%	48%	**	49%	81%	59%	79%	73%	68%	53%	54%	74%	62%	63%	77%
		b		dfhlm			cdfhklmo		cdfhklmo		dfhlm	dfilm			dfhlm	df		p
Smartphone	954	672	281	835	54	**	34	187	116	95	87	68	78	88	39	77	833	122
	59%	65%	49%	60%	44%	**	76%	83%	48%	66%	56%	57%	59%	67%	65%	45%	59%	55%
		b		dho			cdhjklo	cdhijklmno		dho		o	do	dho	dho			
Tablet computer	804	544	259	685	55	**	32	97	114	92	86	71	64	54	31	75	686	118
	50%	52%	45%	50%	45%	**	73%	43%	47%	64%	56%	60%	49%	41%	51%	43%	49%	54%
		b					cdghijklmno			cdghlmo	gmo	cdghmo						
ANY OF THESE	1367	887	479	1177	86	**	43	210	177	135	137	106	110	110	51	140	1165	202
	84%	85%	83%	85%	70%	**	97%	93%	73%	94%	89%	90%	84%	84%	86%	81%	83%	92%
				dh			cdhijklmno	cdhlmo		cdhlmo	dh	dho	dh	dh	dh			p
NONE OF THESE	253	154	99	204	37	**	1	16	65	9	17	12	22	22	9	33	235	19
	16%	15%	17%	15%	30%	**	3%	7%	27%	6%	11%	10%	16%	16%	14%	19%	17%	8%
				fgi	cfgijklmn				cfgijklmn		f	f	fgi	fgi	fi	fgik	q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Browse the internet - such as shopping, emails or social media	1367	653	714	198	272	284	262	192	159	451	384	285	248	604	763	1367	**
	84%	84%	85%	85%	84%	89%	86%	87%	74%	88%	81%	83%	85%	87%	83%	84%	**
				h	h	h	h	h		j				n			
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	921	450	472	178	216	207	159	107	54	306	274	185	157	451	470	921	**
	57%	58%	56%	76%	66%	65%	52%	48%	25%	59%	58%	54%	54%	65%	51%	57%	**
				defgh	fgh	fgh	h	h						n			
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	725	378	348	160	188	158	132	57	31	230	218	144	133	348	377	725	**
	45%	48%	41%	69%	58%	49%	43%	26%	14%	45%	46%	42%	46%	50%	41%	45%	**
		b		defgh	fgh	gh	gh	h						n			
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	546	267	279	108	108	111	95	73	51	201	164	102	79	254	292	546	**
	34%	34%	33%	46%	33%	35%	31%	33%	24%	39%	35%	30%	27%	36%	32%	34%	**
				defgh	h	h		h		kl	l						

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster	413	227	185	79	71	91	88	51	33	155	126	82	50	189	224	413	**
	25%	29%	22%	34%	22%	28%	29%	23%	15%	30%	27%	24%	17%	27%	24%	25%	**
		b		dgh		h	h	h		l	l	l					
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	294	148	146	68	73	64	58	20	10	121	80	56	37	150	145	294	**
	18%	19%	17%	29%	23%	20%	19%	9%	4%	24%	17%	16%	13%	21%	16%	18%	**
				efgh	gh	gh	gh	h		jkl				n			
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	240	125	115	51	58	55	43	21	12	94	77	50	20	130	110	240	**
	15%	16%	14%	22%	18%	17%	14%	10%	5%	18%	16%	14%	7%	19%	12%	15%	**
				fgh	gh	gh	h			l	l	l		n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	121	76	45	25	31	33	19	9	4	44	36	28	12	65	56	121	**
	7%	10%	5%	11%	10%	10%	6%	4%	2%	9%	8%	8%	4%	9%	6%	7%	**
		b		gh	gh	gh	h			l				n			
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	111	61	50	22	23	31	24	6	5	52	29	21	9	55	56	111	**
	7%	8%	6%	10%	7%	10%	8%	3%	2%	10%	6%	6%	3%	8%	6%	7%	**
				gh	gh	gh	gh			jl							
MADE ANY OF THESE USES	1542	741	801	231	309	314	295	206	186	490	451	326	274	678	864	1542	**
	95%	95%	95%	99%	95%	98%	97%	93%	87%	95%	95%	95%	94%	97%	93%	95%	**
				dgh	h	dgh	h	h						n			
GO ONLINE AT HOME BUT HAVE NOT MADE ANY OF THESE USES	79	38	41	2	16	6	10	16	28	24	22	17	17	18	60	79	**
	5%	5%	5%	1%	5%	2%	3%	7%	13%	5%	5%	5%	6%	3%	7%	5%	**
					ce			ce	cdefg						m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 232**

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**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1526	729	797	212	270	280	266	252	246	403	492	328	302	608	918	1526	-
Effective Weighted Sample	1331	634	697	184	240	247	234	224	226	364	436	285	263	536	800	1331	-
Total	1621	779	842	234	325	319	305	222	215	514	472	343	291	696	924	1621	-
ANY ONLINE VIDEO CONTENT - SO EXCLUDES BROWSING THE INTERNET	1230	608	622	217	271	267	227	142	106	403	372	241	214	576	654	1230	**
	76%	78%	74%	93%	83%	84%	74%	64%	49%	78%	79%	70%	74%	83%	71%	76%	**
				defgh	fgh	fgh	gh	h		k	k			n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 232**

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**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Browse the internet - such as shopping, emails or social media	1367 84%	887 85%	479 83%	1177 85% dh	86 70%	** **	43 97% cdhijklmno	210 93%	177 73%	135 94% cdhlmn	137 89% dh	106 90% dho	110 84% dh	110 84% dh	51 86% dh	140 81%	1165 83%	202 92% p
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	921 57%	643 62% b	276 48%	820 59% fhln	62 51% f	** **	16 35% cdfhijklmno	190 84%	113 47%	81 56% f	102 66% dfhln	74 63% fhln	64 48% f	87 66% dfhln	28 47%	80 46%	815 58% q	106 48%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	725 45%	506 49% b	218 38%	644 47% fio	47 38%	** **	16 36% cdfhijklmno	181 80%	95 39%	51 35%	72 47% o	53 45% o	58 44% o	55 42%	24 41%	53 31%	645 46% q	80 36%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	546 34%	367 35%	177 31%	486 35% fg	37 30% f	** **	7 16%	58 25%	99 41% fgm	68 47% cdfglmo	57 37% fg	52 44% dfglm	39 30% f	35 27%	21 35% f	57 33% f	463 33%	83 38%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 232**

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**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster	413 25%	294 28% b	118 20%	379 27% df	17 14%	** **	6 13%	62 27% df	89 37% cdfklmno	43 30% df	47 30% df	29 25% df	30 23% f	29 22%	13 22%	37 21%	373 27% q	40 18%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	294 18%	223 21% b	69 12%	249 18%	21 17%	** **	15 35% cdghilmo	28 12%	35 14%	33 23% g	38 25% gho	35 30% cdghlmo	24 18%	20 15%	14 23% g	23 13%	256 18%	38 17%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	240 15%	176 17% b	62 11%	218 16%	13 10%	** **	4 9%	24 11%	44 18% f	25 17%	28 18%	24 20% dfgm	22 17%	13 10%	12 20% dfgm	25 14%	212 15%	29 13%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**
**Table 232**

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**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	121 7%	95 9% b	24 4%	107 8%	6 5%	** **	2 5%	11 5%	16 6%	15 10%	10 6%	12 10%	13 10%	12 9%	7 12% g	12 7%	105 7%	16 7%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	111 7%	82 8% b	28 5%	96 7%	8 6%	** **	3 7%	8 3%	28 12% cgo	11 7%	9 6%	11 10% g	8 6%	11 8%	4 6%	7 4%	95 7%	16 7%
MADE ANY OF THESE USES	1542 95%	1003 96% b	537 93%	1317 95%	113 92%	** **	44 100% cdhijlmno	226 100% cdhijlmno	226 93%	136 95%	145 94%	118 99% cdhijlmno	126 95%	120 91%	57 95%	164 95%	1325 95%	217 98% p
GO ONLINE AT HOME BUT HAVE NOT MADE ANY OF THESE USES	79 5%	38 4%	41 7% a	64 5% fgk	10 8% fgk	** **	- -%	1 *%	16 7% fgk	7 5% fgk	10 6% fgk	1 1%	6 5% fg	11 9% fgk	3 5% fgk	9 5% fgk	75 5% q	4 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1526	910	614	1200	113	97	116	160	160	130	140	132	126	114	102	136	1255	271
Effective Weighted Sample	1331	799	542	1085	107	93	116	153	155	123	130	122	117	106	101	130	1109	236
Total	1621	1041	578	1381	123	72	44	227	242	144	154	118	132	131	60	173	1400	221
ANY ONLINE VIDEO CONTENT - SO EXCLUDES BROWSING THE INTERNET	1230	832	396	1075	88	**	30	208	194	101	123	96	98	101	41	112	1069	161
	76%	80%	69%	78%	72%	**	69%	92%	80%	70%	80%	81%	74%	77%	69%	65%	76%	73%
		b		fno				cdhijklmno	fno		fno	fno		o				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Browse the internet - such as shopping, emails or social media	1367 65%	653 65%	714 65%	198 67% h	272 70% h	284 78% cdgh	262 72% h	192 67% h	159 39%	451 79% jkl	384 67% l	285 64% l	248 47%	604 76% n	763 58%	1367 80% p	- -%
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	921 44%	450 45%	472 43%	178 60% fgh	216 56% fgh	207 57% fgh	159 44% h	107 37% h	54 13%	306 54% kl	274 48% l	185 42% l	157 30%	451 56% n	470 36%	921 54% p	- -%
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	725 34%	378 37% b	348 32%	160 54% efgh	188 48% fgh	158 43% gh	132 36% gh	57 20% h	31 8%	230 40% kl	218 38% l	144 33% l	133 25%	348 44% n	377 29%	725 42% p	- -%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	546 26%	267 26%	279 25%	108 36% dfgh	108 28% h	111 30% h	95 26% h	73 25% h	51 13%	201 35% jkl	164 29% l	102 23% l	79 15%	254 32% n	292 22%	546 32% p	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 233**

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**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster	413 20%	227 23% b	185 17%	79 27% dgh	71 18% h	91 25% gh	88 24% h	51 18% h	33 8%	155 27% kl	126 22% l	82 19% l	50 9%	189 24% n	224 17%	413 24% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	294 14%	148 15%	146 13%	68 23% fgh	73 19% gh	64 18% gh	58 16% gh	20 7% h	10 2%	121 21% jkl	80 14% l	56 13% l	37 7%	150 19% n	145 11%	294 17% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	240 11%	125 12%	115 10%	51 17% gh	58 15% gh	55 15% gh	43 12% h	21 7% h	12 3%	94 16% kl	77 14% l	50 11% l	20 4%	130 16% n	110 8%	240 14% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

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**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	121 6%	76 7%	45 4%	25 9%	31 8%	33 9%	19 5%	9 3%	4 1%	44 8%	36 6%	28 6%	12 2%	65 8%	56 4%	121 7%	- -%
		b		gh	gh	gh	h	h		l	l	l		n		p	
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	111 5%	61 6%	50 5%	22 8%	23 6%	31 8%	24 7%	6 2%	5 1%	52 9%	29 5%	21 5%	9 2%	55 7%	56 4%	111 6%	- -%
				gh	gh	gh	gh			jkl	l	l		n		p	
MADE ANY OF THESE USES	1542 73%	741 73%	801 73%	231 78%	309 79%	314 86%	295 81%	206 72%	186 46%	490 86%	451 79%	326 74%	274 52%	678 85%	864 66%	1542 90%	- -%
				h	gh	cdgh	gh	h		jkl	l	l		n		p	
GO ONLINE AT HOME BUT HAVE NOT MADE ANY OF THESE USES	79 4%	38 4%	41 4%	2 1%	16 4%	6 2%	10 3%	16 6%	28 7%	24 4%	22 4%	17 4%	17 3%	18 2%	60 5%	79 5%	- -%
					c			ce	cef						m	p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
ANY ONLINE VIDEO CONTENT - SO EXCLUDES BROWSING THE INTERNET	1230	608	622	217	271	267	227	142	106	403	372	241	214	576	654	1230	-
	58%	60%	57%	73%	69%	73%	62%	49%	26%	71%	65%	54%	41%	72%	50%	72%	-%
				fgh	gh	fgh	gh	h		kl	kl	l		n		p	
DON'T GO ONLINE USING THESE DEVICES AT HOME	486	231	255	63	64	46	59	66	188	55	96	99	236	103	384	98	387
	23%	23%	23%	21%	17%	13%	16%	23%	47%	10%	17%	22%	45%	13%	29%	6%	100%
				e				ef	cdefg		i	ij	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
			NOT				N							YORKS				
	Total	WORKING	WORKING	ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	HUMBER	NORTH	NORTH	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Browse the internet - such as shopping, emails or social media	1367	887	479	1177	86	60	43	210	177	135	137	106	110	110	51	140	1165	202
	65%	75%	52%	67%	47%	58%	74%	80%	60%	75%	72%	72%	60%	61%	57%	60%	64%	73%
		b		den			dehlmn	cdehlmn	d	cdehlmn	dehlmn	dehlmn	d	d		d		p
Watch short clips through websites such as YouTube or Facebook (that are under around 10 minutes long)	921	643	276	820	62	24	16	190	113	81	102	74	64	87	28	80	815	106
	44%	55%	30%	47%	34%	23%	27%	72%	39%	45%	53%	50%	35%	48%	32%	35%	45%	38%
		b		defhln	e			cdefhijklmn	ef	efn	defhln	defhln	e	defln		e	q	
Watch longer videos through websites such as YouTube or Facebook (that are over around 10 minutes long)	725	506	218	644	47	18	16	181	95	51	72	53	58	55	24	53	645	80
	34%	43%	24%	37%	26%	18%	28%	69%	32%	28%	38%	36%	32%	31%	27%	23%	35%	29%
		b		defino			e	cdefhijklmn	eo	e	deno	deo	e	e			q	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5)	546	367	177	486	37	16	7	58	99	68	57	52	39	35	21	57	463	83
	26%	31%	19%	28%	20%	16%	13%	22%	34%	38%	30%	35%	22%	19%	24%	25%	25%	30%
		b		defm				f	defalmn	cdefalmn	defm	cdefalmn	f		f	f		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster	413 20%	294 25% b	118 13%	379 22% def	17 9%	11 10%	6 10%	62 24% def	89 30% cdefklmno	43 24% def	47 24% defno	29 20% def	30 17%	29 16%	13 15%	37 16%	373 20% q	40 14%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime Instant Video (formerly LoveFilm Instant) or Now TV	294 14%	223 19% b	69 8%	249 14%	21 11%	9 9%	15 27% cdeghlmno	28 11%	35 12%	33 18% ego	38 20% deghmo	35 24% cdeghlmo	24 13%	20 11%	14 15%	23 10%	256 14%	38 14%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	240 11%	176 15% b	62 7%	218 12% de	13 7%	6 6%	4 7%	24 9%	44 15% defm	25 14% de	28 15% defm	24 16% defm	22 12%	13 7%	12 14% de	25 11%	212 12%	29 10%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : All respondents

	Total	WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets, or films from an online pay-per-view or download to own service such as TalkTalk TV store (formerly Blinkbox), PlayStation Store, iTunes Store or Google Play	121 6%	95 8% b	24 3%	107 6%	6 3%	5 5%	2 4%	11 4%	16 5%	15 8%	10 5%	12 8%	13 7%	12 7%	7 8%	12 5%	105 6%	16 6%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	111 5%	82 7% b	28 3%	96 5%	8 4%	4 4%	3 5%	8 3%	28 10% cglo	11 6%	9 4%	11 8% g	8 4%	11 6%	4 4%	7 3%	95 5%	16 6%
MADE ANY OF THESE USES	1542 73%	1003 85% b	537 58%	1317 75% demn	113 62%	67 65%	44 76% den	226 86% cdefhijlmno	226 77% demn	136 76% den	145 75% den	118 80% delmn	126 69%	120 67%	57 63%	164 71%	1325 72%	217 78% p
GO ONLINE AT HOME BUT HAVE NOT MADE ANY OF THESE USES	79 4%	38 3%	41 4%	64 4% fgk	10 5% fgk	5 5% fgk	- -%	1 *%	16 5% fgk	7 4% fgk	10 5% fgk	1 *%	6 3% fg	11 6% fgk	3 4% fgk	9 4% fgk	75 4% q	4 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
ANY ONLINE VIDEO CONTENT - SO EXCLUDES BROWSING THE INTERNET	1230	832	396	1075	88	36	30	208	194	101	123	96	98	101	41	112	1069	161
	58%	71%	43%	61%	48%	35%	52%	79%	66%	56%	64%	65%	54%	56%	46%	48%	58%	58%
		b		defno	e		e	cdefhijklmn o	deflno	e	defno	deflno	e	e		e		
DONT GO ONLINE USING THESE DEVICES AT HOME	486	136	347	381	60	32	14	37	52	37	38	29	51	49	29	59	430	56
	23%	12%	38%	22%	33%	31%	24%	14%	18%	20%	20%	20%	28%	27%	33%	25%	23%	20%
			a	g	cghijk	cghijk	g						gh	gh	cghijk	g		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices?**

**So not using a TV set**

**Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE)**

Base : Those using broadcaster catch-up services through a connected device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Unweighted total	490	235	255	95	88	94	77	81	55	155	167	88	80	217	273	490	-
Effective Weighted Sample	439	209	230	85	79	86	72	72	51	142	152	79	73	196	244	439	-
Total	546	267	279	108	108	111	95	73	51	201	164	102	79	254	292	546	-
I missed the programme/ film when it was on TV and I use it to catch up	362	166	196	**	**	**	**	**	**	120	116	**	**	176	186	362	**
	66%	62%	70%	**	**	**	**	**	**	60%	71%	**	**	69%	64%	66%	**
											i						
I want to watch the programme/ film at a time that suits me	163	89	74	**	**	**	**	**	**	70	45	**	**	78	85	163	**
	30%	33%	26%	**	**	**	**	**	**	35%	28%	**	**	31%	29%	30%	**
I use it when there is nothing on 'normal' TV that I want to watch	114	53	60	**	**	**	**	**	**	46	37	**	**	39	75	114	**
	21%	20%	22%	**	**	**	**	**	**	23%	23%	**	**	15%	26%	21%	**
															m		
Somebody was watching something else on the TV at the time it was on so I used it to catch up	48	29	19	**	**	**	**	**	**	17	11	**	**	21	26	48	**
	9%	11%	7%	**	**	**	**	**	**	8%	7%	**	**	8%	9%	9%	**
Just to pass some time/ relax	45	24	22	**	**	**	**	**	**	16	11	**	**	17	28	45	**
	8%	9%	8%	**	**	**	**	**	**	8%	7%	**	**	7%	10%	8%	**
The programme/ film was recommended to me by someone I know	25	17	8	**	**	**	**	**	**	12	10	**	**	12	13	25	**
	5%	6%	3%	**	**	**	**	**	**	6%	6%	**	**	5%	4%	5%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices?**

**So not using a TV set**

**Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE)**

Base : Those using broadcaster catch-up services through a connected device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Unweighted total	490	235	255	95	88	94	77	81	55	155	167	88	80	217	273	490	-
Effective Weighted Sample	439	209	230	85	79	86	72	72	51	142	152	79	73	196	244	439	-
Total	546	267	279	108	108	111	95	73	51	201	164	102	79	254	292	546	-
There is a good choice of programmes/ films	13 2%	7 3%	6 2%	** **	** **	** **	** **	** **	** **	3 2%	5 3%	** **	** **	1 1%	12 4% m	13 2%	** **
There are older programmes (such as classic TV shows) or films available that I want to watch	7 1%	6 2%	1 *%	** **	** **	** **	** **	** **	** **	3 1%	1 1%	** **	** **	4 1%	3 1%	7 1%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	7 1%	3 1%	4 1%	** **	** **	** **	** **	** **	** **	2 1%	1 1%	** **	** **	2 1%	5 2%	7 1%	** **
I thought I had recorded it	5 1%	4 2%	1 *%	** **	** **	** **	** **	** **	** **	1 1%	2 1%	** **	** **	4 2%	1 *%	5 1%	** **
Other reasons	24 4%	11 4%	13 5%	** **	** **	** **	** **	** **	** **	12 6%	3 2%	** **	** **	10 4%	14 5%	24 4%	** **
Don't know	7 1%	6 2%	* *% b	** **	** **	** **	** **	** **	** **	2 1%	3 2%	** **	** **	2 1%	4 2%	7 1%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices?**

**So not using a TV set**

**Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE)**

Base : Those using broadcaster catch-up services through a connected device

	Total	WORKING STATUS		NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	490	304	184	418	32	21	19	41	67	60	49	57	37	29	35	43	398	92
Effective Weighted Sample	439	277	164	381	31	20	19	39	65	57	46	53	35	28	34	41	360	83
Total	546	367	177	486	37	16	7	58	99	68	57	52	39	35	21	57	463	83
I missed the programme/ film when it was on TV and I use it to catch up	362 66%	249 68%	113 64%	321 66%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	301 65%	** **
I want to watch the programme/ film at a time that suits me	163 30%	115 31%	47 27%	143 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	141 31%	** **
I use it when there is nothing on 'normal' TV that I want to watch	114 21%	77 21%	37 21%	100 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	106 23%	** **
Somebody was watching something else on the TV at the time it was on so I used it to catch up	48 9%	31 8%	16 9%	42 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	45 10%	** **
Just to pass some time/ relax	45 8%	27 7%	17 10%	40 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	43 9%	** **
The programme/ film was recommended to me by someone I know	25 5%	19 5%	6 4%	24 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	24 5%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices?**

**So not using a TV set**

**Services such as BBC iPlayer, ITV Hub (formerly ITV Player), All4 (formerly 4OD) or My5 (formerly Demand 5) (MULTI CODE)**

Base : Those using broadcaster catch-up services through a connected device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	490	304	184	418	32	21	19	41	67	60	49	57	37	29	35	43	398	92
Effective Weighted Sample	439	277	164	381	31	20	19	39	65	57	46	53	35	28	34	41	360	83
Total	546	367	177	486	37	16	7	58	99	68	57	52	39	35	21	57	463	83
There is a good choice of programmes/ films	13	9	5	11	**	**	**	**	**	**	**	**	**	**	**	**	12	**
	2%	2%	3%	2%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
There are older programmes (such as classic TV shows) or films available that I want to watch	7	5	2	5	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
It didn't record properly/ cut the beginning/ cut the end of the programme	7	3	4	7	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	1%	1%	2%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
I thought I had recorded it	5	1	4	5	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	1%	*%	2%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Other reasons	24	17	8	24	**	**	**	**	**	**	**	**	**	**	**	**	18	**
	4%	5%	4%	5%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
Don't know	7	3	4	6	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	1%	1%	2%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q79 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster catch-up services through a connected device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	490	235	255	95	88	94	77	81	55	155	167	88	80	217	273	490	-
Effective Weighted Sample	439	209	230	85	79	86	72	72	51	142	152	79	73	196	244	439	-
Total	546	267	279	108	108	111	95	73	51	201	164	102	79	254	292	546	-
I missed the programme/ film when it was on TV and I use it to catch up	296	138	157	**	**	**	**	**	**	93	98	**	**	147	149	296	**
	54%	52%	56%	**	**	**	**	**	**	46%	60%	**	**	58%	51%	54%	**
										i							
I want to watch the programme/ film at a time that suits me	100	53	48	**	**	**	**	**	**	50	25	**	**	51	49	100	**
	18%	20%	17%	**	**	**	**	**	**	25%	15%	**	**	20%	17%	18%	**
										j							
I use it when there is nothing on 'normal' TV that I want to watch	70	29	41	**	**	**	**	**	**	31	18	**	**	22	48	70	**
	13%	11%	15%	**	**	**	**	**	**	16%	11%	**	**	9%	16%	13%	**
															m		
Somebody was watching something else on the TV at the time it was on so I used it to catch up	23	15	8	**	**	**	**	**	**	7	6	**	**	14	9	23	**
	4%	6%	3%	**	**	**	**	**	**	4%	3%	**	**	5%	3%	4%	**
Just to pass some time/ relax	23	10	13	**	**	**	**	**	**	9	6	**	**	6	16	23	**
	4%	4%	5%	**	**	**	**	**	**	5%	4%	**	**	3%	6%	4%	**
The programme/ film was recommended to me by someone I know	5	3	2	**	**	**	**	**	**	2	2	**	**	2	3	5	**
	1%	1%	1%	**	**	**	**	**	**	1%	1%	**	**	1%	1%	1%	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q79 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster catch-up services through a connected device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Unweighted total	490	235	255	95	88	94	77	81	55	155	167	88	80	217	273	490	-
Effective Weighted Sample	439	209	230	85	79	86	72	72	51	142	152	79	73	196	244	439	-
Total	546	267	279	108	108	111	95	73	51	201	164	102	79	254	292	546	-
There is a good choice of programmes/ films	4 1%	3 1%	1 *%	** **	** **	** **	** **	** **	** **	- -%	2 1%	** **	** **	1 1%	2 1%	4 1%	** **
I thought I had recorded it	2 *%	2 1%	1 *%	** **	** **	** **	** **	** **	** **	- -%	1 1%	** **	** **	2 1%	1 *%	2 *%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	1 *%	- -%	1 *%	** **	** **	** **	** **	** **	** **	- -%	- -%	** **	** **	- -%	1 *%	1 *%	** **
Other reasons	16 3%	9 4%	6 2%	** **	** **	** **	** **	** **	** **	6 3%	3 2%	** **	** **	6 2%	10 3%	16 3%	** **
Don't know	7 1%	6 2%	* *%	** **	** **	** **	** **	** **	** **	2 1%	3 2%	** **	** **	2 1%	4 2%	7 1%	** **

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q79 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster catch-up services through a connected device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	490	304	184	418	32	21	19	41	67	60	49	57	37	29	35	43	398	92
Effective Weighted Sample	439	277	164	381	31	20	19	39	65	57	46	53	35	28	34	41	360	83
Total	546	367	177	486	37	16	7	58	99	68	57	52	39	35	21	57	463	83
I missed the programme/ film when it was on TV and I use it to catch up	296 54%	201 55%	95 54%	264 54%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	243 53%	** **
I want to watch the programme/ film at a time that suits me	100 18%	73 20%	26 15%	88 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	85 18%	** **
I use it when there is nothing on 'normal' TV that I want to watch	70 13%	50 14%	19 11%	60 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	65 14%	** **
Somebody was watching something else on the TV at the time it was on so I used it to catch up	23 4%	13 4%	10 6%	20 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	21 5%	** **
Just to pass some time/ relax	23 4%	11 3%	11 6%	21 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	21 4%	** **
The programme/ film was recommended to me by someone I know	5 1%	2 1%	3 2%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	** **
There is a good choice of programmes/ films	4 1%	3 1%	1 *%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q79 And what would you say is the main reason? (SINGLE CODE)**

Base : Those using broadcaster catch-up services through a connected device

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	490	304	184	418	32	21	19	41	67	60	49	57	37	29	35	43	398	92
Effective Weighted Sample	439	277	164	381	31	20	19	39	65	57	46	53	35	28	34	41	360	83
Total	546	367	177	486	37	16	7	58	99	68	57	52	39	35	21	57	463	83
I thought I had recorded it	2 *%	- -%	2 1%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	1 *%	- -%	1 1%	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **
Other reasons	16 3%	11 3%	5 3%	16 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 2%	** **
Don't know	7 1%	3 1%	4 2%	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80A (SHOWCARD) How would you describe your national identity? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
English	1166	544	622	155	205	192	194	166	254	313	307	242	305	424	742	944	221
	55%	54%	57%	52%	53%	53%	53%	58%	63%	55%	54%	55%	58%	53%	57%	55%	57%
									cdef								
Scottish	178	90	88	21	45	26	33	24	30	38	48	47	46	59	119	132	47
	8%	9%	8%	7%	11%	7%	9%	8%	7%	7%	8%	11%	9%	7%	9%	8%	12%
																o	
Welsh	82	36	46	10	13	9	10	16	25	22	22	18	19	29	53	61	20
	4%	4%	4%	3%	3%	2%	3%	5%	6%	4%	4%	4%	4%	4%	4%	4%	5%
									ef								
Northern Irish	44	21	23	8	6	8	8	6	8	9	10	11	14	14	31	36	8
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
British	497	241	256	76	87	101	95	63	76	158	136	95	108	209	288	432	65
	24%	24%	23%	25%	22%	28%	26%	22%	19%	28%	24%	21%	20%	26%	22%	25%	17%
				h		h	h			kl						p	
Other	139	78	62	27	35	30	25	13	10	29	46	30	35	65	74	114	26
	7%	8%	6%	9%	9%	8%	7%	4%	2%	5%	8%	7%	7%	8%	6%	7%	7%
				gh	gh	h	h							n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80A (SHOWCARD) How would you describe your national identity? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
English	1166	620	544	1157	1	8	*	70	191	135	124	110	156	114	66	190	1023	143
	55%	53%	59%	66%	1%	8%	1%	26%	65%	75%	65%	75%	86%	63%	74%	82%	56%	52%
			a	defg		df		def	defg	cefgghjm	defg	cdefgm	cdefghijklmn	defg	cdefg	cdefghjm		
Scottish	178	107	70	15	163	-	*	1	3	2	2	1	1	1	2	1	151	28
	8%	9%	8%	1%	89%	-%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	8%	10%
					cefgghijklmn													
					o													
Welsh	82	30	52	10	-	72	-	-	3	4	-	2	-	-	-	2	70	12
	4%	3%	6%	1%	-%	69%	-%	-%	1%	2%	-%	1%	-%	-%	-%	1%	4%	4%
			a			cdefghijklmn				c								
					o													
Northern Irish	44	27	17	2	-	1	41	-	-	-	1	1	1	-	-	-	27	18
	2%	2%	2%	*%	-%	1%	71%	-%	-%	-%	*%	1%	*%	-%	-%	-%	1%	6%
						cdeghijklmn												p
					o													
British	497	295	200	449	14	19	15	146	74	30	58	22	18	49	21	31	429	68
	24%	25%	22%	25%	8%	19%	25%	55%	25%	17%	30%	15%	10%	27%	23%	13%	23%	24%
				diklo		dl	dklo	cdefghijklmn	dklo	d	deiklo	d		diklo	dlo			
								o										
Other	139	98	42	128	5	4	2	47	23	10	7	11	6	16	1	9	130	9
	7%	8%	5%	7%	3%	4%	3%	18%	8%	5%	3%	8%	3%	9%	2%	4%	7%	3%
		b		dfln				cdefghijklmn	dfn			n		dfjln			q	
								o										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
<b>WHITE</b>																	
British	1105	488	617	149	198	187	183	168	222	328	290	221	267	409	696	915	190
	52%	48%	56%	50%	51%	51%	50%	58%	55%	58%	51%	50%	51%	51%	53%	53%	49%
English	386	208	178	49	44	60	70	60	103	104	95	85	103	125	261	316	69
	18%	21%	16%	17%	11%	16%	19%	21%	26%	18%	17%	19%	19%	16%	20%	18%	18%
		b					d	d	cde						m		
Scottish	164	81	84	21	45	23	31	20	25	33	45	44	42	57	108	121	43
	8%	8%	8%	7%	11%	6%	9%	7%	6%	6%	8%	10%	8%	7%	8%	7%	11%
					eh							i					o
Welsh	74	33	41	9	12	5	10	14	24	18	20	18	19	25	49	53	20
	4%	3%	4%	3%	3%	1%	3%	5%	6%	3%	3%	4%	4%	3%	4%	3%	5%
								e	ef								o
Irish	34	17	18	5	4	7	5	6	8	7	10	6	11	10	24	26	8
	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%
Any other white background	70	38	32	12	21	16	11	3	6	15	22	22	11	27	42	57	13
	3%	4%	3%	4%	5%	4%	3%	1%	2%	3%	4%	5%	2%	3%	3%	3%	3%
				gh	gh	gh						l					
<b>MIXED</b>																	
White and Black Caribbean	20	11	9	4	8	3	2	2	2	2	3	4	11	8	12	14	7
	1%	1%	1%	1%	2%	1%	*%	1%	*%	*%	1%	1%	2%	1%	1%	1%	2%
					h								ij				
White and Black African	19	17	2	-	6	4	9	-	-	12	5	-	2	10	9	17	2
	1%	2%	*%	-%	2%	1%	2%	-%	-%	2%	1%	-%	*%	1%	1%	1%	1%
		b			cgh	h	cgh			kl							

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
White and Asian	5	-	5	-	-	1	4	-	-	-	1	-	4	5	-	5	-
	*%	-%	*%	-%	-%	*%	1%	-%	-%	-%	*%	-%	1%	1%	-%	*%	-%
							h							n			
<b>ASIAN AND BRITISH ASIAN</b>																	
Indian	47	20	27	8	9	17	7	1	5	17	17	7	6	25	22	40	7
	2%	2%	2%	3%	2%	5%	2%	1%	1%	3%	3%	2%	1%	3%	2%	2%	2%
				g		gh					l			n			
Pakistani	34	17	16	9	12	6	4	-	3	4	12	9	9	22	11	30	3
	2%	2%	1%	3%	3%	2%	1%	-%	1%	1%	2%	2%	2%	3%	1%	2%	1%
				gh	gh	g								n			
Bangladeshi	23	9	14	5	9	7	2	-	-	8	6	7	2	16	7	21	2
	1%	1%	1%	2%	2%	2%	1%	-%	-%	1%	1%	2%	*%	2%	1%	1%	*%
				gh	gh	gh						l		n			
Any other Asian background	6	1	4	-	2	2	-	1	-	-	6	-	-	4	1	6	-
	*%	*%	*%	-%	1%	1%	-%	*%	-%	-%	1%	-%	-%	1%	*%	*%	-%
											il						
<b>BLACK AND BLACK BRITISH</b>																	
Caribbean	34	16	17	8	4	-	11	9	3	4	4	9	16	7	27	23	10
	2%	2%	2%	3%	1%	-%	3%	3%	1%	1%	1%	2%	3%	1%	2%	1%	3%
				eh			eh	eh					ij				
African	42	25	17	7	11	15	8	-	1	10	16	5	12	27	15	39	3
	2%	2%	2%	2%	3%	4%	2%	-%	*%	2%	3%	1%	2%	3%	1%	2%	1%
				gh	gh	gh	gh							n			
Any other black background	3	2	2	2	-	2	-	-	-	-	2	-	2	2	2	2	2
	*%	*%	*%	1%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
<b>MIDDLE EAST AND ARABIC ORIGIN</b>																	
Middle Eastern, including Arabic origin	17	12	5	4	2	6	4	1	-	2	9	2	4	11	6	14	3
	1%	1%	*%	1%	*%	2%	1%	*%	-%	*%	2%	*%	1%	1%	*%	1%	1%
				h		h	h							n			
Iranian	3	3	-	-	-	2	-	-	1	1	2	-	-	2	1	3	-
	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%	-%
<b>CHINESE OR OTHER ETHNIC GROUP</b>																	
Chinese	2	2	-	-	-	2	-	-	-	2	-	-	-	-	2	2	-
	*%	*%	-%	-%	-%	1%	-%	-%	-%	*%	-%	-%	-%	-%	*%	*%	-%
Any other background	15	9	7	4	2	-	5	3	2	4	2	3	7	5	10	10	5
	1%	1%	1%	1%	*%	-%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
						e											
Refused	3	1	2	1	1	-	1	-	-	-	2	-	1	1	2	3	-
	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
<b>WHITE</b>																		
British	1105 52%	620 53%	484 52%	1018 58%	23 12%	28 27%	37 64%	75 28%	200 68%	125 69%	96 50%	83 56%	116 64%	106 59%	63 71%	154 66%	943 52%	162 59%
				deg		d	degj	d	cdegjk	cdegjk	deg	deg	degj	deg	cdegikm	cdegj		p
English	386 18%	183 16%	203 22%	381 22%	2 1%	3 3%	- -%	13 5%	51 17%	42 23%	70 36%	40 27%	41 22%	44 25%	21 24%	58 25%	331 18%	55 20%
			a	defg		f		df	defg	defg	cdefghilmno	defgh	defg	defg	defg	defg		
Scottish	164 8%	102 9%	61 7%	13 1%	151 83%	- -%	* 1%	1 1%	3 1%	2 1%	2 1%	1 *%	1 1%	- -%	2 2%	1 *%	141 8%	24 8%
					cefg hijklmn o													
Welsh	74 4%	28 2%	46 5%	7 *%	- -%	67 64%	- -%	- -%	1 *%	2 1%	- -%	2 1%	- -%	- -%	- -%	2 1%	63 3%	11 4%
			a			cdefghijklmn o												
Irish	34 2%	18 1%	17 2%	14 1%	- -%	1 1%	20 35%	- -%	3 1%	- -%	4 2%	2 1%	1 *%	1 *%	1 1%	2 1%	23 1%	11 4%
							cdeghijklmn o				g							p
Any other white background	70 3%	51 4%	19 2%	67 4%	3 2%	- -%	- -%	32 12%	13 5%	8 4%	5 3%	2 1%	1 *%	1 1%	- -%	5 2%	64 3%	6 2%
		b		eflmn				cdefhijklmn o	eflmn	eflmn								

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
<b>MIXED</b>																		
White and Black Caribbean	20 1%	8 1%	12 1%	20 1%	- -%	- -%	- -%	3 1%	- -%	- -%	2 1%	5 3% cdefhin	3 2%	2 1%	- -%	6 2% dhi	20 1%	- -%
White and Black African	19 1%	19 2% b	- -%	19 1%	- -%	- -%	- -%	11 4% cdefijkmno	6 2% o	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	19 1%	- -%
White and Asian	5 *%	2 *%	3 *%	5 *%	- -%	- -%	- -%	3 1%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	5 *%	- -%
<b>ASIAN AND BRITISH ASIAN</b>																		
Indian	47 2%	29 2%	16 2%	41 2% o	2 1%	4 4% fimno	- -%	18 7% cdfhimno	6 2%	- -%	5 3% fimno	6 4% fimno	5 3% fimno	- -%	- -%	- -%	45 2% q	2 1%
Pakistani	34 2%	17 1%	16 2%	34 2%	- -%	- -%	- -%	10 4% defhino	- -%	- -%	2 1%	1 1%	4 2%	17 10% cdefghijkno	- -%	- -%	34 2% q	- -%
Bangladeshi	23 1%	16 1%	7 1%	23 1%	- -%	- -%	- -%	19 7% cdefhijklmn o	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	2 1%	23 1% q	- -%
Any other Asian background	6 *%	6 *% b	- -%	6 *%	- -%	- -%	- -%	3 1%	2 1%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	6 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
<b>BLACK AND BLACK BRITISH</b>																		
Caribbean	34 2%	15 1%	18 2%	34 2%	- -%	- -%	- -%	16 6%	4 1%	- -%	2 1%	5 3%	3 2%	3 2%	- -%	- -%	34 2%	- -%
							cdefhijlno					defino					q	
African	42 2%	33 3%	10 1%	42 2%	- -%	- -%	- -%	30 12%	- -%	- -%	5 3%	2 1%	2 1%	2 1%	- -%	2 1%	41 2%	2 1%
		b		dhi			cdefhijklmn				dfhin							
								o										
Any other black background	3 *%	3 *%	- -%	3 *%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	3 *%	- -%
<b>MIDDLE EAST AND ARABIC ORIGIN</b>																		
Middle Eastern, including Arabic origin	17 1%	11 1%	5 1%	17 1%	- -%	- -%	- -%	16 6%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	17 1%	- -%
							cdefhijklmn											
								o										
Iranian	3 *%	2 *%	1 *%	3 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	2 1%	3 *%	- -%
<b>CHINESE OR OTHER ETHNIC GROUP</b>																		
Chinese	2 *%	2 *%	- -%	2 *%	- -%	- -%	* 1%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	* *%
							c											
Any other background	15 1%	9 1%	7 1%	13 1%	2 1%	- -%	- -%	7 3%	2 1%	1 1%	- -%	- -%	2 1%	2 1%	- -%	- -%	12 1%	3 1%
							cfjkno											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION											LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Refused	3	2	1	2	-	1	-	2	-	-	-	-	-	-	-	-	2	1
	*%	*%	*%	*%	-%	1%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q81 Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Yes	328	158	170	17	24	32	49	59	146	60	58	71	138	50	278	203	125
	16%	16%	15%	6%	6%	9%	13%	20%	36%	11%	10%	16%	26%	6%	21%	12%	32%
							cd	cdef	cdefg			ij	ijk		m		o
No	1777	851	926	279	366	332	315	228	256	508	510	370	388	749	1028	1514	262
	84%	84%	84%	94%	94%	91%	87%	79%	63%	89%	90%	84%	74%	94%	79%	88%	68%
				fgh	fgh	gh	gh	h		kl	kl	l		n		p	
Don't know	2	1	1	-	-	1	-	1	1	1	-	1	1	-	2	2	-
	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q81 Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes	328 16%	48 4%	279 30% a	261 15% fg	28 15% fg	35 34% cdfghijklmn o	3 6%	9 4%	39 13% fg	33 18% fg	43 22% cfgh	21 14% fg	29 16% fg	37 21% fg	16 18% fg	35 15% fg	280 15%	48 17%
No	1777 84%	1128 96% b	645 70%	1499 85% ej	155 85% e	68 66%	54 93% cdehijklmno	254 96% cdehijklmno	255 87% ej	148 82% e	150 78% e	126 85% e	154 84% e	143 79% e	73 81% e	197 85% e	1548 85%	229 83%
Don't know	2 *%	1 *%	1 *%	1 *%	- -%	1 1%	* 1%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	1 1%	- -%	2 *%	* *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE)**

Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	~j	~k	l	~m	n	o	p
Unweighted total	379	184	195	18	23	30	47	74	187	58	77	83	161	49	330	219	159
Effective Weighted Sample	340	165	175	16	20	28	43	69	171	52	70	73	147	43	298	196	145
Total	328	158	170	17	24	32	49	59	146	60	58	71	138	50	278	203	125
Cannot walk very far or manage stairs or can only do so with difficulty	130 40%	55 35%	75 44%	** **	** **	** **	** **	** **	72 49%	** **	** **	** **	56 41%	** **	108 39%	75 37%	54 43%
Breathlessness or chest pains	67 20%	35 22%	32 19%	** **	** **	** **	** **	** **	41 28%	** **	** **	** **	32 23%	** **	61 22%	43 21%	24 19%
Mental health problems or difficulties	55 17%	29 18%	26 15%	** **	** **	** **	** **	** **	6 4%	** **	** **	** **	33 24%	** **	42 15%	33 16%	22 18%
Poor hearing, partial hearing or deafness	26 8%	13 8%	13 8%	** **	** **	** **	** **	** **	17 12%	** **	** **	** **	10 7%	** **	24 9%	13 7%	13 10%
Poor vision, partial sight or blindness	22 7%	13 8%	9 5%	** **	** **	** **	** **	** **	10 7%	** **	** **	** **	6 5%	** **	21 8%	15 8%	6 5%
Limited ability to reach	21 6%	9 6%	12 7%	** **	** **	** **	** **	** **	12 8%	** **	** **	** **	6 4%	** **	17 6%	13 6%	8 7%
Cannot walk at all/ use a wheelchair	18 6%	7 4%	12 7%	** **	** **	** **	** **	** **	4 3%	** **	** **	** **	13 9%	** **	14 5%	14 7%	5 4%
Dyslexia	11 3%	7 4%	5 3%	** **	** **	** **	** **	** **	- -%	** **	** **	** **	5 4%	** **	10 4%	7 4%	4 3%
Difficulty in speaking or communicating	8 2%	5 3%	3 1%	** **	** **	** **	** **	** **	3 2%	** **	** **	** **	3 2%	** **	7 3%	7 3%	1 1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE)**

Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	~j	~k	l	~m	n	o	p
Unweighted total	379	184	195	18	23	30	47	74	187	58	77	83	161	49	330	219	159
Effective Weighted Sample	340	165	175	16	20	28	43	69	171	52	70	73	147	43	298	196	145
Total	328	158	170	17	24	32	49	59	146	60	58	71	138	50	278	203	125
Other illnesses/ health problems which limit your daily activities/ work you can do	123	59	65	**	**	**	**	**	47	**	**	**	49	**	105	82	42
	38%	37%	38%	**	**	**	**	**	32%	**	**	**	36%	**	38%	40%	33%
Don't know/ Refused	14	9	5	**	**	**	**	**	4	**	**	**	5	**	11	12	2
	4%	6%	3%	**	**	**	**	**	3%	**	**	**	3%	**	4%	6%	2%
																p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE)**

Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

		WORKING STATUS		NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	~a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	379	43	335	283	33	53	10	9	28	35	45	27	36	41	29	33	312	67
Effective Weighted Sample	340	39	303	256	31	53	10	9	27	33	42	25	34	39	29	31	280	62
Total	328	48	279	261	28	35	3	9	39	33	43	21	29	37	16	35	280	48
Cannot walk very far or manage stairs or can only do so with difficulty	130 40%	** **	120 43%	99 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	107 38%	** **
Breathlessness or chest pains	67 20%	** **	61 22%	53 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	55 20%	** **
Mental health problems or difficulties	55 17%	** **	47 17%	41 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	53 19%	** **
Poor hearing, partial hearing or deafness	26 8%	** **	25 9%	17 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	24 8%	** **
Poor vision, partial sight or blindness	22 7%	** **	22 8%	19 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 7%	** **
Limited ability to reach	21 6%	** **	17 6%	11 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 5%	** **
Cannot walk at all/ use a wheelchair	18 6%	** **	18 6%	16 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 5%	** **
Dyslexia	11 3%	** **	7 2%	6 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 2%	** **
Difficulty in speaking or communicating	8 2%	** **	8 3%	7 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 3%	** **

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE)**

Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	~a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	379	43	335	283	33	53	10	9	28	35	45	27	36	41	29	33	312	67
Effective Weighted Sample	340	39	303	256	31	53	10	9	27	33	42	25	34	39	29	31	280	62
Total	328	48	279	261	28	35	3	9	39	33	43	21	29	37	16	35	280	48
Other illnesses/ health problems which limit your daily activities/ work you can do	123	**	99	99	**	**	**	**	**	**	**	**	**	**	**	**	100	**
	38%	**	35%	38%	**	**	**	**	**	**	**	**	**	**	**	**	36%	**
Don't know/ Refused	14	**	10	13	**	**	**	**	**	**	**	**	**	**	**	**	13	**
	4%	**	4%	5%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q83 (SHOWCARD) Which of these best describes your sight (with glasses or contact lenses if you normally use them)? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	28	16	12	2	2	1	-	8	15	5	8	6	9	1	27	18	10
Effective Weighted Sample	25	15	11	2	2	1	-	7	14	5	7	5	9	1	24	16	10
Total	22	13	9	1	3	1	-	6	10	5	6	5	6	1	21	15	6
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other description of sight	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q83 (SHOWCARD) Which of these best describes your sight (with glasses or contact lenses if you normally use them)? (SINGLE CODE)**

Base : Those with poor vision, partial sight or blindness

	WORKING STATUS		NATION/ REGION												LOCATION			
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q
Unweighted total	28	-	28	23	1	3	1	-	1	1	5	5	2	3	4	2	24	4
Effective Weighted Sample	25	-	25	21	1	3	1	-	1	1	5	5	2	3	4	2	22	4
Total	22	-	22	19	1	2	*	-	1	1	4	3	2	2	2	3	19	2
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other description of sight	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q84 (SHOWCARD) Which of these best describes your hearing (with a hearing aid if you normally use one)? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	33	17	16	-	-	1	1	8	23	7	8	6	12	2	31	15	18
Effective Weighted Sample	30	16	15	-	-	1	1	8	21	6	8	5	11	2	29	14	17
Total	26	13	13	-	-	1	1	6	17	6	6	5	10	2	24	13	13
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other description of hearing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q84 (SHOWCARD) Which of these best describes your hearing (with a hearing aid if you normally use one)? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	33	17	16	-	-	1	1	8	23	7	8	6	12	2	31	15	18
Effective Weighted Sample	30	16	15	-	-	1	1	8	21	6	8	5	11	2	29	14	17
Total	26	13	13	-	-	1	1	6	17	6	6	5	10	2	24	13	13
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q84 (SHOWCARD) Which of these best describes your hearing (with a hearing aid if you normally use one)? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q
Unweighted total	33	1	32	19	5	8	1	1	4	1	3	-	5	3	2	-	30	3
Effective Weighted Sample	30	1	29	17	5	8	1	1	4	1	3	-	5	3	2	-	27	3
Total	26	1	25	17	4	5	*	1	5	1	3	-	4	2	1	-	24	2
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other description of hearing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q84 (SHOWCARD) Which of these best describes your hearing (with a hearing aid if you normally use one)? (SINGLE CODE)**

Base : Those with poor hearing, partial hearing or deafness

WORKING STATUS			NATION/ REGION													LOCATION		
Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	
Significance Level: 95%																		
Unweighted total	33	1	32	19	5	8	1	1	4	1	3	-	5	3	2	-	30	3
Effective Weighted Sample	30	1	29	17	5	8	1	1	4	1	3	-	5	3	2	-	27	3
Total	26	1	25	17	4	5	*	1	5	1	3	-	4	2	1	-	24	2
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q



**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q86 (SHOWCARD) Could you please give me the number from this card for the group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2069	980	1089	270	326	324	316	342	491	455	608	434	571	702	1367	1622	445
Effective Weighted Sample	1792	846	946	236	290	287	280	302	442	409	534	375	497	619	1182	1415	385
Total	2107	1010	1097	297	390	365	364	288	403	569	569	442	527	799	1308	1719	387
Under Â£11,500 per year	331	133	198	52	50	42	49	47	91	13	54	39	225	93	238	168	163
	16%	13%	18%	17%	13%	12%	13%	16%	23%	2%	9%	9%	43%	12%	18%	10%	42%
			a						defg		i	i	ijk		m		o
Â£11,500 - Â£17,499 per year	173	79	94	19	40	14	25	28	47	26	37	42	67	59	114	124	48
	8%	8%	9%	6%	10%	4%	7%	10%	12%	5%	7%	10%	13%	7%	9%	7%	13%
			e		e			e	cef			i	ij				o
Â£17,500 - Â£29,999 per year	279	131	148	27	52	57	54	36	53	58	89	80	53	103	177	242	38
	13%	13%	13%	9%	13%	16%	15%	13%	13%	10%	16%	18%	10%	13%	14%	14%	10%
						c					il	il				p	
Â£30,000 - Â£49,999 per year	298	153	145	26	82	81	53	36	22	117	100	66	15	144	154	289	9
	14%	15%	13%	9%	21%	22%	15%	12%	5%	21%	18%	15%	3%	18%	12%	17%	2%
					cfgh	cfgh	ch	h		kl	l	l		n		p	
Â£50,000 or over per year	211	112	99	14	44	51	65	27	10	130	59	20	2	94	118	208	3
	10%	11%	9%	5%	11%	14%	18%	10%	2%	23%	10%	4%	*%	12%	9%	12%	1%
					ch	ch	cdgh	ch		jkl	kl	l				p	
DK/ Refused	815	402	412	159	121	120	119	114	181	224	229	195	166	307	508	688	125
	39%	40%	38%	54%	31%	33%	33%	40%	45%	39%	40%	44%	31%	38%	39%	40%	32%
				defgh				d	def	l	l	l				p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

**OFCOM MEDIA TRACKER 2016 - February and May and August and November 2016.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q86 (SHOWCARD) Could you please give me the number from this card for the group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2069	1032	1033	1591	179	144	155	191	196	169	178	169	180	166	156	186	1713	356
Effective Weighted Sample	1792	906	908	1425	168	138	154	182	190	158	164	155	165	153	154	177	1502	309
Total	2107	1176	925	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Under Â£11,500 per year	331	80	251	272	32	16	11	25	36	21	31	27	28	50	17	36	296	34
	16%	7%	27%	15%	17%	16%	19%	9%	12%	12%	16%	19%	15%	28%	19%	16%	16%	12%
		a	g	g	g	g	g					g	cdeghijlo	g				
Â£11,500 - Â£17,499 per year	173	85	88	133	24	10	5	9	23	14	11	11	11	22	8	23	155	17
	8%	7%	9%	8%	13%	10%	8%	4%	8%	8%	6%	8%	6%	12%	9%	10%	8%	6%
				g	cgjl	g								gj	g	g		
Â£17,500 - Â£29,999 per year	279	179	100	229	36	8	6	40	41	18	27	23	15	25	14	27	241	38
	13%	15%	11%	13%	20%	8%	11%	15%	14%	10%	14%	16%	8%	14%	15%	12%	13%	14%
		b			cefilo			l				el			el			
Â£30,000 - Â£49,999 per year	298	248	50	267	21	7	4	61	48	25	33	25	11	29	11	24	250	48
	14%	21%	5%	15%	11%	6%	7%	23%	16%	14%	17%	17%	6%	16%	12%	10%	14%	17%
		b		efl				cdefilno	efl	el	efl	efl		efl	l			
Â£50,000 or over per year	211	186	23	187	15	6	3	43	44	19	29	20	11	7	5	8	179	32
	10%	16%	3%	11%	8%	6%	5%	16%	15%	10%	15%	14%	6%	4%	6%	3%	10%	12%
		b		fmno				cdeflmno	deflmno	mo	eflmno	eflmno						
DK/ Refused	815	398	412	674	56	56	28	86	101	85	61	41	106	46	35	114	708	107
	39%	34%	45%	38%	30%	54%	49%	32%	35%	47%	32%	28%	58%	26%	39%	49%	39%	39%
			a	dkm		cdghjkmn	cdghjkm			cdghjkm			cdghjkmn		km	cdghjkm		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q