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●	134	29	QA11: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with any working TV set in the home and home broadband service	2113
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●	143	32	QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months? IF NECESSARY – This would include playing games IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with any working TV set in the home and home broadband service	2113
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	Page	Table	Title	Base Description	Base
●	157	35	QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service? IF NECCESARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for. MULTI CODE	Base: All respondents	2386
●	158	35	QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service? IF NECCESARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for. MULTI CODE	Base: All respondents	2386
●	159	36	QA16: 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	2386
●	160	36	QA16: 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	2386
●	161	36	QA16: 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	2386
●	162	36	QA16: 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	2386
●	163	37	QA16: 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 with devices used to go online either using Wi-Fi or plugged into the home broadband	2171
●	164	37	QA16: 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 with devices used to go online either using Wi-Fi or plugged into the home broadband	2171
●	165	37	QA16: 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 with devices used to go online either using Wi-Fi or plugged into the home broadband	2171
●	166	37	QA16: 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 with devices used to go online either using Wi-Fi or plugged into the home broadband	2171

	Page	Table	Title	Base Description	Base
●	167	38	QA17: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All respondents	2386
●	168	38	QA17: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All respondents	2386
●	169	38	QA17: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All respondents	2386
●	170	38	QA17: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All respondents	2386
●	171	39	QA17: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with devices in the household	2235

	Page	Table	Title	Base Description	Base
●	172	39	QA17: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with devices in the household	2235
●	173	39	QA17: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with devices in the household	2235
●	174	39	QA17: 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 from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with devices in the household	2235
●	175	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2386
●	176	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2386
●	177	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2386
●	178	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2386

	Page	Table	Title	Base Description	Base
●	179	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2386
●	180	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2386
●	181	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2386
●	182	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2386
●	183	41	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	2386
●	184	41	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	2386
●	185	41	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	2386
●	186	41	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	2386

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●	187	42	QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV live at the time of broadcast MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1875
●	188	42	QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV live at the time of broadcast MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1875
●	189	42	QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV live at the time of broadcast MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1875
●	190	42	QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV live at the time of broadcast MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1875



	Page	Table	Title	Base Description	Base
●	191	43	QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1469
●	192	43	QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1469
●	193	43	QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1469

	Page	Table	Title	Base Description	Base
●	194	43	QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1469
●	195	44	QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? 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 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	767
●	196	44	QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? 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 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	767

	Page	Table	Title	Base Description	Base
●	197	44	QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? 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 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	767
●	198	44	QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? 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 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	767
●	199	45	QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis  MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	321

	Page	Table	Title	Base Description	Base
	200	45	QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis  MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	321
●	201	45	QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis  MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	321
●	202	45	QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis  MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	321

	Page	Table	Title	Base Description	Base
●	203	46	QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	771
●	204	46	QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	771
●	205	46	QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	771
●	206	46	QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	771

	Page	Table	Title	Base Description	Base
●	207	47	QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV,box sets,or films from an online pay-per-view or download to own service MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	171
	208	47	QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV,box sets,or films from an online pay-per-view or download to own service MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	171
●	209	47	QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV,box sets,or films from an online pay-per-view or download to own service MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	171
●	210	47	QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV,box sets,or films from an online pay-per-view or download to own service MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	171

	Page	Table	Title	Base Description	Base
●	211	48	QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1122
●	212	48	QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1122
●	213	48	QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1122
●	214	48	QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1122

	Page	Table	Title	Base Description	Base
●	215	49	QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	738
●	216	49	QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	738
●	217	49	QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	738
●	218	49	QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	738
●	219	51	A20: SUMMARY - Net use of each service via any device	Base: All respondents	2386



	Page	Table	Title	Base Description	Base
●	220	51	A20: SUMMARY - Net use of each service via any device	Base: All respondents	2386
●	221	51	A20: SUMMARY - Net use of each service via any device	Base: All respondents	2386
●	222	51	A20: SUMMARY - Net use of each service via any device	Base: All respondents	2386
●	223	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1379
●	224	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1341
●	225	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1379
●	226	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1341
●	227	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1379
●	228	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1341
●	229	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1379
●	230	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1341

	Page	Table	Title	Base Description	Base
●	231	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	194
	232	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	189
	233	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	194
	234	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	189
	235	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	194
	236	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	189
●	237	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	194
●	238	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	189
●	239	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	619

	Page	Table	Title	Base Description	Base
●	240	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	563
●	241	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	619
●	242	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	563
●	243	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	619
●	244	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	563
●	245	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	619
●	246	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	563

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●	247	55	QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE	Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months	759
●	248	55	QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE	Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months	733
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●	324	68	QB2: In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have improved over the past year	479
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●	335	70	QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?	Base: All with any working TV set in the home	2313
●	336	70	QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?	Base: All with any working TV set in the home	2313
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●	349	73	QC3a: Do you have any concerns about advertising on television?	Base: All with any working TV set in the home	2313
●	350	73	QC3a: Do you have any concerns about advertising on television?	Base: All with any working TV set in the home	2313
●	351	74	QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long' MULTI CODE	Base: All with concerns	516

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●	359	75	QC4: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	360	75	QC4: (SHOW SCREEN) 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: All with any working TV set in the home	2307

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●	362	75	QC4: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	363	75	QC4: (SHOW SCREEN) 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: All with any working TV set in the home	2307
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●	365	75	QC4: (SHOW SCREEN) 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: All with any working TV set in the home	2307
●	366	76	QC9: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	367	76	QC9: (SHOW SCREEN) 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: All with any working TV set in the home	2313

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●	368	76	QC9: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	369	76	QC9: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	370	77	QC10: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	371	77	QC10: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	372	77	QC10: (SHOW SCREEN) 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: All with any working TV set in the home	2313



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●	374	78	QC11: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	375	78	QC11: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	376	78	QC11: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	377	78	QC11: (SHOW SCREEN) 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: All with any working TV set in the home	2313

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●	378	79	QC12: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	379	79	QC12: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	380	79	QC12: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	381	79	QC12: (SHOW SCREEN) 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: All with any working TV set in the home	2313
●	382	80	QD1: 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	2386

	Page	Table	Title	Base Description	Base
●	383	80	QD1: 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	2386
●	384	80	QD1: 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	2386
●	385	80	QD1: 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	2386
●	386	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2203
●	387	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2203
●	388	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2203
●	389	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2203
●	390	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2188
●	391	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1915
●	392	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1915

	Page	Table	Title	Base Description	Base
●	393	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1915
●	394	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1915
●	395	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1887
●	396	83	QD3(1): (SHOW SCREEN) 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	2386
●	397	83	QD3(1): (SHOW SCREEN) 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	2386
●	398	83	QD3(1): (SHOW SCREEN) 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	2386
●	399	83	QD3(1): (SHOW SCREEN) 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	2386
●	400	84	QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE	Base: All respondents	2386
●	401	84	QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE	Base: All respondents	2386
●	402	84	QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE	Base: All respondents	2386

	Page	Table	Title	Base Description	Base
●	403	84	QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE	Base: All respondents	2386
●	404	85	QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? SINGLE CODE	Base: All respondents	2386
●	405	85	QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? SINGLE CODE	Base: All respondents	2386
●	406	85	QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? SINGLE CODE	Base: All respondents	2386
●	407	85	QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? SINGLE CODE	Base: All respondents	2386
●	408	86	QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels? SINGLE CODE	Base: All respondents	2386
●	409	86	QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels? SINGLE CODE	Base: All respondents	2386
●	410	86	QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels? SINGLE CODE	Base: All respondents	2386
●	411	86	QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels? SINGLE CODE	Base: All respondents	2386
	412	87	QD3: SUMMARY (SHOW SCREEN) 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? And what about the amount of regulation for ...? SINGLE CODE	Base: All respondents	2386

	Page	Table	Title	Base Description	Base
●	413	88	QD4a: 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 (F2F ONLY)	Base: All respondents (F2F only)	1100
●	414	88	QD4a: 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 (F2F ONLY)	Base: All respondents (F2F only)	1100
●	415	88	QD4a: 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 (F2F ONLY)	Base: All respondents (F2F only)	1100
●	416	88	QD4a: 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 (F2F ONLY)	Base: All respondents (F2F only)	1100
●	417	89	QD4a/QD4b: 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	2386
●	418	89	QD4a/QD4b: 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	2386

	Page	Table	Title	Base Description	Base
●	419	89	QD4a/QD4b: 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	2386
●	420	89	QD4a/QD4b: 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	2386
●	421	90	QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? SINGLE CODE	Base: All with any working TV set in the home	2313
●	422	90	QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? SINGLE CODE	Base: All with any working TV set in the home	2313
●	423	90	QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? SINGLE CODE	Base: All with any working TV set in the home	2313
●	424	90	QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? SINGLE CODE	Base: All with any working TV set in the home	2313
●	425	91	QE2: 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: All with any working TV set in the home	2313
●	426	91	QE2: 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: All with any working TV set in the home	2313

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●	427	91	QE2: 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: All with any working TV set in the home	2313
●	428	91	QE2: 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: All with any working TV set in the home	2313
●	429	92	QE3: (UNPROMPTED) 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: All with any working TV set in the home	2313
●	430	92	QE3: (UNPROMPTED) 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: All with any working TV set in the home	2307
●	431	92	QE3: (UNPROMPTED) 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: All with any working TV set in the home	2313
●	432	92	QE3: (UNPROMPTED) 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: All with any working TV set in the home	2307
●	433	92	QE3: (UNPROMPTED) 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: All with any working TV set in the home	2313
●	434	92	QE3: (UNPROMPTED) 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: All with any working TV set in the home	2307



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●	435	92	QE3: (UNPROMPTED) 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: All with any working TV set in the home	2313
●	436	92	QE3: (UNPROMPTED) 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: All with any working TV set in the home	2307
●	437	93	QE4: (SHOW SCREEN) 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? IF NECESSARY – By children we mean under the age of 16 SINGLE CODE	Base: All with any working TV set in the home	2313
●	438	93	QE4: (SHOW SCREEN) 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? IF NECESSARY – By children we mean under the age of 16 SINGLE CODE	Base: All with any working TV set in the home	2313
●	439	93	QE4: (SHOW SCREEN) 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? IF NECESSARY – By children we mean under the age of 16 SINGLE CODE	Base: All with any working TV set in the home	2313
●	440	93	QE4: (SHOW SCREEN) 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? IF NECESSARY – By children we mean under the age of 16 SINGLE CODE	Base: All with any working TV set in the home	2313

	Page	Table	Title	Base Description	Base
●	441	94	QF1: In the last 12 months, have you personally found anything on television to be offensive? SINGLE CODE	Base: All with any working TV set in the home	2313
●	442	94	QF1: In the last 12 months, have you personally found anything on television to be offensive? SINGLE CODE	Base: All with any working TV set in the home	2313
●	443	94	QF1: In the last 12 months, have you personally found anything on television to be offensive? SINGLE CODE	Base: All with any working TV set in the home	2313
●	444	94	QF1: In the last 12 months, have you personally found anything on television to be offensive? SINGLE CODE	Base: All with any working TV set in the home	2313
●	445	95	QF2: 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 in the last 12 months	435
●	446	95	QF2: 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 in the last 12 months	446
●	447	95	QF2: 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 in the last 12 months	435
●	448	95	QF2: 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 in the last 12 months	446
●	449	95	QF2: 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 in the last 12 months	435
●	450	95	QF2: 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 in the last 12 months	446

	Page	Table	Title	Base Description	Base
●	451	95	QF2: 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 in the last 12 months	435
●	452	95	QF2: 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 in the last 12 months	446
●	453	96	QF3: (SHOW SCREEN) 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 in the last 12 months	435
●	454	96	QF3: (SHOW SCREEN) 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 in the last 12 months	446
●	455	96	QF3: (SHOW SCREEN) 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 in the last 12 months	435
	456	96	QF3: (SHOW SCREEN) 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 in the last 12 months	446
●	457	96	QF3: (SHOW SCREEN) 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 in the last 12 months	435
●	458	96	QF3: (SHOW SCREEN) 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 in the last 12 months	446
●	459	96	QF3: (SHOW SCREEN) 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 in the last 12 months	435

	Page	Table	Title	Base Description	Base
●	460	96	QF3: (SHOW SCREEN) 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 in the last 12 months	446
●	461	97	QF4: 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 in the last 12 months	435
●	462	97	QF4: 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 in the last 12 months	435
●	463	97	QF4: 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 in the last 12 months	435
●	464	97	QF4: 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 in the last 12 months	435
●	465	98	QF5: (SHOW SCREEN) 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 in the last 12 months	435
●	466	98	QF5: (SHOW SCREEN) 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 in the last 12 months	435
●	467	98	QF5: (SHOW SCREEN) 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 in the last 12 months	435
●	468	98	QF5: (SHOW SCREEN) 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 in the last 12 months	435

	Page	Table	Title	Base Description	Base
●	469	99	QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	470	99	QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	471	99	QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	472	99	QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	473	100	QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	474	100	QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	475	100	QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	476	100	QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	477	101	QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	478	101	QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television? SINGLE CODE	Base: All with any working TV set in the home	2313

	Page	Table	Title	Base Description	Base
●	479	101	QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	480	101	QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television? SINGLE CODE	Base: All with any working TV set in the home	2313
	481	102	QF6: SUMMARY (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of ... on television? SINGLE CODE	Base: All with any working TV set in the home	2313
●	482	103	QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television. IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion? SINGLE CODE.	Base: All with any working TV set in the home	2313
●	483	103	QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television. IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion? SINGLE CODE.	Base: All with any working TV set in the home	2313
●	484	103	QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television. IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion? SINGLE CODE.	Base: All with any working TV set in the home	2313

	Page	Table	Title	Base Description	Base
●	485	103	QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television. IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion? SINGLE CODE.	Base: All with any working TV set in the home	2313
●	486	104	QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television. Can you please tell me which one of these statements best represents your opinion. SINGLE CODE.	Base: All with any working TV set in the home	2313
●	487	104	QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television. Can you please tell me which one of these statements best represents your opinion. SINGLE CODE.	Base: All with any working TV set in the home	2313
●	488	104	QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television. Can you please tell me which one of these statements best represents your opinion. SINGLE CODE.	Base: All with any working TV set in the home	2313
●	489	104	QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television. Can you please tell me which one of these statements best represents your opinion. SINGLE CODE.	Base: All with any working TV set in the home	2313
●	490	105	QF8: 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: All with any working TV set in the home	2313

	Page	Table	Title	Base Description	Base
●	491	105	QF8: 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: All with any working TV set in the home	2313
●	492	105	QF8: 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: All with any working TV set in the home	2313
●	493	105	QF8: 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: All with any working TV set in the home	2313
●	494	106	QF9: 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 in the last 12 months	510
●	495	106	QF9: 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 in the last 12 months	505
●	496	106	QF9: 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 in the last 12 months	510
●	497	106	QF9: 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 in the last 12 months	505



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●	498	106	QF9: 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 in the last 12 months	510
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●	500	106	QF9: 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 in the last 12 months	510
●	501	106	QF9: 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 in the last 12 months	505
●	502	107	QF10: (SHOW SCREEN) 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 in the last 12 months	510
●	503	107	QF10: (SHOW SCREEN) 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 in the last 12 months	505
●	504	107	QF10: (SHOW SCREEN) 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 in the last 12 months	510

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●	505	107	QF10: (SHOW SCREEN) 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 in the last 12 months	505
●	506	107	QF10: (SHOW SCREEN) 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 in the last 12 months	510
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●	509	107	QF10: (SHOW SCREEN) 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 in the last 12 months	505
●	510	108	QF11: (SHOW SCREEN) 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? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	510
●	511	108	QF11: (SHOW SCREEN) 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? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	510

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●	514	109	QF12: 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: All with any working TV set in the home	2313
●	515	109	QF12: 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: All with any working TV set in the home	2313
●	516	109	QF12: 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: All with any working TV set in the home	2313
●	517	109	QF12: 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: All with any working TV set in the home	2313

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●	518	110	QF13: (SHOW SCREEN) 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 in the L12M	197
●	519	110	QF13: (SHOW SCREEN) 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 in the L12M	199
	520	110	QF13: (SHOW SCREEN) 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 in the L12M	197
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●	522	110	QF13: (SHOW SCREEN) 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 in the L12M	197

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●	523	110	QF13: (SHOW SCREEN) 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 in the L12M	199
●	524	110	QF13: (SHOW SCREEN) 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 in the L12M	197
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●	526	111	QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	527	111	QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
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●	530	112	QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	531	112	QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
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●	533	112	QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	534	113	QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	535	113	QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386

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●	536	113	QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	537	113	QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	538	114	QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	539	114	QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	540	114	QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	541	114	QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	542	115	QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386

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●	543	115	QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	544	115	QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
●	545	115	QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
	546	116	QG1: (SHOW SCREEN) How often, if at all do you listen to the following types of radio? IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2386
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●	552	117	QG1: SUMMARY OF RADIO LISTENING	Base: All respondents	2386
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●	555	118	QG4: (SHOW SCREEN) 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: All who ever listen to commercial radio	1337
●	556	118	QG4: (SHOW SCREEN) 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: All who ever listen to commercial radio	1337
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●	559	119	QG8: In the last 12 months, have you personally heard anything on the radio you found offensive? SINGLE CODE	Base: All who ever listen to radio	1695

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●	560	119	QG8: In the last 12 months, have you personally heard anything on the radio you found offensive? SINGLE CODE	Base: All who ever listen to radio	1695
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●	562	119	QG8: In the last 12 months, have you personally heard anything on the radio you found offensive? SINGLE CODE	Base: All who ever listen to radio	1695
●	563	120	Q11:As far as you know, is the radio regulated in terms of what can be broadcast? IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast SINGLE CODE	Base: All respondents	2386
●	564	120	Q11:As far as you know, is the radio regulated in terms of what can be broadcast? IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast SINGLE CODE	Base: All respondents	2386
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●	567	121	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated or don't know if they are regulated	1965
●	568	121	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated or don't know if they are regulated	1965

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●	578	123	Q13: (SHOW SCREEN) 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	2386
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●	581	124	QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	Base: All respondents	2386
●	582	124	QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	Base: All respondents	2386
●	583	124	QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	Base: All respondents	2386
●	584	124	QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	Base: All respondents	2386

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●	585	125	QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent	Base: All respondents	2386
●	586	125	QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent	Base: All respondents	2386
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●	589	126	QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent	Base: All respondents	2386

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●	593	127	QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent	Base: All respondents	2386

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●	594	127	QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent	Base: All respondents	2386
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●	596	127	QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent	Base: All respondents	2386
	597	128	QJ1: SUMMARY (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE	Base: All respondents	2386
●	598	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) 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	2386

	Page	Table	Title	Base Description	Base
●	599	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) 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	2386
●	600	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) 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	2386
●	601	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) 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	2386
●	602	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) 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	2386
●	603	130	QJ2/QJ3: 1st/2nd most intrusive	Base: All respondents	2386
●	604	130	QJ2/QJ3: 1st/2nd most intrusive	Base: All respondents	2386
●	605	130	QJ2/QJ3: 1st/2nd most intrusive	Base: All respondents	2386
●	606	130	QJ2/QJ3: 1st/2nd most intrusive	Base: All respondents	2386
●	607	131	QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive	Base: All respondents	2386



	Page	Table	Title	Base Description	Base
●	608	131	QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive	Base: All respondents	2386
●	609	131	QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive	Base: All respondents	2386
●	610	131	QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive	Base: All respondents	2386
●	611	132	QJ5: (SHOW SCREEN) 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	2386
●	612	132	QJ5: (SHOW SCREEN) 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	2386
●	613	132	QJ5: (SHOW SCREEN) 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	2386
●	614	132	QJ5: (SHOW SCREEN) 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	2386
●	615	132	QJ5: (SHOW SCREEN) 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	2386

	Page	Table	Title	Base Description	Base
●	616	133	QJ5/QJ6: 1st/2nd most intrusive	Base: All respondents	2386
●	617	133	QJ5/QJ6: 1st/2nd most intrusive	Base: All respondents	2386
●	618	133	QJ5/QJ6: 1st/2nd most intrusive	Base: All respondents	2386
●	619	133	QJ5/QJ6: 1st/2nd most intrusive	Base: All respondents	2386
●	620	134	QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive	Base: All respondents	2386
●	621	134	QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive	Base: All respondents	2386
●	622	134	QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive	Base: All respondents	2386
●	623	134	QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive	Base: All respondents	2386
●	624	135	QL1: Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	625	135	QL1: Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	626	135	QL1: Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	627	135	QL1: Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	628	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1962
●	629	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1914
●	630	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1914

	Page	Table	Title	Base Description	Base
●	631	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1962
●	632	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1914
●	633	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1962
●	634	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1914
●	635	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1962
●	636	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1914
●	637	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1914
●	638	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	171
●	639	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	167
	640	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	171
	641	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	167

	Page	Table	Title	Base Description	Base
	642	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	171
	643	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	167
●	644	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	171
●	645	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	167
	646	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	167
	647	138	QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?	Base: All who have seen something of concern on an ODO service	28
	648	138	QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?	Base: All who have seen something of concern on an ODO service	18
	649	138	QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?	Base: All who have seen something of concern on an ODO service	27
	650	138	QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?	Base: All who have seen something of concern on an ODO service	20
●	651	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	652	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	168

	Page	Table	Title	Base Description	Base
	653	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
	654	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	168
●	655	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	656	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	168
●	657	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
	658	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	168
●	659	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	168
●	660	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	661	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	168

	Page	Table	Title	Base Description	Base
	662	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
	663	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	168
●	664	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	665	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	168
●	666	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	667	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	168
●	668	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	168
	669	141	QL6: SUMMARY - Thinking about each of the things you've seen that caused you concern, please can you say what device or devices you were watching at the time? Please select as many as apply for each. SINGLE CODE	Base: All who have seen something of concern on an ODO service	28
	670	141	QL6: SUMMARY - Thinking about each of the things you've seen that caused you concern, please can you say what device or devices you were watching at the time? Please select as many as apply for each. SINGLE CODE	Base: All who have seen something of concern on an ODO service	18

	Page	Table	Title	Base Description	Base
●	671	142	QL7: And how have you generally reacted when you have seen something that caused you concern? IF NECESSARY In other words, what have you done? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
	672	142	QL7: And how have you generally reacted when you have seen something that caused you concern? IF NECESSARY In other words, what have you done? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	673	142	QL7: And how have you generally reacted when you have seen something that caused you concern? IF NECESSARY In other words, what have you done? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	674	142	QL7: And how have you generally reacted when you have seen something that caused you concern? IF NECESSARY In other words, what have you done? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
	675	143	QL8: You said you complained to a third party body about the content that caused you concern. Who was this? MULTI CODE	Base: All complaining to a third party when seeing something that caused concern on an ODO service	16
	676	143	QL8: You said you complained to a third party body about the content that caused you concern. Who was this? MULTI CODE	Base: All complaining to a third party when seeing something that caused concern on an ODO service	16
	677	143	QL8: You said you complained to a third party body about the content that caused you concern. Who was this? MULTI CODE	Base: All complaining to a third party when seeing something that caused concern on an ODO service	16
	678	143	QL8: You said you complained to a third party body about the content that caused you concern. Who was this? MULTI CODE	Base: All complaining to a third party when seeing something that caused concern on an ODO service	16

	Page	Table	Title	Base Description	Base
●	679	144	QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand] you are aware of, please can you say how much regulation there should be on a scale of 1 to 5, where 5 is "this content should be highly regulated" and 1 that "this content should not be regulated at all". SINGLE CODE	Base: All respondents	2386
●	680	144	QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand] you are aware of, please can you say how much regulation there should be on a scale of 1 to 5, where 5 is "this content should be highly regulated" and 1 that "this content should not be regulated at all". SINGLE CODE	Base: All respondents	2386
●	681	144	QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand] you are aware of, please can you say how much regulation there should be on a scale of 1 to 5, where 5 is "this content should be highly regulated" and 1 that "this content should not be regulated at all". SINGLE CODE	Base: All respondents	2386
●	682	144	QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand] you are aware of, please can you say how much regulation there should be on a scale of 1 to 5, where 5 is "this content should be highly regulated" and 1 that "this content should not be regulated at all". SINGLE CODE	Base: All respondents	2386
●	683	145	QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1875



	Page	Table	Title	Base Description	Base
●	684	145	QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1875
●	685	145	QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1875
●	686	145	QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1875
●	687	146	QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1469
●	688	146	QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1469
●	689	146	QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1469
●	690	146	QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1469
●	691	147	QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	767
●	692	147	QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	767

	Page	Table	Title	Base Description	Base
●	693	147	QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	767
●	694	147	QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	767
●	695	148	QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	321
	696	148	QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	321
●	697	148	QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	321
●	698	148	QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	321
●	699	149	QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	771
●	700	149	QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	771
●	701	149	QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	771

	Page	Table	Title	Base Description	Base
●	702	149	QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	771
	703	150	QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	171
	704	150	QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	171
	705	150	QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	171
●	706	150	QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	171
●	707	151	QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1122
●	708	151	QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1122
	709	151	QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1122
●	710	151	QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1122

	Page	Table	Title	Base Description	Base
●	711	152	QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	738
●	712	152	QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	738
●	713	152	QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	738
	714	152	QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	738
●	715	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2121
●	716	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2121
●	717	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2121
●	718	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2121
●	719	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2086

	Page	Table	Title	Base Description	Base
●	720	154	QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen? MULTI CODE	Base: All respondents	2386
●	721	154	QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen? MULTI CODE	Base: All respondents	2386
●	722	154	QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen? MULTI CODE	Base: All respondents	2386
●	723	154	QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen? MULTI CODE	Base: All respondents	2386
●	724	155	QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV live at the time of broadcast SINGLE CODE	Base: All who believe the ODO service is regulated	1408
●	725	155	QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV live at the time of broadcast SINGLE CODE	Base: All who believe the ODO service is regulated	1408
●	726	155	QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV live at the time of broadcast SINGLE CODE	Base: All who believe the ODO service is regulated	1408

	Page	Table	Title	Base Description	Base
●	727	155	QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV live at the time of broadcast SINGLE CODE	Base: All who believe the ODO service is regulated	1408
●	728	156	QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All who believe the ODO service is regulated	1125
●	729	156	QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All who believe the ODO service is regulated	1125
●	730	156	QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All who believe the ODO service is regulated	1125
●	731	156	QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All who believe the ODO service is regulated	1125
●	732	157	QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	539

	Page	Table	Title	Base Description	Base
●	733	157	QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	539
	734	157	QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	539
●	735	157	QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	539
●	736	158	QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	224
	737	158	QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	224
	738	158	QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	224

	Page	Table	Title	Base Description	Base
●	739	158	QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	224
●	740	159	QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV, box sets or films from an online subscription service SINGLE CODE	Base: All who believe the ODO service is regulated	451
●	741	159	QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV, box sets or films from an online subscription service SINGLE CODE	Base: All who believe the ODO service is regulated	451
	742	159	QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV, box sets or films from an online subscription service SINGLE CODE	Base: All who believe the ODO service is regulated	451
●	743	159	QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV, box sets or films from an online subscription service SINGLE CODE	Base: All who believe the ODO service is regulated	451
●	744	160	QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All who believe the ODO service is regulated	109
	745	160	QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All who believe the ODO service is regulated	109



	Page	Table	Title	Base Description	Base
	746	160	QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All who believe the ODO service is regulated	109
●	747	160	QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All who believe the ODO service is regulated	109
●	748	161	QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	297
	749	161	QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	297
●	750	161	QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	297
●	751	161	QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	297
●	752	162	QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	217

	Page	Table	Title	Base Description	Base
	753	162	QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	217
●	754	162	QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	217
●	755	162	QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	217
●	756	163	QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? All on-line and on-demand TV or video services SINGLE CODE	Base: All respondents	2386
●	757	163	QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? All on-line and on-demand TV or video services SINGLE CODE	Base: All respondents	2386
●	758	163	QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? All on-line and on-demand TV or video services SINGLE CODE	Base: All respondents	2386
●	759	163	QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? All on-line and on-demand TV or video services SINGLE CODE	Base: All respondents	2386

	Page	Table	Title	Base Description	Base
	760	164	QM4: SUMMARY - Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? SINGLE CODE	Base: All who believe the ODO service is regulated	1408
●	761	165	QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand]. For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button). Have you ever seen this type of reporting tool on any of the services that you use?	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	762	165	QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand]. For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button). Have you ever seen this type of reporting tool on any of the services that you use?	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	763	165	QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand]. For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button). Have you ever seen this type of reporting tool on any of the services that you use?	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	764	165	QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand]. For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button). Have you ever seen this type of reporting tool on any of the services that you use?	Base: All who have watched anything on-line or on-demand in the last 12 months	1962

	Page	Table	Title	Base Description	Base
●	765	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	610
●	766	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	611
●	767	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	610
●	768	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	611
●	769	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	610
●	770	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	611
●	771	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	610
●	772	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	611
●	773	167	QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	123
	774	167	QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	123
	775	167	QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	123
●	776	167	QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	123
●	777	168	QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	93

	Page	Table	Title	Base Description	Base
	778	168	QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	93
	779	168	QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	93
●	780	168	QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	93
	781	169	QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	53
	782	169	QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	53
	783	169	QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	53
	784	169	QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	53
	785	170	QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	16
	786	170	QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	16

	Page	Table	Title	Base Description	Base
	787	170	QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	16
	788	170	QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	16
	789	171	QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	68
	790	171	QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	68
	791	171	QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	68
	792	171	QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	68
	793	172	QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	12
	794	172	QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	12
	795	172	QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	12
	796	172	QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	12

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	797	173	QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	311
●	798	173	QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	311
	799	173	QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	311
●	800	173	QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	311
	801	174	QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	234
●	802	174	QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	234
	803	174	QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	234
●	804	174	QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	234
●	805	175	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	614
	806	175	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	614
	807	175	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	614

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●	808	175	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	614
●	809	176	QM7: When accessing on-line and on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)? SINGLE CODE	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	810	176	QM7: When accessing on-line and on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)? SINGLE CODE	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	811	176	QM7: When accessing on-line and on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)? SINGLE CODE	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	812	176	QM7: When accessing on-line and on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)? SINGLE CODE	Base: All who have watched anything on-line or on-demand in the last 12 months	1962
●	813	177	QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all? SINGLE CODE	Base: All respondents	2386
●	814	177	QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all? SINGLE CODE	Base: All respondents	2386



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●	815	177	QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all? SINGLE CODE	Base: All respondents	2386
●	816	177	QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all? SINGLE CODE	Base: All respondents	2386
●	817	178	QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?	Base: All respondents	2386
●	818	178	QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?	Base: All respondents	2386
●	819	178	QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?	Base: All respondents	2386
●	820	178	QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?	Base: All respondents	2386
●	821	179	QN3: Has anything that you have seen whilst playing an online game caused you any concern? When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.	Base: All playing games online	645
●	822	179	QN3: Has anything that you have seen whilst playing an online game caused you any concern? When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.	Base: All playing games online	645

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●	823	179	QN3: Has anything that you have seen whilst playing an online game caused you any concern? When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.	Base: All playing games online	645
●	824	179	QN3: Has anything that you have seen whilst playing an online game caused you any concern? When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.	Base: All playing games online	645
●	825	180	QO1: (SHOW SCREEN) How would you describe your national identity? SINGLE CODE	Base: All respondents	2386
●	826	180	QO1: (SHOW SCREEN) How would you describe your national identity? SINGLE CODE	Base: All respondents	2386
	827	180	QO1: (SHOW SCREEN) How would you describe your national identity? SINGLE CODE	Base: All respondents	2386
●	828	180	QO1: (SHOW SCREEN) How would you describe your national identity? SINGLE CODE	Base: All respondents	2386
●	829	181	QO15: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions? SINGLE CODE	Base: All respondents	2386
●	830	181	QO15: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions? SINGLE CODE	Base: All respondents	2386
●	831	181	QO15: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions? SINGLE CODE	Base: All respondents	2386

	Page	Table	Title	Base Description	Base
●	832	181	QO15: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions? SINGLE CODE	Base: All respondents	2386
●	833	182	QO16(1): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? I always keep up with new technology	Base: All respondents	2386
●	834	182	QO16(1): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? I always keep up with new technology	Base: All respondents	2386
●	835	182	QO16(1): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? I always keep up with new technology	Base: All respondents	2386
●	836	182	QO16(1): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? I always keep up with new technology	Base: All respondents	2386
●	837	183	QO16(2): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? Computers confuse me	Base: All respondents	2386
●	838	183	QO16(2): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? Computers confuse me	Base: All respondents	2386
●	839	183	QO16(2): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? Computers confuse me	Base: All respondents	2386
●	840	183	QO16(2): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? Computers confuse me	Base: All respondents	2386
●	841	184	QO16(3): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? I prefer to wait until new technology products have become cheaper before getting them	Base: All respondents	2386

	Page	Table	Title	Base Description	Base
●	842	184	QO16(3): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? I prefer to wait until new technology products have become cheaper before getting them	Base: All respondents	2386
●	843	184	QO16(3): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? I prefer to wait until new technology products have become cheaper before getting them	Base: All respondents	2386
●	844	184	QO16(3): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal? I prefer to wait until new technology products have become cheaper before getting them	Base: All respondents	2386
	845	185	QO16: SUMMARY - On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?	Base: All respondents	2386
●	846	186	QO18: Thank you very much for your time. That's the end of the interview. If we have any queries arising from this research, may we contact you to ask you some further questions? SINGLE CODE	Base: All respondents	2386
●	847	186	QO18: Thank you very much for your time. That's the end of the interview. If we have any queries arising from this research, may we contact you to ask you some further questions? SINGLE CODE	Base: All respondents	2386
●	848	186	QO18: Thank you very much for your time. That's the end of the interview. If we have any queries arising from this research, may we contact you to ask you some further questions? SINGLE CODE	Base: All respondents	2386
●	849	186	QO18: Thank you very much for your time. That's the end of the interview. If we have any queries arising from this research, may we contact you to ask you some further questions? SINGLE CODE	Base: All respondents	2386
●	850	187	Location	Base: All respondents	2386

	Page	Table	Title	Base Description	Base
●	851	187	Location	Base: All respondents	2386
●	852	187	Location	Base: All respondents	2386
●	853	187	Location	Base: All respondents	2386

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 1

## S1: Gender

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Male	1161	551 49%	609 46%	1161 100%	-	160 46%	142 36%	177 44%	176 43%	206 60%	300 62%	291 55%	337 46%	246 49%	286 47%	628 50%	532 48%	287 36%	873 55%	222 32%	939 56%	615 52%	543 46%
	49%	48%	52%	100%b	-	14% <b>d</b>	12%	15% <b>d</b>	15%	15% <b>cdef</b>	26% <b>cdef</b>	25% <b>jl</b>	29%	21%	25%	54%	46%	25%	75% <b>e</b>	19%	81% <b>q</b>	53% <b>t</b>	47%
Female	1225	642 51%	584 49%	- 100%	1225	191 54%	249 64%	228 56%	232 57%	138 40%	187 38%	239 45%	398 54%	260 51%	328 53%	637 50%	588 52%	522 64%	703 45%	476 68%	749 44%	573 48%	649 54%
	51%	52%	48%	-	100%a	16% <b>gh</b>	20% <b>cegh</b>	19% <b>gh</b>	19% <b>gh</b>	11%	15%	20%	32% <b>il</b>	21%	27% <b>il</b>	52%	48%	43% <b>p</b>	57%	39% <b>r</b>	61%	47%	53% <b>s</b>

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 1

## S1: Gender

Base: All respondents

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Male	1161	1028	130	756	405	914	246	960	105	69	26	49	127	88	83	96	119	97	159	142
	49%	48% 89%	53% 11%	47% 65%	52% 35% <sup>c</sup>	48% 79%	52% 21%	49% 83%	48% 9%	49% 6%	48% 2%	50% 4%	48% 11%	45% 8%	49% 7%	46% 8%	55% 10%	48% 8%	49% 14%	47% 12%
Female	1225	1100	118	854	371	1000	225	1013	112	72	29	49	136	108	87	111	98	103	163	158
	51%	52% 90%	47% 10%	53% 70% <sup>d</sup>	48% 30%	52% 82%	48% 18%	51% 83%	52% 9%	51% 6%	52% 2%	50% 4%	52% 11%	55% 9%	51% 7%	54% 9%	45% 8%	52% 8%	51% 13%	53% 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 1

## **S1: Gender**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Male	1161 49%	175 44%	986 50%	518 49%	527 51%	106 48%	320 51%	707 48%	538 48%	588 49%	466 48%	814 48%	347 51%
		15%	85% <sup>a</sup>	45%	45%	9%	28%	61%	46%	51%	40%	70%	30%
Female	1225 51%	224 56%	1002 50%	539 51%	505 49%	115 52%	308 49%	752 52%	582 52%	600 51%	507 52%	891 52%	334 49%
		18% <sup>b</sup>	82%	44%	41%	9%	25%	61%	47%	49%	41%	73%	27%

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



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 1

## **S1: Gender**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Male	1161 49%	645 48%	466 48%	337 46%	257 46%	263 51%	142 51%	140 47%	114 60%	814 48%	228 51%	243 48%	95 48%	361 48%	800 49%
		56%	40%	29%	22%	23%	12%	12%	10% mnpqsu	70%	20%	21%	8%	31%	69%
Female	1225 51%	696 52%	507 52%	396 54%	306 54%	252 49%	137 49%	158 53%	75 40%	891 52%	218 49%	262 52%	104 52%	391 52%	834 51%
		57% t	41% t	32% t	25% t	21% t	11%	13% t	6%	73% t	18%	21%	8%	32%	68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 2

**S2: Age****Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status						
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)					
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%					
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%					
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861					
16 - 17	46 2%	10 1%	36 3%	25 2%	21 2%	46 13%	-	-	-	-	-	4 1%	19 3%	10 2%	14 2%	23 2%	23 2%	41 5%	6 *	2 *	44 3%	3 *	42 3%					
		22%	78%	55%	45%	100%defgh						9%	41%il		21%	29%	49%	51%	88%p		12%	4%	96%q		7%	90%a		
18 - 24	304 13%	177 15%	128 11%	135 12%	170 14%	304 87%	-	-	-	-	-	38 7%	121 16%	76 15%	70 11%	159 13%	145 13%	94 12%	211 13%	49 7%	255 15%	134 11%	171 14%					
		58%	42%	44%	56%	100%defgh						12%	40%il		25%il		23%il	52%	48%	31%	69%	16%	84%q		44%	56%a		
25 - 34	391 16%	228 19%	163 14%	142 12%	249 20%	-	391 100%	-	-	-	-	67 13%	155 21%	76 15%	94 15%	222 18%	170 15%	224 28%	167 11%	214 31%	177 10%	267 22%	123 10%					
		58%	42%	36%	64%a		100%cefg		-	-	-	17%	40%ilk		19%	24%	57%	43%	57%p		43%	55%r		45%	65%t		32%	
35 - 44	406 17%	206 17%	200 17%	177 15%	228 19%	-	-	406 100%	-	-	-	102 19%	120 16%	96 19%	87 14%	222 18%	183 16%	253 31%	153 10%	247 35%	159 9%	288 24%	116 10%					
		51%	49%	44%	56%a		100%cdefgh				-	25%il		30%	24%	21%	55%	45%	62%p		38%	61%r		39%	71%t		29%	
45 - 54	408 17%	210 18%	198 17%	176 15%	232 19%	-	-	-	408 100%	-	-	93 17%	115 16%	83 16%	118 19%	208 16%	200 18%	166 21%	242 15%	160 23%	325 15%	168 27%	175 11%					
		51%	49%	43%	57%a		100%cdcegh				-	23%	28%	20%	29%	51%	49%	41%p		59%	39%r		61%	65%t		32%		
55 - 64	344 14%	169 14%	175 15%	206 18%	138 11%	-	-	-	-	344 100%	-	80 15%	90 12%	70 14%	103 17%	170 13%	173 15%	20 3%	323 20%	19 3%	325 19%	168 14%	175 15%					
		49%	51%	60%b		40%	-	-	-	100%cdcefh		23%	26%	20%	30%j		50%	50%	6%	94%o		5%	95%q		49%	51%		
65 - 74	255 11%	141 12%	114 10%	161 14%	94 8%	-	-	-	-	-	255 52%	78 15%	70 10%	42 8%	65 11%	149 12%	107 10%	10 1%	245 16%	7 1%	248 15%	44 4%	211 18%					
		55%	45%	63%b		37%	-	-	-	-	100%cddef		28%	16%	25%	58%	42%	4%	96%o		3%	97%q		17%	63%a			
											g	31%jkl																
75+	231 10%	52 4%	179 15%	139 12%	93 8%	-	-	-	-	-	231 48%	68 13%	45 6%	54 11%	65 11%	113 9%	119 11%	1 *	231 15%	-	231 14%	9 1%	223 19%					
		23%	77%	60%b		40%	-	-	-	-	100%kdef		19%	23%j		28%j		49%	51%	*	100%o		-	100%q		4%	96%a	
											g																	
Mean	46.67	44.22	49.12	49.52b	43.97	20.71	29.38c	39.54cd	49.26cd	59.51cd	73.98cd	51.19jk	42.89	45.94j	47.90j	46.37	47.02	36.27	52.01o	38.13	50.21q	41.62	51.76s					
SD	18.69	17.15	19.83	19.11	17.88	2.54	3.03	2.96	2.83	2.97	6.62	18.26	17.94	18.73	18.97	18.53	18.88	11.17	19.52	9.64	20.32	13.25	21.71					
SE	0.38	0.48	0.60	0.57	0.50	0.14	0.15	0.14	0.14	0.16	0.31	0.76	0.66	0.88	0.76	0.51	0.58	0.38	0.50	0.35	0.50	0.36	0.68					

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 2

**S2: Age**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
16 - 17	46	43	1	28	19	38	8	38	4	3	2	2	12	1	4	5	-	7	3	4
	2%	2% 92%	* 2%	2% 60%	2% 40%	2% 82%	2% 18%	2% 82%	2% 8%	2% 5%	4% 4%	2% 3%	5% 27%mps	1% 3%	2% 8%	2% 11%	- -	3% 15%p	1% 7%	1% 8%
18 - 24	304	280	20	231	73	281	24	250	27	19	7	18	26	26	28	27	23	24	36	43
	13%	13% 92%	8% 7%	14% 76% <b>d</b>	9% 24%	15% 92% <b>f</b>	5% 8%	13% 82%	13% 9%	14% 6%	14% 2%	19% 6% <b>i</b>	10% 8%	13% 8%	17% 9%	13% 9%	11% 7%	12% 8%	11% 12%	14% 14%
25 - 34	391	374	16	305	86	354	37	329	33	19	10	14	36	39	34	39	27	29	55	56
	16%	18% 96% <b>b</b>	6% 4%	19% 78% <b>d</b>	11% 22%	19% 91% <b>f</b>	8% 9%	17% 84%	15% 9%	14% 5%	17% 2%	14% 4%	14% 9%	20% 10%	20% 9%	19% 10%	12% 7%	15% 7%	17% 14%	19% 14%
35 - 44	406	375	29	309	97	364	41	338	36	22	10	13	41	27	21	34	42	28	52	80
	17%	18% 92% <b>b</b>	12% 7%	19% 76% <b>d</b>	12% 24%	19% 90% <b>f</b>	9% 10%	16% 83%	16% 9%	16% 5%	17% 2%	14% 3%	15% 10%	14% 7%	13% 5%	16% 8%	19% 10%	14% 7%	16% 13%	27% 20% <b>klnnoqr</b>
45 - 54	408	390	18	299	109	358	50	336	38	24	10	18	58	37	24	36	41	34	43	46
	17%	18% 95% <b>b</b>	7% 5%	19% 73% <b>d</b>	14% 27%	19% 88% <b>f</b>	11% 12%	17% 82%	18% 9%	17% 6%	17% 2%	18% 4%	22% 14% <b>r</b>	19% 9%	14% 6%	17% 9%	19% 10%	17% 8%	13% 11%	15% 11%
55 - 64	344	312	32	221	122	260	84	281	33	22	7	13	33	31	25	31	35	25	54	33
	14%	15% 91%	13% 9%	14% 64%	16% 36%	14% 76%	18% 24% <b>e</b>	14% 82%	15% 10%	16% 6%	13% 2%	14% 4%	13% 10%	16% 9%	15% 7%	15% 9%	16% 10%	12% 7%	17% 16%	11% 10%
65 - 74	255	214	41	143	113	164	92	210	24	17	5	9	29	17	18	20	27	26	37	26
	11%	10% 84%	17% 16% <b>a</b>	9% 56%	15% 44% <b>c</b>	9% 64%	19% 36% <b>e</b>	11% 82%	11% 9%	12% 7%	9% 2%	9% 3%	11% 11%	9% 7%	11% 7%	10% 8%	12% 11%	13% 10%	12% 15%	9% 10%
75+	231	140	91	75	157	95	136	191	21	15	5	11	28	18	15	17	22	27	41	12
	10%	7% 61%	37% 39% <b>a</b>	5% 32%	20% 68% <b>c</b>	5% 41%	29% 59% <b>e</b>	10% 82%	10% 9%	10% 6%	9% 2%	11% 5% <b>s</b>	11% 12% <b>s</b>	9% 8% <b>s</b>	9% 6%	8% 7%	10% 10% <b>s</b>	14% 12% <b>s</b>	13% 18% <b>s</b>	4% 5%
Mean	46.67	45.13	60.90 <b>a</b>	43.46	53.35 <b>c</b>	43.44	59.77 <b>e</b>	46.59	47.43	47.53	44.55	45.53	47.50 <b>s</b>	46.66 <b>s</b>	45.01	45.25	49.65 <b>nos</b>	48.14 <b>s</b>	48.33 <b>s</b>	42.77
SD	18.69	17.68	20.87	16.88	20.45	17.01	19.51	18.66	18.87	19.12	18.33	19.75	19.12	18.66	19.56	18.15	18.24	19.82	18.93	16.24
SE	0.38	0.38	1.45	0.42	0.75	0.38	0.95	0.45	1.23	1.22	1.24	2.18	1.26	1.39	1.62	1.33	1.57	1.58	1.16	0.94

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 2

**S2: Age****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
16 - 17	46	1	45	21	19	7	4	32	20	25	18	38	9
	2%	*	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	1%
		3%	97%a	45%f	40%	15%f	8%	68%f	43%	53%	38%	81%	19%
18 - 24	304	49	256	127	119	19	70	172	136	135	126	231	73
	13%	12%	13%	12%	12%	9%	11%	12%	12%	11%	13%	14%	11%
		16%	84%	42%	39%	6%	23%	56%	45%	45%	41%	76%	24%
25 - 34	391	68	324	192	139	46	81	259	231	145	208	333	59
	16%	17%	16%	18%	13%	21%	13%	18%	21%	12%	21%	20%	9%
		17%	83%	49%df	35%	12%df	21%	66%df	59%l	37%	53%l	85%l	15%
35 - 44	406	55	351	204	147	41	84	292	228	167	203	328	77
	17%	14%	18%	19%	14%	18%	13%	20%	20%	14%	21%	79%	11%
		14%	86%	50%df	36%	10%	21%	72%df	56%l	41%	50%l	81%l	19%
45 - 54	408	70	338	199	167	37	90	265	217	184	189	319	89
	17%	17%	17%	19%	16%	17%	14%	18%	19%	16%	19%	19%	13%
		17%	83%	49%f	41%	9%	22%	65%f	53%l	45%	46%l	78%l	22%
55 - 64	344	58	286	164	155	32	88	211	141	197	118	233	110
	14%	15%	14%	15%	15%	14%	14%	14%	13%	17%	12%	14%	16%
		17%	83%	48%	45%	9%	26%	62%	41%	57%hj	34%	68%	32%
65 - 74	255	64	192	91	145	24	94	138	102	151	79	148	107
	11%	16%	10%	9%	14%	11%	15%	9%	9%	13%	8%	9%	16%
		25%b	75%	36%	57%cg	10%	37%cg	54%	40%	59%hj	31%	58%	42%k
75+	231	34	197	60	142	15	118	90	45	184	32	75	157
	10%	9%	10%	6%	14%	7%	19%	6%	4%	15%	3%	4%	23%
		15%	85%	26%	62%ceg	6%	51%cddeg	39%	20%	79%hj	14%	32%	68%k
Mean	46.67	48.09	46.39	44.77	49.92ceg	45.25	52.37cddeg	44.89	43.42	50.60hj	42.50	43.30	55.11k
SD	18.69	18.48	18.73	16.94	19.59	17.55	20.34	17.21	16.37	19.90	16.00	16.77	20.52
SE	0.38	0.87	0.43	0.51	0.62	1.16	0.83	0.44	0.48	0.58	0.50	0.40	0.82

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 2

**S2: Age**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
16 - 17	46 2%	30 2%	18 2%	26 3%	7 1%	15 3%	4 1%	11 4%	5 3%	38 2%	2 *	8 2%	2 1%	9 1%	37 2%
		66%	38%	55%np	15%	33%p	9%	24%p	10%	81%	3%	18%	5%	19%	81%v
18 - 24	304 13%	169 13%	126 13%	140 19%	90 16%	106 21%	45 16%	60 20%	30 16%	231 14%	40 9%	64 13%	27 14%	88 12%	216 13%
		56%	41%	46%mnmu	30%	35%mnmu	15%	20%mnmu	10%	76%	13%	21%	9%	29%	71%v
25 - 34	391 16%	264 20%	208 21%	213 29%	132 23%	118 23%	58 21%	93 31%	48 25%	333 20%	61 14%	104 21%	52 26%	129 17%	263 16%
		67%	53%	55%mnmpqru	34%	30%	15%	24%mnmpqru	12%	85%	16%	27%vz	13%vzyz	33%	67%
35 - 44	406 17%	262 20%	203 21%	165 22%	121 21%	93 18%	61 22%	66 21%	40 19%	328 19%	62 14%	67 13%	28 14%	107 14%	298 18%
		64%	50%	41%	30%	23%	15%	16%	10%	81%	15%	17%	7%	26%	74%wy
45 - 54	408 17%	255 19%	189 19%	131 18%	124 22%	85 17%	50 18%	43 14%	28 15%	319 19%	70 16%	85 17%	27 14%	120 16%	288 18%
		62%	46%	32%	30%qst	21%	12%	10%	7%	78%	17%	21%	7%	29%	71%
55 - 64	344 14%	175 13%	118 12%	46 6%	59 10%	51 10%	31 11%	16 5%	25 13%	233 14%	76 17%	62 12%	21 10%	110 15%	234 14%
		51%os	34%os	13%	17%os	15%os	9%os	5%	7%os	68%ogs	22%ax	18%	6%	32%	68%
65 - 74	255 11%	120 9%	79 8%	12 2%	24 4%	37 7%	20 7%	9 3%	10 5%	148 9%	62 11%	56 12%	24 12%	96 13%	159 10%
		47%ops	31%ops	5%	9%o	14%ops	8%os	3%	4%o	58%ops	24%z	22%	10%	38%z	62%
75+	231 10%	66 5%	32 3%	-	7 1%	8 2%	11 4%	-	4 2%	75 16%	73 12%	58 12%	17 8%	93 12%	138 8%
		29%opqs	14%ops	-	3%o	4%os	5%ops	-	2%os	32%opqs	32%wxz	25%	7%	40%z	60%
Mean	46.67	43.67opqst	42.50opqst	35.46	39.79os	38.90os	41.59oqs	34.88	39.76os	43.30opqst	51.95wxzyz	46.55	44.31	48.49xz	45.83
SD	18.69	16.86	16.00	12.43	14.38	16.02	16.11	12.85	14.99	16.77	19.09	19.20	18.86	19.18	18.41
SE	0.38	0.45	0.50	0.45	0.58	0.70	0.94	0.72	1.08	0.40	0.92	0.85	1.34	0.70	0.45

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 3  
**SEG**

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
A	95 4%	30 3%	65 5%	53 5%	42 3%	5 1%	13 3%	14 3%	18 4%	17 5%	29 6%	95 18%	-	-	-	95 7%	-	22 3%	73 5%	19 3%	76 4%	45 4%	50 4%
		32%	68%	56%	44%	5%	14%	14%	19% <b>c</b>	18% <b>c</b>	30% <b>c</b>	100% <b>jk</b>	-	-	-	100% <b>n</b>	-	23%	77% <b>o</b>	20%	80%	47%	53%
B	435 18%	224 19%	212 18%	238 21%	197 16%	37 11%	54 14%	88 22%	75 18%	63 18%	118 24%	435 82%	-	-	-	435 34%	-	143 18%	292 19%	132 19%	303 18%	250 21%	184 15%
		51%	49%	55% <b>b</b>	45%	9%	12%	20% <b>cd</b>	17% <b>c</b>	15% <b>c</b>	27% <b>cd</b>	100% <b>jk</b>	-	-	-	100% <b>n</b>	-	33%	67%	30%	70%	57% <b>t</b>	42%
C1	736 31%	405 34%	331 28%	337 29%	398 32%	140 40%	155 40%	120 30%	115 28%	90 26%	115 24%	-	736 100%	-	-	736 58%	-	238 29%	497 32%	198 28%	538 32%	445 37%	288 24%
		55%	45%	46%	54%	19% <b>efgh</b>	21% <b>efgh</b>	16%	16%	12%	16%	-	100% <b>ik</b>	-	-	100% <b>n</b>	-	32%	68%	27%	73%	61% <b>t</b>	39%
C2	506 21%	260 22%	246 21%	246 21%	260 51%	86 17%	76 15%	96 19%	83 16%	70 14%	96 19%	-	-	506 100% <b>jl</b>	-	-	506 100% <b>m</b>	198 39% <b>p</b>	309 61%	171 34% <b>r</b>	335 66%	281 55% <b>t</b>	225 44%
D	259 11%	117 10%	142 12%	140 12%	118 10%	44 12%	49 13%	34 8%	55 13%	52 15%	26 5%	-	-	-	259 42%	-	259 23%	95 12%	163 10%	81 12%	178 11%	153 13%	106 9%
		45%	55%	54%	46%	17% <b>h</b>	19% <b>h</b>	13%	21% <b>eh</b>	20% <b>eh</b>	10%	-	-	-	100% <b>jk</b>	-	100% <b>m</b>	37%	63%	31%	69%	59% <b>t</b>	41%
E	355 15%	158 13%	198 17%	146 13%	209 17%	40 11%	44 11%	53 13%	63 15%	51 15%	104 21%	-	-	-	355 58%	-	355 32%	113 14%	243 15%	97 14%	258 15%	15 1%	341 29%
		44%	56%	41%	59% <b>a</b>	11%	13%	15%	18%	14%	29% <b>cdefg</b>	-	-	-	100% <b>ijk</b>	-	100% <b>m</b>	32%	68%	27%	73%	4%	96% <b>s</b>
AB	530 22%	254 21%	276 23%	291 25%	239 20%	42 12%	67 17%	102 25%	93 23%	80 23%	146 30%	530 100%	-	-	-	530 42%	-	165 20%	365 23%	151 22%	379 22%	294 25%	234 20%
		48%	52%	55% <b>b</b>	45%	8%	13%	19% <b>cd</b>	17% <b>c</b>	15% <b>c</b>	28% <b>cd</b>	100% <b>jk</b>	-	-	-	100% <b>n</b>	-	31%	69%	29%	71%	56% <b>t</b>	44%
ABC1	1266 53%	659 55%	607 51%	628 54%	637 52%	182 14%	222 18%	222 18%	208 16%	170 13%	261 21%	530 42% <b>kl</b>	736 58% <b>kl</b>	-	-	1266 100% <b>n</b>	-	403 32%	862 68% <b>o</b>	349 28%	917 72%	740 58% <b>t</b>	521 41%
C2DE	1120 47%	534 45%	586 49%	532 46%	588 48%	169 48%	170 43%	183 45%	200 49%	173 50%	225 46%	-	-	506 100%	614 100%	-	1120 100%	406 50%	715 45%	349 50%	771 46%	448 38%	671 56%
		48%	52%	48%	52%	15%	15%	16%	18%	15%	20%	-	45% <b>ij</b>	55% <b>j</b>	-	100% <b>m</b>	36% <b>p</b>	64%	31%	69%	40%	60% <b>s</b>	
DE	614 26%	274 23%	340 28%	286 25%	328 27%	83 24%	94 24%	87 21%	118 29%	103 30%	130 27%	-	-	-	614 100%	-	614 55%	208 26%	406 26%	178 26%	436 26%	168 14%	446 37%
		45%	55%	47%	53%	14%	15%	14%	19% <b>se</b>	17% <b>e</b>	21%	-	-	-	100% <b>ijk</b>	-	100% <b>m</b>	34%	66%	29%	71%	27%	73% <b>s</b>

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 3  
**SEG****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
A	95 4%	90 4%	4 2%	72 4%	23 3%	81 4%	14 3%	79 4%	10 4%	5 3%	2 3%	8 8%	15 6%	4 2%	9 5%	8 4%	10 5%	4 2%	9 3%	12 4%
		95%	5%	76%	24%	85%	15%	83%	10%	5%	2%	8%ma	16%	4%	9%	8%	11%	4%	10%	13%
B	435 18%	419 20%	15 6%	336 21%	99 13%	379 20%	56 12%	374 19%	31 14%	21 15%	8 15%	15 15%	51 19%	36 18%	23 13%	31 15%	45 21%	41 20%	73 23%	60 20%
		96%b	3%	77% <b>d</b>	23%	87% <b>f</b>	13%	86%	7%	5%	2%	3%	12%	8%	5%	7%	10%	9%	17%no	14%
C1	736 31%	670 31%	62 25%	521 32%	214 28%	619 32%	117 25%	612 31%	68 31%	41 29%	15 27%	27 28%	79 30%	58 30%	39 23%	62 30%	63 29%	64 32%	108 34%	110 37%
		91%	8%	71% <b>d</b>	29%	84% <b>f</b>	16%	83%	9%	6%	2%	4%	11%	8%	5%	8%	9%	9%	15% <b>n</b>	15% <b>n</b>
C2	506 21%	457 21%	46 9%	344 21%	163 32%	408 21%	99 19%	415 21%	48 22%	31 22%	12 23%	21 21%	56 21%	43 22%	32 19%	49 23%	47 22%	51 26%	60 19%	54 18%
		90%		68%		81%		82%	10%	6%	2%	4%	11%	9%	6%	10%	9%	10%	12%	11%
D	259 11%	227 11%	32 13%	147 9%	112 14%	195 10%	64 13%	217 11%	18 8%	20 14%	4 7%	8 8%	21 8%	26 13%	31 19%	40 19%	18 8%	12 6%	33 10%	28 9%
		88%	12%	57%	43% <b>c</b>	75%	25%	84%	7%	8% <b>h</b>	1%	3%	8%	10% <b>q</b>	12% <b>k</b> <b>pqr</b>	15% <b>k</b> <b>pqr</b>	7%	5%	13%	11%
E	355 15%	264 12%	89 36%	191 12%	165 21%	233 12%	122 26%	276 14%	42 19%	23 16%	14 25%	20 20%	40 15%	29 15%	35 20%	18 9%	33 15%	27 14%	39 12%	36 12%
		74%	25% <b>a</b>	54%	46% <b>c</b>	66%	34% <b>e</b>	78%	12% <b>g</b>	6%	4% <b>g</b>	6% <b>o</b>	11% <b>o</b>	8%	10% <b>ors</b>	5%	9%	8%	11%	10%
AB	530 22%	509 24%	19 8%	408 25%	122 16%	460 24%	70 15%	453 23%	41 19%	26 19%	10 18%	22 23%	65 25%	39 20%	32 19%	39 19%	56 26%	45 22%	82 26%	72 24%
		96% <b>b</b>	4%	77% <b>d</b>	23%	87% <b>f</b>	13%	85%	8%	5%	2%	4%	12%	7%	6%	7%	10%	8%	16%	14%
ABC1	1266 53%	1180 55%	81 33%	929 58%	337 43%	1078 56%	187 40%	1065 54%	109 50%	67 47%	25 45%	50 51%	145 55%	97 50%	71 42%	101 49%	119 55%	109 55%	191 59%	182 61%
		93% <b>b</b>	6%	73% <b>d</b>	27%	85% <b>f</b>	15%	84%	9%	5%	2%	4%	11% <b>n</b>	8%	6%	8%	9% <b>n</b>	9% <b>n</b>	15% <b>no</b>	14% <b>mmo</b>
C2DE	1120 47%	948 45%	167 67%	682 42%	439 57%	836 44%	284 60%	908 46%	109 50%	74 53%	30 55%	48 49%	118 45%	98 50%	99 58%	106 51%	98 45%	91 45%	131 41%	118 39%
		85%	15% <b>a</b>	61%	39% <b>c</b>	75%	25% <b>e</b>	81%	10%	7%	3%	4%	10%	9% <b>s</b>	9% <b>lpqrs</b>	9% <b>rs</b>	9%	8%	12%	11%
DE	614 26%	491 23%	121 49%	338 21%	276 36%	428 22%	186 39%	493 25%	60 28%	43 31%	17 32%	27 28%	61 23%	55 28%	66 39%	58 28%	51 23%	40 20%	71 22%	64 21%
		80%	20% <b>a</b>	55%	45% <b>c</b>	70%	30% <b>e</b>	80%	10%	7%	3%	4%	10%	9%	11% <b>lmopqr</b>	9%	8%	6%	12%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 3  
**SEG**

Absolutes/col percents/row percents 19 Apr 2018

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
A	95	25	69	42	39	15	24	64	49	42	43	65	30
	4%	6%	3%	4%	4%	7%	4%	4%	4%	4%	4%	4%	4%
		27%b	73%	44%	41%	16%	25%	67%	52%	45%	46%	69%	31%
B	435	76	359	210	179	44	98	299	242	184	221	345	91
	18%	19%	18%	20%	17%	20%	16%	21%	22%	15%	23%	20%	13%
		17%	83%	48%f	41%	10%	22%	69%t	56%l	42%	51%l	79%l	21%
C1	736	112	623	326	297	72	177	451	331	364	289	527	209
	31%	28%	31%	31%	29%	32%	28%	31%	30%	31%	30%	31%	31%
		15%	85%	44%	40%	10%	24%	61%	45%	49%	39%	72%	28%
C2	506	83	424	243	216	47	110	338	254	243	221	386	120
	21%	21%	21%	23%	21%	21%	18%	23%	23%	20%	23%	23%	18%
		16%	84%	48%f	43%	9%	22%	67%t	50%	48%	44%	76%l	24%
D	259	37	221	114	117	14	77	140	108	140	89	169	89
	11%	9%	11%	11%	11%	6%	12%	10%	10%	12%	9%	10%	13%
		14%	86%	44%	45%e	5%	30%e	54%	42%	54%	34%	65%	35%k
E	355	64	291	123	183	30	143	167	135	215	109	213	142
	15%	16%	15%	12%	18%	14%	23%	11%	12%	18%	11%	12%	21%
		18%	82%	35%	52%cg	9%	40%cddeg	47%	38%	60%hj	31%	60%	40%k
AB	530	102	428	252	218	58	121	363	291	226	264	410	120
	22%	26%	22%	24%	21%	26%	19%	25%	26%	19%	27%	24%	18%
		19%	81%	48%	41%	11%f	23%	68%df	55%l	43%	50%l	77%l	23%
ABC1	1266	214	1052	578	515	130	298	814	622	590	553	936	329
	53%	54%	53%	55%	50%	59%	47%	56%	56%	50%	57%	55%	48%
		17%	83%	46%df	41%	10%df	24%	64%df	49%l	47%	44%l	74%l	26%
C2DE	1120	184	936	480	516	91	330	645	497	598	420	768	352
	47%	46%	47%	45%	50%	41%	53%	44%	44%	50%	43%	45%	52%
		16%	84%	43%	46%ceg	8%	29%ceg	58%	44%	53%hj	37%	69%	31%k
DE	614	102	512	237	300	44	220	307	243	355	199	382	232
	26%	26%	26%	22%	29%	20%	35%	21%	22%	30%	20%	22%	34%
		17%	83%	39%	49%ceg	7%	36%cddeg	50%	40%	58%hj	32%	62%	38%k

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 3  
**SEG****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
A	95 4%	51 4%	43 4%	20 3%	20 4%	23 4%	13 5%	13 4%	10 5%	65 4%	18 4%	30 6%	9 5%	36 5%	59 4%
B	435 18%	285 21%	221 23%	125 17%	130 23%	108 21%	76 27%	64 21%	57 30%	345 20%	103 23%	105 21%	46 23%	160 21%	275 17%
		65% <b>o</b>	51% <b>o</b>	29%	30% <b>o</b>	25%	17% <b>mou</b>	15%	13% <b>mnoqsu</b>	79%	24% <b>z</b>	24%	11% <b>z</b>	37% <b>z</b>	63%
C1	736 31%	409 31%	289 30%	243 33%	191 34%	169 33%	89 32%	96 32%	52 27%	527 31%	132 30%	174 34%	61 31%	244 32%	492 30%
C2	506 21%	294 22%	221 23%	174 24%	123 22%	124 24%	55 20%	63 21%	35 18%	386 23%	76 17%	87 17%	33 16%	127 17%	379 23%
		58%	44%	34%	24%	24%	11%	12%	7%	76%	15%	17%	6%	25%	75% <b>vwxy</b>
D	259 11%	133 10%	89 9%	76 10%	39 7%	45 9%	19 7%	31 10%	17 9%	169 10%	39 9%	40 8%	14 7%	68 9%	190 12%
E	355 15%	169 13%	109 11%	95 13%	60 11%	45 9%	27 10%	32 11%	19 10%	213 12%	77 17%	68 14%	37 18%	116 15%	240 15%
		47% <b>q</b>	31%	27% <b>q</b>	17%	13%	8%	9%	5%	60% <b>q</b>	22%	19%	10%	33%	67%
AB	530 22%	336 25%	264 27%	145 20%	150 27%	131 26%	89 32%	77 26%	67 35%	410 24%	122 27%	135 27%	55 28%	196 26%	334 20%
ABC1	1266 53%	745 56%	553 57%	388 53%	342 61%	301 58%	178 64%	173 58%	119 63%	936 55%	254 57%	309 61%	116 58%	440 59%	825 51%
		59%	44%	31%	27% <b>ou</b>	24%	14% <b>mou</b>	14%	9% <b>o</b>	74%	20% <b>z</b>	24% <b>z</b>	9%	35% <b>z</b>	65%
C2DE	1120 47%	596 44%	420 43%	345 47%	222 39%	214 42%	102 36%	125 42%	71 37%	768 45%	192 43%	196 39%	83 42%	311 41%	809 49%
DE	614 26%	302 22%	199 20%	171 23%	99 18%	90 18%	47 17%	62 21%	36 19%	382 22%	116 26%	108 21%	50 25%	184 24%	430 26%
		49% <b>pqr</b>	32%	28% <b>pqr</b>	16%	15%	8%	10%	6%	62% <b>pqr</b>	19%	18%	8%	30%	70% <b>w</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 4

**QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
WHITE	2048	963 81%	1085 91%	1007 87%	1041 85%	289 83%	301 77%	318 78%	347 85%	315 92%	477 98%	452 85%	603 82%	447 88%	545 89%	1055 83%	992 89%	636 79%	1411 90%	561 80%	1487 88%	966 81%	1079 90%
	86%	47%	53%	49%	51%	14%	15%	16%	17% <b>de</b>	15% <b>cdef</b>	23% <b>cdefg</b>	22%	29%	22% <b>j</b>	27% <b>l</b>		52%	31%	69% <b>o</b>	27%	73% <b>q</b>	47%	53% <b>s</b>
British	1278	571 48%	707 59%	623 54%	655 53%	174 50%	180 46%	215 53%	230 56%	200 58%	279 57%	315 59%	388 53%	261 52%	314 51%	703 56%	575 51%	424 52%	854 54%	372 53%	906 54%	609 51%	666 56%
	54%	45%	55%	49%	51%	14%	14%	17%	18% <b>d</b>	16% <b>cd</b>	22% <b>cd</b>	25% <b>jkl</b>	30%	20%	25%	55%	45%	33%	67%	29%	71%	48%	52% <b>s</b>
English	425	234 20%	191 16%	220 19%	205 17%	54 15%	59 15%	45 11%	68 17%	135 19%	135 28%	79 15%	123 17%	108 21%	115 19%	202 16%	223 20%	105 13%	320 20%	94 13%	331 20%	190 16%	235 20%
	18%	55%	45%	52%	48%	13%	14%	11%	16% <b>e</b>	15% <b>e</b>	32% <b>cdefg</b>	19%	29%	25% <b>i</b>	27%	48%	52% <b>m</b>	25%	75% <b>o</b>	22%	78% <b>q</b>	45%	55% <b>s</b>
Scottish	158	66 6%	92 8%	77 7%	81 7%	20 6%	21 5%	28 7%	26 6%	28 8%	34 7%	29 6%	42 6%	39 8%	47 8%	71 6%	87 8%	40 5%	118 7%	36 5%	122 7%	76 6%	82 7%
	7%	42%	58%	49%	51%	13%	14%	18%	16%	18%	22%	19%	27%	25%	30%	45%	55%	25%	75% <b>o</b>	23%	77%	48%	52%
Welsh	70	33 3%	37 3%	37 3%	33 3%	13 4%	9 2%	12 3%	11 3%	11 3%	14 3%	13 2%	17 2%	14 3%	26 4%	30 2%	40 4%	25 3%	45 3%	19 3%	51 3%	34 3%	36 3%
	3%	47%	53%	52%	48%	18%	13%	17%	15%	16%	20%	18%	24%	20%	38%	43%	57%	36%	64%	27%	73%	49%	51%
Irish	43	17 1%	25 2%	24 2%	19 2%	5 1%	7 2%	8 2%	6 2%	7 2%	10 2%	8 1%	10 1%	7 1%	17 3%	18 1%	25 2%	12 2%	30 2%	10 1%	32 2%	16 1%	26 2%
	2%	40%	60%	56%	44%	11%	16%	18%	15%	16%	24%	19%	24%	17%	41%	42%	58%	29%	71%	24%	76%	38%	61%
Any other white background	75	42 4%	33 3%	26 2%	48 4%	24 7%	24 6%	10 2%	7 2%	5 2%	5 1%	8 2%	23 3%	18 4%	26 4%	31 2%	44 4%	31 4%	44 3%	30 4%	45 3%	41 3%	34 3%
	3%	56%	44%	35%	65% <b>a</b>	32% <b>efgh</b>	32% <b>efgh</b>	13%	10%	7%	6%	11%	31%	24%	34% <b>l</b>	42%	58%	41%	59%	40%	60%	54%	46%
MIXED	65	48 4%	17 1%	33 3%	32 3%	10 3%	18 5%	18 4%	6 2%	9 3%	3 1%	9 2%	21 3%	19 4%	16 3%	30 2%	34 3%	33 4%	32 2%	27 4%	38 2%	44 4%	20 2%
	3%	74%	26%	51%	49%	16% <b>h</b>	28% <b>fh</b>	27% <b>fh</b>	10%	15% <b>h</b>	4%	13%	33%	29%	24%	47%	53%	50% <b>p</b>	50%	41% <b>r</b>	59%	67% <b>t</b>	31%
White and Black Caribbean	34	20 1%	13 1%	17 1%	17 1%	6 2%	11 3%	5 1%	6 1%	5 2%	1 *	3 1%	10 1%	9 2%	11 2%	13 1%	20 2%	15 2%	18 1%	11 2%	23 1%	23 2%	11 1%
	1%	61%	39%	50%	50%	17%	33% <b>h</b>	14%	17%	16%	4%	9%	31%	27%	33%	40%	60%	46%	54%	32%	68%	68%	32%
White and Black African	12	8 1%	3 *	7 1%	4 *	- -	2 1%	8 2%	- -	1 *	1 *	2 *	2 *	5 1%	2 *	4 1%	8 1%	10 7%	2 *	10 1%	2 *	7 1%	4 *
	*	72%	28%	63%	37%	-	19%	64% <b>ch</b>	-	10%	8%	16%	19%	46%	19%	35%	65%	62% <b>p</b>	18%	62% <b>r</b>	18%	62%	30%
White and Asian	14	14 1%	-	6 1%	8 1%	2 *	4 1%	4 1%	1 *	3 1%	1 *	4 1%	5 1%	3 1%	2 *	9 1%	5 *	6 1%	8 *	6 1%	8 *	13 1%	1 *
	1%	100%	-	43%	57%	12%	28%	30%	6%	20%	4%	27%	36%	22%	15%	63%	37%	44%	56%	44%	56%	91% <b>i</b>	9%
Any other mixed/ multiple ethnic background	5	5 *	-	3 *	2 *	3 1%	1 *	1 *	- *	- *	- *	- *	4 1%	1 *	- *	4 *	1 *	1 *	4 *	- *	5 *	1 *	4 *
	*	100%	-	56%	44%	57%	18%	26%	-	-	-	-	74%	26%	-	74%	26%	26%	74%	-	100%	18%	82%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 4

**QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
ASIAN AND BRITISH ASIAN	131 5%	81 7%	49 4%	63 5%	67 5%	24 19% <b>gh</b>	36 27% <b>gh</b>	36 28% <b>gh</b>	27 20% <b>gh</b>	7 6% <b>h</b>	1 *	32 6%	51 7%	17 3%	30 5%	84 7%	47 4%	81 10%	50 3%	63 9%	68 4%	82 7%	49 4%
Indian	59 2%	45 4%	14 1%	30 3%	29 2%	9 3%	17 4%	16 4%	13 3%	4 1%	-	22 4%	24 3%	6 1%	7 1%	46 4%	13 1%	33 4%	26 2%	32 5%	28 2%	42 4%	17 1%
Pakistani	47 2%	27 2%	20 2%	23 2%	24 2%	8 16% <b>h</b>	14 29% <b>gh</b>	11 23% <b>gh</b>	12 25% <b>gh</b>	3 5%	1 1%	7 14%	18 38%	9 19%	13 29%	25 52%	22 48%	31 67% <b>p</b>	16 33%	20 42%	27 58%	28 59%	19 41%
Bangladeshi	16 1%	6 *	11 1%	7 1%	9 1%	6 36% <b>gh</b>	5 32% <b>gh</b>	3 21%	2 11%	-	-	1 7%	6 38%	1 9%	7 46%	7 45%	9 55%	13 78% <b>p</b>	3 22%	9 53%	8 47%	8 48%	8 52%
Any other Asian background	8 *	3 39%	5 61%	2 31%	6 69%	1 17%	-	6 69% <b>dffh</b>	-	1 14%	-	3 31%	3 38%	-	2 31%	6 69%	2 31%	4 51%	4 49%	3 37%	5 63%	4 46%	4 54%
BLACK AND BLACK BRITISH	86 4%	54 5%	32 3%	35 3%	51 4%	16 19% <b>h</b>	16 19% <b>h</b>	22 25% <b>gh</b>	21 25% <b>gh</b>	7 2%	4 1%	22 4%	36 5%	13 3%	13 2%	59 5%	27 2%	39 5%	47 3%	30 4%	56 3%	63 5%	22 2%
Caribbean	45 2%	27 2%	18 2%	12 1%	32 3%	1 3%	7 2%	13 3%	14 4%	5 12%	3 6%	5 10%	22 48% <b>l</b>	10 22%	9 20%	26 58%	19 42%	19 42%	26 58%	17 37%	28 63%	33 75% <b>t</b>	11 25%
African	39 2%	25 2%	14 1%	22 2%	16 1%	14 35% <b>fgh</b>	9 22% <b>h</b>	8 21% <b>h</b>	6 14%	2 5%	1 3%	17 43% <b>kl</b>	14 36%	4 10%	4 11%	31 79% <b>n</b>	8 21%	18 46%	21 54%	12 31%	27 69%	29 74% <b>t</b>	10 26%
Any other black background	2 *	2 100%	-	-	2 100%	1 42%	-	-	1 58%	-	-	1 58%	1 42%	-	-	2 100%	-	2 100%	-	1 58%	1 42%	1 42%	1 58%
MIDDLE EAST AND ARABIC ORIGIN	11 *	7 61%	4 39%	7 63%	4 37%	4 37% <b>eh</b>	4 37% <b>eh</b>	-	2 17%	1 9%	-	4 37%	4 36%	-	3 27%	8 73%	3 27%	6 52%	5 48%	3 29%	8 71%	6 51%	6 49%
Middle Eastern, including Arabic origin	9 *	6 63%	3 37%	6 67%	3 33%	3 34%	4 45% <b>eh</b>	-	1 10%	1 11%	-	3 34%	3 34%	-	3 33%	6 67%	3 33%	4 41%	5 59%	2 25%	7 75%	5 52%	4 48%
Iranian	2 *	1 53%	1 47%	1 47%	1 53%	1 53%	-	-	1 47%	-	-	1 53%	1 47%	-	-	2 100%	-	2 100%	-	1 47%	1 53%	1 47%	1 53%
CHINESE OR OTHER ETHNIC GROUP	30 1%	24 2%	5 *	8 1%	22 2%	4 14%	14 46% <b>fgh</b>	7 22%	2 5%	1 4%	2 8%	9 30%	13 45%	2 8%	5 17%	22 75% <b>n</b>	8 25%	11 38%	18 62%	11 38%	18 62%	18 60%	12 40%
Chinese	16 1%	16 1%	-	2 *	14 1%	4 1%	7 2%	3 1%	1 *	1 *	-	2 *	9 1%	2 15%	3 21%	10 64%	6 36%	11 35%	11 65%	6 35%	11 65%	10 59%	7 41%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 4

Absolutes/col percents/row percents 19 Apr 2018

**Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Any other background	<b>13</b> <b>1%</b>	8 1%	5 *	6 *	8 1%	- -	7 2%	3 1%	1 *	- -	2 *	7 1%	4 1%	- -	2 *	12 1%	2 *	6 1%	8 *	6 1%	8 *	8 1%	5 *
		61%	39%	42%	58%	-	<b>53%ctg</b>	24%	5%	-	18%	<b>54%kl</b>	33%	-	13%	<b>87%nl</b>	13%	42%	58%	42%	58%	61%	39%
Prefer not to say	<b>17</b> <b>1%</b>	16 1%	1 *	8 1%	9 1%	2 1%	3 1%	6 1%	3 1%	2 1%	-	1 *	6 1%	8 1%	2 *	7 1%	9 1%	3 *	14 1%	3 *	14 1%	10 1%	4 *
		93%	7%	46%	54%	15%	16%	<b>36%h</b>	18%	15%	-	6%	39%	<b>45%il</b>	10%	44%	56%	19%	81%	19%	81%	62%	26%
Net: MEG	<b>322</b> <b>13%</b>	215 18%	107 9%	146 13%	175 14%	59 17%	88 22%	82 20%	58 14%	26 8%	9 2%	77 14%	126 17%	52 10%	67 11%	203 16%	119 11%	170 21%	152 10%	134 19%	188 11%	212 18%	109 9%
		67%	33%	45%	55%	<b>18%gh</b>	<b>27%fgh</b>	<b>25%fgh</b>	<b>18%gh</b>	<b>8%h</b>	3%	24%	<b>39%kl</b>	16%	21%	<b>63%nl</b>	37%	<b>53%pl</b>	47%	<b>42%rl</b>	58%	<b>66%tl</b>	34%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 4

**Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%	
2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%	
2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286	
2048	1816 86% 89%	224 91% 11%	1381 86% 67%	667 86% 33%	1622 85% 79%	426 90% 21%a	1647 83% 80%	206 95% 10%g	139 99% 7%gh	55 100% 3%gh	90 92% 4%os	231 88% 11%os	163 83% 8%sa	156 92% 8%mos	157 76% 8%sa	193 89% 9%os	190 95% 9%mos	288 89% 14%os	179 60% 9%	
1278	1146 54% 90%	125 51% 10%	878 54% 69%	400 52% 31%	1026 54% 80%	251 53% 20%	1148 58% 90%hi	45 21% 4%	56 40% 4%h	29 52% 2%hi	71 72% 6%ors	178 68% 14%os	124 64% 10%os	110 65% 9%os	98 47% 8%sa	135 62% 11%os	134 67% 10%os	192 60% 15%os	106 35% 8%	
425	376 18% 88%	49 20% 12%	280 17% 66%	145 19% 34%	330 17% 78%	95 20% 22%	404 20% 95%hi	5 3% 1%	14 10% 3%h	1 1% *	17 17% 4%	43 16% 10%	32 16% 7%	37 22% 9%	49 24% 12%sa	50 23% 12%	48 24% 11%	80 25% 19%lms	48 16% 11%	
158	126 6% 80%	32 13% 20%a	97 6% 62%	61 8% 38%	109 6% 69%	49 10% 31%a	12 1% 8%	145 67% 92%gh	1 * *	- - -	- - -	- - -	1 1% 1%	- 2% 2%	4 2% 2%	2 1% 1%	- 1% -	4 1% 3%	2 1% 1%	
70	63 3% 90%	7 3% 10%	50 3% 71%	20 3% 29%	57 3% 82%	13 3% 18%	4 * 6%	1 * 1%	64 46% 92%gh	- - -	- - -	1 * 1%	1 * 1%	- - -	- - -	- - -	- - -	1 * 2%	1 * 1%	
43	38 2% 89%	5 2% 11%	29 2% 68%	14 2% 32%	35 2% 82%	8 2% 18%	15 1% 36%	2 1% 6%	1 1% 2%	24 44% 56%gh	1 1% 3%	1 1% 3%	- - -	5 3% 11%mpr	1 * 2%	- - -	2 1% 4%	- - -	6 2% 13%r	
75	69 3% 92%	6 2% 8%	48 3% 64%	27 3% 36%	65 3% 86%	10 2% 14%	63 3% 84%	7 3% 10%	3 2% 4%	1 3% 2%	1 1% 2%	7 3% 9%	5 2% 6%	5 3% 6%	5 3% 7%	6 3% 8%	7 4% 9%	10 3% 14%	16 5% 22%	
65	62 3% 95%	3 1% 5%	49 3% 75%	16 2% 25%	58 3% 89%	7 1% 11%	61 3% 94%	3 1% 4%	1 1% 2%	* * *	1 1% 2%	4 1% 6%	6 3% 10%np	- 4% -	9 - 14%np	- - -	3 1% 4%	10 3% 15%np	28 9% 43%klmnopqr	
34	33 2% 98%	1 * 2%	25 2% 74%	9 1% 26%	29 2% 87%	4 1% 13%	33 2% 96%	1 * 3%	* * 1%	- - -	- 2% -	2 1% 6%	3 2% 10%	- - -	5 3% 15%	- - -	1 1% 3%	4 1% 12%	17 6% 50%klmnopqr	
12	9 * 79%	2 1% 21%	7 * 62%	5 1% 38%	9 * 79%	2 1% 21%	12 1% 100%	- - -	- - -	- - -	1 1% 9%	1 * 8%	- - -	- 1% -	2 1% 18%	- - -	- 1% -	2 1% 18%	6 2% 48%	
14	14 1% 100%	- - -	13 1% 92%	1 * 8%	14 1% 100%	- - -	12 1% 86%	1 * 6%	1 1% 7%	* * 1%	- - -	1 * 6%	3 2% 22%	- - -	2 1% 12%	- - -	- - -	2 1% 15%	4 1% 31%	
5	5 * 100%	- - -	4 * 70%	2 * 30%	5 * 100%	- - -	4 * 82%	1 * 18%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	2 1% 30%	1 * 26%	1 * 26%	
131	121 6% 92%	9 3% 7%	83 5% 64%	47 6% 36%	110 6% 84%	21 4% 16%	127 6% 97%hi	3 1% 2%	* * *	- - -	4 4% 3%	10 4% 8%	18 9% 14%lnqr	4 2% 3%	23 11% 18%lnqr	12 6% 9%q	1 1% 1%	12 4% 9%	42 14% 32%klmnopqr	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

Prepared by BDRG Continental  
Fieldwork: April - December 2017  
BDRG/Job number (23011)

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 4

**Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Indian	59 2%	57 3%	3 1%	41 3%	19 2%	56 3%	3 1%	57 3%	2 1%	- -	- -	1 1%	2 1%	7 4%	4 2%	11 5%	4 2%	1 1%	5 2%	22 7%
		96%	4%	68%	32%	95% <b>l</b>	5%	96% <b>l</b>	4%	-	-	2%	3%	12% <b>l</b>	6%	19% <b>lqr</b>	7%	3%	9%	37% <b>klnpq</b>
Pakistani	47 2%	43 2%	3 1%	26 2%	21 3%	34 2%	14 3%	46 2%	1 *	- -	- -	2 2%	9 3%	11 6%	- -	8 4%	3 1%	- -	5 2%	9 3%
		91%	6%	55%	45%	71%	29%	98% <b>l</b>	2%	-	-	3%	18% <b>nq</b>	24% <b>npqr</b>	-	18% <b>nq</b>	6%	-	11%	18% <b>nq</b>
Bangladeshi	16 1%	13 1%	3 1%	12 1%	4 1%	13 1%	3 1%	16 1%	- -	* -	- -	- -	- -	- -	- -	1 1%	4 2%	- -	- -	11 4%
		82%	18%	73%	27%	82%	18%	98%	-	2%	-	-	-	-	-	9%	22%	-	-	67% <b>klnnqr</b>
Any other Asian background	8 *	8 *	- -	5 *	3 *	7 *	1 *	8 *	- -	- -	- -	1 1%	- -	- -	- -	2 1%	2 1%	- -	2 1%	1 *
		100%	-	60%	40%	84%	16%	100%	-	-	-	17%	-	-	-	26%	21%	-	25%	10%
BLACK AND BLACK BRITISH	86 4%	76 4%	9 3%	61 4%	25 3%	79 4%	6 1%	84 4%	1 1%	- -	- -	1 1%	10 4%	4 2%	7 4%	9 5%	10 5%	5 3%	4 1%	32 11%
		89%	10%	71%	29%	93% <b>l</b>	7%	99% <b>h</b>	1%	-	-	1%	12%	5%	9%	11% <b>l</b>	12%	6%	5%	38% <b>klnnpqr</b>
Caribbean	45 2%	40 2%	3 1%	30 2%	14 2%	41 2%	4 1%	45 2%	- -	- -	- -	- -	2 1%	2 1%	3 2%	5 2%	6 3%	5 3%	2 1%	19 6%
		90%	7%	68%	32%	92%	8%	100% <b>h</b>	-	-	-	-	6%	5%	7%	11%	12%	11%	5%	42% <b>klnmr</b>
African	39 2%	33 2%	5 2%	28 2%	10 1%	36 2%	3 1%	38 2%	1 1%	- -	- -	1 1%	7 3%	2 1%	4 2%	4 2%	5 2%	- -	2 1%	13 4%
		86%	14%	73%	27%	93%	7%	97% <b>l</b>	3%	-	-	3%	18% <b>q</b>	5%	11%	9%	12%	-	5%	35% <b>lmqr</b>
Any other black background	2 *	2 *	- -	2 *	- -	2 *	- -	2 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -
		100%	-	100%	-	100%	-	100%	-	-	-	-	58%	-	-	42%	-	-	-	-
MIDDLE EAST AND ARABIC ORIGIN	11 *	11 1%	- -	9 1%	2 *	8 *	3 1%	10 1%	1 *	- -	- -	2 2%	1 *	2 1%	- -	- -	- -	- -	2 14%	4 36%
		100%	-	83%	17%	73%	27%	91%	9%	-	-	13%	8%	20%	-	-	-	-	-	-
Middle Eastern, including Arabic origin	9 *	9 *	- -	8 1%	1 *	7 *	2 *	9 *	- -	- -	- -	2 2%	1 *	1 1%	- -	- -	- -	- -	2 *	4 1%
		100%	-	90%	10%	78%	22%	100%	-	-	-	17%	10%	12%	-	-	-	-	17%	44%
Iranian	2 *	2 *	- -	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
		100%	-	53%	47%	53%	47%	53%	47%	-	-	-	-	53%	-	-	-	-	-	-
CHINESE OR OTHER ETHNIC GROUP	30 1%	28 1%	2 1%	18 1%	12 2%	23 1%	6 1%	27 1%	2 1%	- -	- -	- -	6 2%	1 *	3 2%	6 3%	2 1%	- -	3 1%	7 2%
		95%	5%	60%	40%	79%	21%	93%	7%	-	-	-	21%	3%	9%	19% <b>q</b>	6%	-	12%	23%
Chinese	16 1%	16 1%	- -	9 1%	7 1%	12 1%	5 1%	16 1%	- -	- -	- -	- -	4 2%	1 *	2 1%	4 2%	- -	- -	1 *	5 2%
		100%	-	56%	44%	71%	29%	100%	-	-	-	-	25%	6%	10%	23%	-	-	5%	31%
Any other background	13 1%	12 1%	2 1%	9 1%	5 1%	12 1%	2 *	11 1%	2 1%	- -	- -	- -	2 1%	- -	1 1%	2 1%	2 1%	- -	3 1%	2 1%
		89%	11%	64%	36%	89%	11%	84%	16%	-	-	-	17%	-	9%	13%	13%	-	20%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 4

**Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Prefer not to say	17	14	2	10	7	14	3	16	1	10	7	-	-	1	-	3	-	1	3	8
	1%	1%	1%	1%	1%	1%	1%	1%	*	-	-	-	-	*	-	2%	-	*	1%	3%
		83%	10%	60%	40%	83%	17%	96%	4%	-	-	-	-	5%	-	20%	-	5%	17%	49%Inp
Net: MEG	322	298	22	220	102	278	43	310	10	2	*	8	32	32	14	47	24	9	31	113
	13%	14%	9%	14%	13%	15%	9%	16%	5%	1%	*	8%	12%	16%	8%	23%	11%	5%	10%	38%
		93%	7%	68%	32%	87% <sup>f</sup>	13%	96% <sup>hij</sup>	3% <sup>ij</sup>	1%	*	2%	10% <sup>q</sup>	10% <sup>nqr</sup>	4%	15% <sup>klnpqr</sup>	7%	3%	10%	35% <sup>klmnopqr</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 4

**QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
WHITE	2048	356 86%	1692 85%	874 83%	923 43%	192 87%	573 91%	1248 86%	935 84%	1056 89%	810 83%	1443 85%	604 89%
		17% <b>b</b>	83%		45% <b>cg</b>		28% <b>cg</b>	61%	46%	52% <b>hj</b>	40%		30% <b>k</b>
British	1278	213 54%	1065 54%	544 51%	563 55%	125 56%	349 56%	801 55%	605 54%	643 54%	524 54%	930 55%	348 51%
		17%	83%	43%	44%	10%	27%	63%	47%	50%	41%	73%	27%
English	425	75 18%	350 18%	169 16%	206 20%	40 18%	126 20%	252 17%	181 16%	236 20%	158 16%	280 16%	145 21%
			82%	40%	48% <b>c</b>	10%	30% <b>c</b>	59%	43%	55% <b>hj</b>	37%	66%	34% <b>k</b>
Scottish	158	27 7%	131 7%	73 7%	78 8%	11 5%	51 8%	90 6%	67 6%	87 7%	52 5%	103 6%	55 8%
		17%	83%	46%	50%	7%	32%	57%	42%	55%	33%	65%	35%
Welsh	70	14 3%	55 3%	35 3%	31 3%	3 1%	23 4%	39 3%	29 3%	40 3%	27 3%	51 3%	19 3%
		21%	79%	50%	44%	4%	34%	56%	42%	58%	39%	73%	27%
Irish	43	10 2%	32 2%	27 3%	18 2%	5 2%	7 1%	31 2%	20 2%	22 2%	19 2%	33 2%	10 1%
		24%	76%	64%	42%	11%	17%	73%	48%	51%	44%	77%	23%
Any other white background	75	16 3%	59 3%	27 3%	28 3%	8 4%	16 3%	35 2%	33 3%	28 2%	30 3%	47 3%	28 4%
		21%	79%	36%	37%	11%	21%	46%	44%	37%	40%	63%	37%
MIXED	65	6 3%	59 3%	33 3%	21 2%	10 4%	11 2%	46 3%	36 3%	26 2%	32 3%	54 3%	11 2%
		9%	91%	51%	32%	15%	17%	71%	56%	40%	50%	83%	17%
White and Black Caribbean	34	1 1%	32 2%	16 2%	12 1%	6 3%	7 1%	23 2%	18 2%	16 1%	16 2%	29 2%	4 1%
		4%	96%	49%	35%	17%	21%	67%	54%	46%	46%	87%	13%
White and Black African	12	1 *	11 1%	7 1%	4 *	2 1%	2 *	10 1%	8 1%	4 *	6 1%	9 1%	2 *
		8%	92%	62%	37%	18%	19%	81%	64%	36%	54%	79%	21%
White and Asian	14	2 1%	12 1%	7 1%	3 *	2 1%	2 *	10 1%	8 1%	5 *	8 1%	12 1%	2 *
		16%	84%	49%	25%	12%	14%	73%	58%	33%	58%	83%	17%
Any other mixed/ multiple ethnic background	5	1 *	4 *	2 *	1 *	- -	- -	4 *	2 *	1 *	2 *	4 *	2 *
		26%	74%	44%	18%	-	-	70%	43%	26%	43%	70%	30%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 4

**Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
ASIAN AND BRITISH ASIAN	131	19 5%	112 86%	81 62%df	34 26%	9 4%	17 13%	81 6%	76 58%l	50 38%	66 7%	104 80%	27 4%
Indian	59	12 2%	48 80%	36 60%df	11 19%	5 9%	6 10%	41 69%df	42 70%l	13 22%	37 63%l	49 83%	10 17%
Pakistani	47	6 2%	42 88%	35 75%df	15 32%	4 8%	6 13%	25 53%	21 45%	26 55%	17 35%	37 78%	11 22%
Bangladeshi	16	- 1%	16 100%	9 58%	5 31%	- -	3 17%	10 61%	9 55%	7 45%	8 48%	12 72%	5 28%
Any other Asian background	8	1 *	7 83%	1 11%	3 39%	- -	2 27%	5 59%	4 48%	3 38%	4 48%	7 86%	1 14%
BLACK AND BLACK BRITISH	86	11 4%	75 87%	53 62%df	29 34%	6 7%	13 16%	58 68%	44 51%	39 46%	39 46%	63 74%	22 26%
Caribbean	45	7 2%	38 84%	29 65%l	15 33%	4 8%	5 11%	29 65%	17 39%	26 59%	15 33%	30 67%	15 33%
African	39	3 2%	36 92%	22 57%	12 32%	2 6%	9 22%	27 69%	24 63%	13 33%	22 58%l	31 80%	8 20%
Any other black background	2	1 *	1 58%	2 100%	2 100%	- -	- -	2 100%	2 100%	- -	2 100%	2 100%	- -
MIDDLE EAST AND ARABIC ORIGIN	11	4 *	7 65%	4 39%	6 49%	2 20%	1 10%	8 73%	9 83%l	1 8%	8 75%l	9 83%	2 17%
Middle Eastern, including Arabic origin	9	3 *	6 69%	3 36%	4 48%	2 25%	1 12%	7 78%	8 90%l	1 10%	7 79%l	8 90%	1 10%
Iranian	2	1 *	1 47%	1 53%	1 53%	- -	- -	1 53%	1 53%	- -	1 53%	1 53%	1 47%
CHINESE OR OTHER ETHNIC GROUP	30	2 1%	27 90%	6 19%	12 40%	- -	9 30%	13 43%	12 41%	12 40%	11 38%	19 64%	11 36%
Chinese	16	2 1%	15 90%	3 20%	6 39%	- -	4 25%	6 36%	6 37%	6 37%	6 37%	9 58%	7 42%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 4

**Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	<b>2386</b>	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Any other background	<b>13</b>	1 *	12 1%	3 *	6 1%	- -	5 1%	7 *	6 1%	6 *	5 1%	9 1%	4 1%
	<b>1%</b>	6%	94%	19%	42%	-	37%	52%	45%	44%	39%	71%	29%
Prefer not to say	<b>17</b>	1 *	16 1%	7 1%	7 1%	2 1%	4 1%	6 *	8 1%	5 *	6 1%	12 1%	4 1%
	<b>1%</b>	5%	95%	40%	42%	14%	22%	37%	45%	29%	38%	73%	27%
Net: MEG	<b>322</b>	42	280	177	102	27	52	205	177	127	157	249	73
	<b>13%</b>	10%	14%	17%	10%	12%	8%	14%	16%	11%	16%	15%	11%
		13%	87%	55% <b>df</b>	32%	8%	16%	54% <b>df</b>	55% <b>df</b>	40%	49% <b>df</b>	77% <b>df</b>	23%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 4

**QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
WHITE	2048	1130 86%	810 84%	588 83%	458 80%	393 81%	216 76%	222 77%	154 74%	1443 85%	372 83%	403 80%	161 81%	626 83%	1422 87%
		55%oqrs	40%qrs	29% <b>s</b>	22% <b>s</b>	19%	11%	11%	8%	70% <b>oqrs</b>	18%	20%	8%	31%	69% <b>wxy</b>
British	1278	732 54%	524 55%	374 54%	299 51%	255 50%	144 51%	143 48%	100 53%	930 55%	224 50%	229 45%	108 54%	381 51%	897 55%
		57% <b>s</b>	41%	29%	23%	20%	11%	11%	8%	73% <b>s</b>	18%	18%	8% <b>w</b>	30%	70% <b>w</b>
English	425	230 18%	158 17%	115 16%	89 16%	72 14%	40 14%	44 15%	27 14%	280 16%	76 17%	85 17%	29 15%	127 17%	298 18%
		54%	37%	27%	21%	17%	9%	10%	6%	66%	18%	20%	7%	30%	70%
Scottish	158	64 7%	52 5%	40 5%	37 7%	29 6%	13 5%	9 3%	11 6%	103 6%	36 8%	44 9%	7 4%	56 7%	101 6%
		41%	33%	25%	23% <b>s</b>	18%	8%	6%	7%	65% <b>s</b>	23%	28% <b>x</b>	5%	36%	64%
Welsh	70	38 3%	27 3%	21 3%	15 3%	14 3%	7 2%	8 3%	4 2%	51 3%	17 4%	17 3%	7 3%	26 3%	44 3%
		55%	39%	30%	21%	20%	10%	12%	6%	73%	24%	24%	10%	37%	63%
Irish	43	30 2%	19 2%	11 2%	8 1%	5 1%	5 2%	3 1%	2 1%	33 2%	5 1%	6 1%	2 1%	8 1%	35 2%
		70%	44%	27%	20%	12%	11%	8%	4%	77%	13%	14%	4%	18%	82%
Any other white background	75	35 3%	30 3%	27 4%	10 2%	18 3%	8 3%	14 5%	10 5%	47 3%	14 3%	22 4%	9 4%	29 4%	46 3%
		47%	40%	36% <b>p</b>	13%	23%	10%	19% <b>p</b>	13% <b>p</b>	63%	18%	29%	12%	38%	62%
MIXED	65	41 3%	32 3%	27 4%	22 4%	19 4%	10 4%	10 3%	4 2%	54 3%	13 3%	17 3%	4 2%	21 3%	44 3%
		64%	50%	42%	34%	29%	15%	15%	6%	83%	20%	27%	6%	32%	68%
White and Black Caribbean	34	25 1%	16 2%	11 2%	7 1%	8 2%	4 1%	4 1%	2 1%	29 2%	6 1%	7 1%	2 1%	9 1%	24 1%
		73%	46%	34%	21%	25%	11%	12%	6%	87%	18%	21%	6%	28%	72%
White and Black African	12	7 *	6 1%	6 1%	5 1%	3 1%	1 *	2 1%	2 1%	9 1%	3 1%	6 1%	1 1%	6 1%	6 *
		60%	54%	54%	46%	27%	9%	17%	16%	79%	28%	47%	10%	47%	53%
White and Asian	14	7 1%	8 1%	6 1%	8 1%	5 1%	4 1%	3 1%	-	12 1%	3 1%	4 1%	1 *	5 1%	9 1%
		53%	58%	46%	57%	34%	30%	25%	-	83%	25%	27%	6%	35%	65%
Any other mixed/ multiple ethnic background	5	2 *	2 *	3 *	1 *	2 *	1 *	-	-	4 *	-	1 *	-	1 *	4 *
		43%	43%	52%	26%	43%	18%	-	-	70%	-	18%	-	18%	82%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 4

**QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
	131	83	66	61	43	49	30	31	16	104	23	38	13	48	83
	5%	6%	7%	8%	8%	10%	11%	10%	8%	6%	5%	8%	6%	6%	5%
		64%	50%	47%	33%	38% <b>mu</b>	23% <b>mnu</b>	24% <b>mu</b>	12%	80%	18%	29% <b>z</b>	10%	37%	63%
	59	40	37	31	21	21	11	15	8	49	14	21	9	25	34
	2%	3%	4%	4%	4%	4%	4%	5%	4%	3%	3%	4%	4%	3%	2%
		67%	63%	52%	36%	36%	19%	25%	13%	83%	23%	35% <b>z</b>	15%	42%	58%
	47	29	17	20	13	19	12	12	7	37	3	11	2	11	36
	2%	2%	2%	3%	2%	4%	4%	4%	3%	2%	1%	2%	1%	1%	2%
		61%	35%	42%	27%	41% <b>n</b>	24% <b>n</b>	26% <b>nu</b>	14%	78%	6%	24%	4%	24%	76% <b>v</b>
	16	10	8	9	6	7	6	2	1	12	4	6	1	9	8
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*
		62%	48%	55%	34%	45%	38% <b>mu</b>	15%	9%	72%	27%	36%	9%	53%	47%
	8	4	4	1	3	1	1	1	-	7	2	1	1	3	5
	*	*	*	*	1%	*	*	*	-	*	*	*	*	*	*
		55%	48%	11%	39%	17%	10%	11%	-	86%	26%	10%	10%	37%	63%
	86	54	39	38	30	34	15	22	7	63	26	30	14	39	47
	4%	4%	4%	5%	5%	7%	5%	7%	4%	4%	6%	6%	7%	5%	3%
		63%	46%	44%	35%	40% <b>mnu</b>	17%	26% <b>mnu</b>	9%	74%	30% <b>z</b>	35% <b>z</b>	17% <b>z</b>	46% <b>z</b>	54%
	45	24	15	15	11	11	7	7	5	30	16	14	8	18	27
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	4%	3%	4%	2%	2%
		53%	33%	34%	24%	25%	15%	15%	12%	67%	36% <b>z</b>	30%	18% <b>z</b>	40%	60%
	39	28	22	21	17	21	8	15	2	31	10	16	6	20	19
	2%	2%	2%	3%	3%	4%	3%	5%	1%	2%	2%	3%	3%	3%	1%
		73%	58%	55%	45%	63% <b>mu</b>	21%	40% <b>mmtu</b>	5%	80%	25%	41% <b>z</b>	16% <b>z</b>	52% <b>z</b>	48%
	2	2	2	1	2	2	-	-	-	2	-	1	-	1	1
	*	*	*	*	*	*	-	-	-	*	-	*	-	*	*
		100%	100%	58%	100%	100%	-	-	-	100%	-	42%	-	42%	58%
	11	8	8	7	3	5	2	5	2	9	4	4	2	4	8
	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	*
		73%	75%	65%	31%	46%	22%	43%	22%	83%	31%	31%	21%	31%	69%
	9	7	7	6	3	4	1	4	2	8	4	4	2	4	6
	*	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	*	*
		78%	79%	67%	38%	44%	14%	40%	27%	90%	38%	38%	26%	38%	62%
	2	1	1	1	-	1	1	1	-	1	-	-	-	-	2
	*	*	*	*	-	*	*	*	-	*	-	-	-	-	*
		53%	53%	53%	-	53%	53%	53%	-	53%	-	-	-	-	100%
	30	16	11	8	4	7	4	5	3	19	4	7	3	9	20
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%
		53%	38%	26%	14%	23%	15%	17%	9%	64%	14%	23%	12%	32%	68%
	16	7	6	4	3	4	2	1	2	9	1	2	1	3	14
	1%	1%	1%	*	*	1%	1%	*	1%	1%	*	*	*	*	1%
		43%	37%	22%	17%	27%	12%	6%	11%	58%	5%	11%	5%	16%	84%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 4

**Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Any other background	13 1%	9 1%	5 1%	4 1%	1 *	3 *	3 1%	4 1%	1 *	9 1%	3 1%	5 1%	3 1%	7 1%	6 *
Prefer not to say	17 1%	65% 9	39% 6	31% 5	11% 3	19% 8	19% 2	31% 4	7% 3	71% 12	26% 4	38% 5	19% 1	51% 5	49% 12
		1% 53%	1% 38%	1% 29%	1% 18%	2% 47%	1% 15%	1% 25%	3% 16%	12% 73%	1% 26%	5% 31%	1% 7%	1% 31%	1% 69%
Net: MEG	322 13%	202 15%	157 16%	140 19%	102 18%	114 22%	61 22%	72 24%	32 17%	249 15%	70 16%	96 19%	37 18%	120 16%	201 12%
		63%	49%	44% <b>mu</b>	32%	35% <b>mnu</b>	19% <b>mnu</b>	22% <b>mnpu</b>	10%	77%	22%	30% <b>z</b>	11% <b>z</b>	37% <b>z</b>	63%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 5

**QO3: STANDARD REGION.**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Scotland	217 9%	102 9%	115 10%	105 9%	112 9%	31 9%	33 9%	36 9%	38 9%	33 10%	45 9%	41 8%	68 9%	48 10%	60 10%	109 9%	109 10%	59 7%	158 10%	53 8%	164 10%	104 9%	112 9%
North East	98 4%	51 4%	47 4%	49 4%	49 4%	20 6%	14 4%	13 3%	18 4%	13 4%	20 4%	22 4%	27 4%	21 4%	27 4%	50 4%	48 4%	33 4%	64 4%	28 4%	69 4%	48 4%	50 4%
North West	262 11%	138 12%	124 10%	127 48%	136 52%	38 14%	36 14%	41 15%	58 22%	33 13%	57 22%	65 25%	79 30%	56 21%	61 23%	145 55%	118 45%	90 34%	172 66%	67 25%	196 75%	119 45%	143 55%
Yorkshire	196 8%	99 8%	97 8%	88 8%	108 9%	27 8%	39 10%	27 7%	37 9%	31 9%	35 7%	39 7%	58 8%	43 9%	55 9%	97 8%	98 9%	58 7%	137 9%	53 8%	143 8%	102 9%	93 8%
East Midlands	169 7%	82 7%	87 7%	83 7%	87 7%	32 9%	34 9%	21 5%	24 6%	25 7%	33 7%	32 6%	39 5%	32 6%	66 11%	71 6%	99 9%	62 8%	107 7%	54 8%	116 7%	82 7%	87 7%
West Midlands	208 9%	111 9%	96 8%	96 8%	111 9%	32 9%	39 10%	34 8%	36 9%	31 9%	37 8%	39 7%	62 8%	49 10%	58 9%	101 8%	106 9%	78 10%	129 8%	70 10%	138 8%	92 8%	115 10%
Wales	141 6%	68 6%	72 6%	69 6%	72 6%	22 6%	19 5%	22 5%	24 6%	22 6%	32 6%	26 5%	41 6%	31 6%	43 7%	67 5%	74 7%	52 6%	89 6%	40 6%	101 6%	67 6%	74 6%
East	217 9%	104 9%	113 9%	119 10%	98 8%	23 7%	27 7%	42 10%	41 10%	35 10%	49 10%	56 10%	63 9%	47 9%	51 8%	119 9%	98 10%	60 7%	157 10%	55 8%	162 10%	98 8%	119 10%
South West	200 8%	96 8%	105 9%	97 8%	103 8%	31 9%	29 7%	28 7%	34 8%	25 7%	53 11%	45 8%	64 9%	51 10%	40 6%	109 9%	91 8%	60 7%	141 9%	50 7%	150 9%	93 8%	106 9%
South East	322 13%	165 14%	157 13%	159 14%	163 13%	39 11%	55 14%	52 13%	43 11%	54 16%	78 16%	82 16%	108 15%	60 12%	71 12%	191 15%	131 12%	102 13%	221 14%	93 13%	229 14%	156 13%	165 14%
London	301 13%	152 13%	148 12%	142 12%	158 13%	47 13%	56 14%	80 20%	46 11%	33 10%	39 8%	72 14%	110 15%	54 11%	64 10%	182 14%	118 11%	131 16%	169 11%	116 17%	184 11%	196 16%	103 9%
Northern Ireland	55 2%	23 2%	32 3%	26 2%	29 2%	10 3%	10 2%	10 2%	10 2%	7 2%	10 2%	10 2%	15 2%	12 2%	17 3%	25 2%	30 3%	23 3%	31 2%	19 3%	35 2%	31 3%	24 2%
Net: England	1973 83%	999 84%	974 82%	960 83%	1013 83%	288 82%	329 84%	338 83%	336 82%	281 82%	400 82%	453 85%	612 83%	415 82%	493 80%	1065 84%	908 81%	675 83%	1298 82%	586 84%	1388 82%	987 83%	982 82%
		51%	49%	49%	51%	15%	17%	17%	17%	14%	20%	23%	31%	21%	25%	54%	46%	34%	66%	30%	70%	50%	50%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 5

Absolutes/col percents/row percents 19 Apr 2018

**Q03: STANDARD REGION.****Base: All respondents**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
217 9%	181 9%	36 14%	137 8%	80 10%	158 8%	59 12%	- -	217 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
	84%	16%a	63%	37%	73%	27%e	-	100%gij	-	-	-	-	-	-	-	-	-	-	-
98 4%	88 4%	10 4%	63 4%	34 4%	74 4%	24 5%	98 5%	-	-	-	98 100%	-	-	-	-	-	-	-	-
	90%	10%	65%	35%	75%	25%	100%hij	-	-	-	100%klmnopq rs	-	-	-	-	-	-	-	-
262 11%	240 11%	21 8%	175 11%	88 11%	204 11%	58 12%	262 13%	-	-	-	-	262 100%	-	-	-	-	-	-	-
	91%	8%	67%	33%	78%	22%	100%hij	-	-	-	-	100%klmnopq rs	-	-	-	-	-	-	-
196 8%	162 8%	33 13%	126 8%	69 9%	148 8%	48 10%	196 10%	-	-	-	-	-	196 100%	-	-	-	-	-	-
	83%	17%a	65%	35%	76%	24%	100%hij	-	-	-	-	-	100%klmnopq rs	-	-	-	-	-	-
169 7%	152 7%	17 7%	117 7%	53 7%	139 7%	31 7%	169 9%	-	-	-	-	-	-	169 100%	-	-	-	-	-
	90%	10%	69%	31%	82%	18%	100%hij	-	-	-	-	-	100%klmnopq rs	-	-	-	-	-	-
208 9%	189 9%	18 7%	144 9%	63 8%	163 9%	44 9%	208 11%	-	-	-	-	-	-	-	208 100%	-	-	-	-
	91%	9%	70%	30%	79%	21%	100%hij	-	-	-	-	-	-	100%klmnopq rs	-	-	-	-	-
141 6%	129 6%	11 5%	97 6%	44 6%	112 6%	28 6%	- -	- 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
	92%	8%	69%	31%	80%	20%	-	100%ghj	-	-	-	-	-	-	-	-	-	-	-
217 9%	197 9%	18 7%	161 10%	57 7%	188 10%	29 6%	217 11%	-	-	-	-	-	-	-	-	217 100%	-	-	-
	91%	8%	74%	26%	87%f	13%	100%hij	-	-	-	-	-	-	-	-	100%klmnopq rs	-	-	-
200 8%	183 9%	16 7%	145 9%	56 7%	163 8%	38 8%	200 10%	-	-	-	-	-	-	-	-	-	200 100%	-	-
	91%	8%	72%	28%	81%	19%	100%hij	-	-	-	-	-	-	-	-	-	100%klmnopq rs	-	-
322 13%	295 14%	27 11%	222 14%	100 13%	257 13%	65 14%	322 16%	-	-	-	-	-	-	-	-	-	-	322 100%	-
	92%	8%	69%	31%	80%	20%	100%hij	-	-	-	-	-	-	-	-	-	-	100%klmnopq qs	-
301 13%	263 12%	35 14%	188 12%	113 15%	263 14%	38 8%	301 15%	-	-	-	-	-	-	-	-	-	-	-	301 100%
	88%	12%	62%	38%	87%f	13%	100%hij	-	-	-	-	-	-	-	-	-	-	-	100%klmnopq rs

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 5

**Q03: STANDARD REGION.**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Northern Ireland	55	50 2%	5 2%	36 2%	19 2%	45 2%	10 2%	-	-	-	55 100%	-	-	-	-	-	-	-	-	-
	2%	91%	9%	66%	34%	83%	17%	-	-	-	100%gh	-	-	-	-	-	-	-	-	-
Net: England	1973	1767 83%	195 79%	1341 68%	632 32%	1598 81%	375 19%	1973 100%	-	-	-	98 5%	262 13%	196 10%	169 9%	208 11%	217 11%	200 10%	322 16%	301 15%
	83%	90%	10%	83%	82%	83%	80%	100%hj	-	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 5

**Q03: STANDARD REGION.****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Scotland	217	47	170	95	105	22	67	127	94	115	75	144	73
	9%	12%	9%	9%	10%	10%	11%	9%	8%	10%	8%	8%	11%
		22%	78%	44%	48%	10%	31%	58%	43%	53%	35%	66%	34%
North East	98	20	78	37	38	9	27	59	51	45	49	72	26
	4%	5%	4%	4%	4%	4%	4%	4%	5%	4%	5%	4%	4%
		20%	80%	38%	39%	10%	28%	60%	52%	46%	50%	74%	26%
North West	262	39	224	116	140	16	84	157	120	137	115	181	82
	11%	10%	11%	11%	14%	7%	13%	11%	11%	12%	12%	11%	12%
		15%	85%	44%	53% <b>e</b>	6%	32% <b>e</b>	60%	46%	52%	44%	69%	31%
Yorkshire	196	29	167	90	73	19	52	113	79	108	61	132	63
	8%	7%	8%	8%	7%	8%	8%	8%	7%	9%	6%	8%	9%
		15%	85%	46%	37%	10%	27%	58%	40%	55% <b>j</b>	31%	68%	32%
East Midlands	169	24	146	77	69	9	43	112	88	80	78	134	35
	7%	6%	7%	7%	7%	4%	7%	8%	8%	7%	8%	8%	5%
		14%	86%	45%	41%	5%	25%	66%	52%	47%	46%	79% <b>i</b>	21%
West Midlands	208	31	177	68	103	20	56	124	106	92	94	150	57
	9%	8%	9%	6%	10%	9%	9%	8%	9%	8%	10%	9%	8%
		15%	85%	33%	50% <b>c</b>	9%	27%	60%	51%	44%	45%	72%	28%
Wales	141	37	103	73	57	11	36	79	62	73	54	100	41
	6%	9%	5%	7%	6%	5%	6%	5%	6%	6%	6%	6%	6%
		27% <b>b</b>	73%	52%	40%	7%	25%	56%	44%	52%	38%	71%	29%
East	217	33	184	102	88	29	44	131	106	105	95	166	52
	9%	8%	9%	10%	9%	13%	7%	9%	9%	9%	10%	10%	8%
		15%	85%	47%	41%	13% <b>f</b>	20%	60%	49%	49%	44%	76%	24%
South West	200	53	147	81	91	34	54	124	89	107	84	149	51
	8%	13%	7%	8%	9%	15%	9%	8%	8%	9%	9%	9%	7%
		26% <b>b</b>	74%	40%	45%	17% <b>cdfg</b>	27%	62%	44%	53%	42%	75%	25%
South East	322	60	263	151	134	24	79	205	148	164	116	218	104
	13%	15%	13%	14%	13%	11%	13%	14%	13%	14%	12%	13%	15%
		18%	82%	47%	42%	8%	24%	64%	46%	51%	36%	68%	32%
London	301	10	290	135	112	24	76	190	152	133	127	216	85
	13%	3%	15%	13%	11%	11%	12%	13%	14%	11%	13%	13%	12%
		3%	97% <b>a</b>	45%	37%	8%	25%	63%	51%	44%	42%	72%	28%
Northern Ireland	55	17	38	33	21	5	11	40	25	29	24	42	12
	2%	4%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%
		31% <b>b</b>	69%	61%	38%	9%	20%	73%	46%	53%	43%	77%	23%
Net: England	1973	297	1676	857	849	184	514	1214	938	971	820	1419	555
	83%	75%	84%	81%	82%	83%	82%	83%	84%	82%	84%	83%	81%
		15%	85% <b>a</b>	43%	43%	9%	26%	62%	48%	49%	42%	72%	28%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 5

**QO3: STANDARD REGION.**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Scotland	217 9%	106 8% 49%	75 8% 35%	54 7% 25%	58 10% 27%	46 9% 21%	27 10% 12%	23 8% 10%	14 7% 6%	144 8% 66%	43 10% 20%	67 13% 31%xx	14 7% 7%	80 11% 37%	137 8% 63%
North East	98 4%	46 3% 47%	49 5% 50%	32 4% 33%	31 5% 31%	26 5% 27%	7 3% 7%	15 5% 15%	15 4% 15%mrur	72 4% 74%	16 3% 16%	23 5% 24%	9 4% 9%	31 4% 31%	67 4% 69%
North West	262 11%	131 10% 50%	115 12% 44%	89 12% 34%	72 13% 27%	53 10% 20%	39 14% 15%	48 16% 18%mqtu	16 8% 6%	181 11% 69%	46 10% 17%	44 9% 17%	21 11% 8%	79 11% 30%	184 11% 70%
Yorkshire	196 8%	106 8% 54%	61 6% 31%	57 8% 29%	32 6% 16%	29 6% 15%	17 6% 9%	24 8% 12%	11 6% 6%	132 8% 68%	33 7% 17%	32 6% 16%	16 8% 8%	57 8% 29%	139 9% 71%
East Midlands	169 7%	99 7% 58%	78 8% 46%	68 9% 40%	49 9% 29%	49 9% 29%	20 7% 12%	17 6% 10%	14 7% 8%	134 8% 79%	34 8% 20%	30 6% 18%	18 9% 11%	48 6% 29%	121 7% 71%
West Midlands	208 9%	119 9% 58%	94 10% 45%	62 9% 30%	60 11% 29%	40 8% 19%	26 9% 13%	21 7% 10%	15 8% 7%	150 9% 72%	47 10% 22%	47 9% 23%	18 9% 9%	65 9% 31%	143 9% 69%
Wales	141 6%	72 5% 51%	54 6% 38%	43 6% 31%	33 6% 24%	28 5% 20%	16 6% 11%	17 6% 12%	10 5% 7%	100 6% 71%	28 6% 20%	36 7% 25%	13 7% 9%	50 7% 35%	91 6% 65%
East	217 9%	140 10% 64%	95 10% 44%	60 8% 28%	52 9% 24%	49 10% 23%	33 12% 15%	29 10% 14%	18 9% 8%	166 10% 76%	41 9% 19%	41 8% 19%	14 7% 7%	62 8% 29%	155 9% 71%
South West	200 8%	128 10% 64%	84 9% 42%	65 9% 32%	43 8% 21%	54 11% 27%	25 9% 12%	19 6% 9%	15 8% 7%	149 9% 75%	52 12% 26%xz	46 9% 23%	23 11% 11%	75 10% 37%	125 8% 63%
South East	322 13%	180 13% 56%p	116 12% 36%	94 13% 29%p	50 9% 16%	63 12% 19%	27 9% 8%	33 11% 10%	20 10% 6%	218 13% 68%p	58 13% 18%	69 14% 21%	23 12% 7%	112 15% 35%	211 13% 65%
London	301 13%	179 13% 59%	127 13% 42%	90 12% 30%	66 12% 22%	72 14% 24%	37 13% 12%	44 15% 15%	41 22% 14%mnopgru	216 13% 72%	45 10% 15%	64 13% 21%	29 15% 10%	85 11% 28%	216 13% 72%
Northern Ireland	55 2%	35 3% 63%	24 2% 43%	18 2% 32%	18 3% 32%	7 1% 12%	6 2% 11%	7 2% 13%	2 1% 4%	42 2% 77%	4 1% 8%	6 1% 11%	2 1% 3%	8 1% 15%	47 3% 85%vy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 5

**Q03: STANDARD REGION.****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2386	1341	973	733	563	514	280	298	189	1705	446	505	199	752	1634
		56%	41%	31%	24%	22%	12%	12%	8%	71%	19%	21%	8%	31%	69%
Net: England	1973	1128	820	618	455	434	231	251	164	1419	371	396	170	613	1360
	83%	84%	84%	84%	81%	84%	83%	84%	86%	83%	83%	78%	86%	82%	83%
		57%	42%	31%	23%	22%	12%	13%	8%	72%	19%	20%	91%w	31%	69%w

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 6

**Q04: 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Yes	<b>429</b> <b>18%</b>	226 19%	203 17%	204 18%	225 18%	28 8%	58 15%	46 11%	87 21%	74 22%	136 28%	61 12%	88 12%	85 17%	195 32%	149 12%	280 25%	101 12%	328 21%	89 13%	340 20%	90 8%	335 28%
		53%	47%	48%	52%	7%	<b>14%<sup>c</sup></b>	11%	<b>20%<sup>cde</sup></b>	<b>17%<sup>cde</sup></b>	<b>32%<sup>cdef</sup></b>	14%	21%	<b>20%<sup>ij</sup></b>	<b>45%<sup>ijk</sup></b>	35%	<b>65%<sup>m</sup></b>	24%	<b>76%<sup>o</sup></b>	21%	<b>79%<sup>q</sup></b>	21%	<b>78%<sup>s</sup></b>
No	<b>1943</b> <b>81%</b>	956 80%	988 83%	953 82%	991 81%	319 91%	332 85%	354 87%	318 78%	269 78%	350 72%	466 88%	647 88%	418 83%	413 67%	1112 88%	831 74%	704 87%	1239 79%	605 87%	1338 79%	1097 92%	846 71%
		49%	51%	49%	51%	<b>16%<sup>d</sup></b>	<b>17%<sup>gh</sup></b>	<b>18%<sup>fgh</sup></b>	16%	14%	18%	<b>24%<sup>kl</sup></b>	<b>33%<sup>kl</sup></b>	<b>22%<sup>l</sup></b>	21%	<b>57%<sup>n</sup></b>	43%	<b>36%<sup>p</sup></b>	64%	<b>31%<sup>r</sup></b>	69%	<b>56%<sup>t</sup></b>	44%
Don't know	<b>14</b> <b>1%</b>	11 1%	3 *	4 *	10 1%	3 1%	1 *	6 1%	3 1%	- *	1 *	3 1%	1 *	3 1%	7 1%	4 *	10 1%	4 *	10 1%	4 1%	10 1%	1 *	11 1%
		82%	18%	31%	69%	23%	8%	<b>41%<sup>gh</sup></b>	22%	-	6%	21%	8%	22%	<b>49%<sup>j</sup></b>	29%	71%	28%	72%	28%	72%	6%	<b>79%<sup>s</sup></b>

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 6

**Q04: 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>2386</b>	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	<b>2386</b>	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	<b>2007</b>	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Yes	<b>429</b>	353 17%	74 30%	258 16%	171 22%	294 15%	135 29%	334 17%	54 25%	35 25%	6 12%	22 22%	44 17%	27 14%	33 19%	41 20%	38 18%	44 22%	56 17%	29 10%
	<b>18%</b>	82%	<b>17%<sup>a</sup></b>	60%	<b>40%<sup>c</sup></b>	68%	<b>32%<sup>e</sup></b>	78%	<b>13%<sup>gj</sup></b>	<b>8%<sup>gj</sup></b>	1%	<b>5%<sup>s</sup></b>	<b>10%<sup>s</sup></b>	6%	<b>8%<sup>s</sup></b>	<b>10%<sup>s</sup></b>	<b>9%<sup>s</sup></b>	<b>10%<sup>s</sup></b>	<b>13%<sup>s</sup></b>	7%
No	<b>1943</b>	1763 83%	173 70%	1345 83%	599 77%	1611 84%	332 70%	1627 82%	163 75%	106 75%	48 87%	76 78%	217 83%	166 85%	137 81%	162 78%	179 82%	154 77%	266 83%	269 89%
	<b>81%</b>	<b>91%<sup>b</sup></b>	9%	<b>69%<sup>d</sup></b>	31%	<b>83%<sup>f</sup></b>	17%	<b>84%<sup>hi</sup></b>	8%	5%	<b>2%<sup>hi</sup></b>	4%	11%	9%	7%	8%	9%	8%	14%	<b>14%<sup>klnopq</sup></b>
Don't know	<b>14</b>	12 1%	1 *	8 1%	6 1%	10 *	4 1%	13 1%	1 *	- *	1 1%	- *	1 1%	2 1%	- *	4 2%	- *	2 1%	- *	3 1%
	<b>1%</b>	84%	9%	59%	41%	69%	31%	92%	5%	-	3%	-	11%	14%	-	<b>20%<sup>r</sup></b>	-	18%	-	22%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 6

**Q04: 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Yes	429 18%	81 20%	348 18%	172 16%	211 20%	41 18%	143 23%	230 16%	182 16%	235 20%	152 16%	275 16%	153 23%
		19%	81%	40%	49%cg	9%	33%cg	54%	42%	55%hj	36%	64%	36%k
No	1943 81%	313 79%	1630 82%	880 83%	816 79%	178 80%	484 77%	1223 84%	933 83%	948 80%	817 84%	1421 83%	522 77%
		16%	84%	45%df	42%	9%	25%	63%df	48%l	49%	42%l	73%l	27%
Don't know	14 1%	5 1%	9 +	5 1%	5 +	3 1%	1 +	6 +	5 +	4 +	4 +	8 +	6 1%
		34%	66%	39%	33%	20%l	6%	45%	33%	32%	27%	59%	41%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 6

**Q04: 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	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Yes	429 18%	224 17% 52%	152 16% 36%	121 16% 28%	102 18% 24%t	86 17% 20%	45 16% 11%	39 13% 9%	21 11% 5%	275 16% 64%	114 26% 27%z	121 24% 28%z	43 22% 10%	164 22% 38%z	265 16% 62%
No	1943 81%	1111 83% 57%	817 84% 42%	606 83% 31%	459 82% 24%	426 83% 22%	235 84% 12%	260 87% 13%p	168 89% 9%p	1421 83% 73%	328 74% 17%	383 76% 20%	156 78% 8%	584 78% 30%	1360 83% 70%vw
Don't know	14 1%	5 * 39%	4 * 27%	6 1% 46%	2 * 11%	2 * 11%	- - -	- - -	- - -	8 * 59%	4 1% 27%	* * 2%	- - -	4 1% 27%	10 1% 73%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 7

**Q05: (SHOW SCREEN) Which of these limit your daily activities or the work you can do?**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: Those with any long term illness, health problem or disability which limits their daily activities or the work they can do**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	385	229 59%	156 41%	170 44%	215 56%	26 7%	55 14%	43 11%	77 20%	71 18%	113 29%	66 17%	81 21%	68 18%	170 44%	147 38%	238 62%	94 24%	291 76%	84 22%	301 78%	105 27%	277 72%
Weighted base	429	226 53%	203 47%	204 48%	225 52%	28** 7%**	58* 14%*	46* 11%*	87* 20%*	74* 17%*	136* 32%*	61* 14%*	88* 21%*	85* 20%*	195 45%	149 35%	280 65%	101* 24%*	328 76%	89* 21%*	340 79%	90* 21%*	335 78%
Effective base	326	202	133	144	184	24	50	40	66	61	90	54	71	57	146	125	203	86	242	77	251	92	238
Breathlessness or chest pains	112 26%	59 26%	53 26%	62 30%	50 22%	4 13%	12 21%	7 16%	20 23%	17 23%	52 38%	18 30%	17 19%	25 30%	52 27%	35 23%	77 28%	27 26%	85 26%	26 29%	86 25%	23 25%	89 27%
		52%	48%	55%	45%	3%	11%	6%	18%	15%	47%defg	16%	15%	23%	46%	31%	69%	24%	76%	23%	77%	20%	80%
Poor vision, partial sight or blindness	30 7%	18 8%	12 6%	12 6%	18 8%	-	5 8%	3 6%	3 4%	7 10%	12 8%	5 8%	5 6%	3 3%	17 9%	10 7%	20 7%	9 9%	21 6%	8 9%	22 7%	10 11%	20 6%
		61%	39%	39%	61%	-	16%	9%	11%	25%	39%	17%	17%	9%	56%	34%	66%	29%	71%	26%	74%	34%	66%
Difficulty in speaking or communicating	13 3%	11 5%	2 1%	7 3%	6 3%	2 6%	3 6%	3 8%	1 1%	3 4%	-	1 1%	6 6%	1 2%	5 3%	6 4%	6 2%	7 7%	6 2%	6 2%	7 2%	4 4%	9 3%
		88%	12%	50%	50%	12%	26%h	27%h	10%	25%h	-	7%	44%	11%	39%	50%	50%	55%p	45%	43%	57%	28%	72%
Poor hearing, partial hearing or deafness	42 10%	24 11%	18 9%	23 11%	20 9%	2 6%	6 11%	2 4%	6 7%	6 8%	20 15%	7 12%	10 12%	9 11%	16 8%	18 12%	25 9%	9 9%	33 10%	6 7%	36 11%	8 9%	33 10%
		58%	42%	54%	46%	4%	15%	4%	15%	14%	47%	17%	24%	21%	37%	42%	58%	21%	79%	15%	85%	20%	78%
Cannot walk at all/ use a wheelchair	21 5%	8 3%	13 6%	10 5%	11 5%	-	1 2%	4 9%	4 5%	2 3%	9 6%	1 2%	5 6%	4 4%	10 5%	7 4%	14 5%	6 6%	15 4%	6 7%	15 4%	4 4%	17 5%
		38%	62%	47%	53%	-	6%	21%	20%	12%	41%	6%	26%	18%	50%	33%	67%	29%	71%	29%	71%	18%	82%
Cannot walk very far or manage stairs or can only do so with difficulty	173 40%	87 39%	86 42%	85 42%	88 39%	1 5%	8 13%	14 32%	37 42%	42 57%	71 52%	24 39%	36 41%	26 31%	87 45%	60 40%	114 41%	30 29%	144 44%	29 32%	145 43%	21 24%	151 45%
		50%	50%	49%	51%	1%	4%	8% <b>d</b>	21% <b>d</b>	24% <b>de</b>	41% <b>de</b>	14%	21%	15%	50%	35%	65%	17%	63% <b>o</b>	16%	84%	12%	87% <b>s</b>
Limited ability to reach	40 9%	29 13%	11 5%	17 8%	23 10%	-	1 2%	3 6%	14 16%	11 15%	10 8%	2 3%	9 10%	7 9%	22 11%	11 7%	29 10%	6 6%	33 10%	6 7%	33 10%	4 4%	36 11%
		74%	26%	42%	58%	-	3%	7%	35% <b>d</b>	29% <b>d</b>	26%	5%	22%	19%	55%	27%	73%	16%	84%	16%	84%	10%	90%
Mental health problems or difficulties	96 22%	69 31%	26 13%	36 18%	59 26%	11 38%	19 32%	19 42%	29 33%	17 22%	2 2%	5 9%	21 24%	17 20%	53 27%	26 17%	70 25%	22 22%	73 22%	21 23%	75 22%	21 24%	74 22%
		72%	28%	38%	62%	11%	19% <b>h</b>	20% <b>gh</b>	30% <b>h</b>	17% <b>h</b>	2%	5%	22% <b>h</b>	17%	55% <b>h</b>	27%	73%	24%	76%	22%	78%	22%	78%
Dyslexia	10 2%	8 3%	3 1%	5 2%	6 2%	4 14%	4 7%	2 4%	1 1%	-	-	2 3%	2 2%	3 4%	4 2%	3 2%	7 3%	5 5%	5 2%	2 2%	8 2%	4 4%	7 2%
		75%	25%	46%	54%	38%	37% <b>gh</b>	19% <b>h</b>	6%	-	-	15%	15%	30%	40%	30%	70%	49%	51%	20%	80%	36%	64%
Other illnesses/ health problems which limit your daily activities/ work you can do	130 30%	75 33%	55 27%	61 30%	69 31%	9 33%	20 34%	15 32%	23 26%	27 37%	36 27%	30 49%	27 31%	30 35%	43 22%	57 38%	73 26%	32 32%	98 30%	28 32%	102 30%	35 39%	95 28%
		58%	42%	47%	53%	7%	15%	11%	18%	21%	28%	23% <b>h</b>	21%	23%	33%	44% <b>h</b>	56%	25%	75%	22%	78%	27%	73%
Don't know/ Refused	6 1%	6 3%	1 *	2 1%	5 2%	2 7%	3 6%	-	-	*	1	1 13%	3 39%	-	3 47%	3 53%	3 47%	4 65% <b>p</b>	2 35%	2 36%	4 64%	1 15%	4 61%
		89%	11%	25%	75%	29%	52% <b>h</b>	-	-	3%	16%	13%	39%	-	47%	53%	47%	65% <b>p</b>	35%	36%	64%	15%	61%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 7

**Q05: (SHOW SCREEN) 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**

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
	385	335 87%	49 13%	247 64%	138 36%	279 72%	106 28%	258 67%	50 13%	57 15%	20 5%	18 5%	34 9%	23 6%	26 7%	35 9%	21 5%	31 8%	43 11%	27 7%
	429	353 82%	74* 17%*	258 60%	171 40%	294 68%	135* 32%*	334 78%	54* 13%*	35* 8%*	6** 1%**	22** 5%**	44* 10%*	27** 6%**	33** 8%**	41* 10%*	38** 9%**	44** 10%**	56* 13%*	29** 7%**
	326	288	43	215	115	240	90	236	46	53	6	17	32	21	25	33	20	28	40	26
	112	90	22	61	51	62	50	89	14	8	1	6	14	6	1	8	16	9	21	8
	26%	26%	29%	24%	30%	21%	37%	27%	26%	22%	14%	28%	32%	23%	3%	20%	42%	20%	37%	28%
		81%	19%	55%	45%	56%	44% <b>a</b>	80%	12%	7%	1%	5%	13%	6%	1%	8%	14%	8%	19%	7%
	30	23	7	15	15	15	15	20	5	4	*	4	2	-	2	3	2	3	3	2
	7%	7%	9%	6%	9%	5%	11%	6%	10%	11%	6%	18%	5%	-	5%	7%	6%	7%	5%	6%
		78%	22%	50%	50%	50%	50%	68%	18%	13%	1%	13%	7%	-	6%	9%	8%	10%	9%	6%
	13	13	-	11	2	11	2	10	3	1	-	1	-	1	1	1	-	2	3	1
	3%	4%	-	4%	1%	4%	1%	3%	5%	2%	-	5%	-	4%	4%	3%	-	4%	5%	3%
		100%	-	88%	12%	88%	12%	75%	21%	4%	-	8%	-	9%	10%	10%	-	12%	20%	7%
	42	35	8	28	14	29	13	30	7	3	3	3	5	-	4	3	6	5	1	2
	10%	10%	10%	11%	8%	10%	10%	9%	13%	8%	42%	16%	12%	-	12%	8%	16%	12%	2%	5%
		82%	18%	67%	33%	69%	31%	70%	17%	6%	6%	8%	12%	-	9%	7%	15%	13%	2%	4%
	21	17	3	14	6	14	6	16	-	5	-	2	4	-	-	1	4	2	-	3
	5%	5%	5%	6%	4%	5%	5%	5%	-	13%	-	9%	9%	-	-	3%	10%	6%	-	11%
		83%	17%	70%	30%	70%	30%	78%	-	22% <b>gh</b>	-	10%	18%	-	-	5%	18%	12%	-	15%
	173	137	37	99	74	110	64	138	21	13	1	15	17	12	8	20	15	13	27	11
	40%	39%	50%	38%	43%	37%	47%	41%	40%	37%	17%	68%	39%	46%	25%	48%	39%	30%	48%	40%
		79%	21%	57%	43%	63%	37%	80%	12%	7%	1%	9%	10%	7%	5%	11%	9%	8%	15%	7%
	40	37	3	30	10	28	12	32	2	5	*	3	5	3	4	1	6	3	3	3
	9%	11%	4%	12%	6%	10%	9%	10%	4%	16%	3%	14%	12%	13%	11%	3%	15%	7%	5%	12%
		93%	7%	76%	24%	70%	30%	80%	6%	14% <b>h</b>	-	8%	13%	9%	9%	3%	15%	8%	8%	9%
	96	89	6	66	30	82	14	77	10	7	1	4	11	6	12	8	7	8	16	5
	22%	25%	8%	26%	17%	28%	10%	23%	20%	21%	17%	17%	25%	22%	38%	19%	19%	18%	28%	16%
		93% <b>b</b>	7%	69%	31%	86% <b>i</b>	14%	80%	11%	8%	1%	4%	12%	6%	13%	8%	7%	8%	17%	5%
	10	9	1	7	3	7	3	7	3	1	-	1	3	-	-	-	-	2	1	-
	2%	3%	2%	3%	2%	2%	3%	2%	5%	3%	-	6%	7%	-	-	-	-	4%	2%	-
		89%	11%	67%	33%	67%	33%	65%	24%	11%	-	12%	29%	-	-	-	-	15%	9%	-
	130	118	12	83	48	99	31	99	18	12	1	6	17	10	6	13	7	19	13	9
	30%	33%	17%	32%	28%	34%	23%	30%	33%	33%	20%	27%	38%	36%	18%	31%	17%	44%	24%	30%
		90% <b>b</b>	10%	63%	37%	76%	24%	76%	14%	9%	1%	5%	13%	8%	5%	10%	5%	15%	10%	7%
	6	4	1	3	3	3	3	6	-	-	1	-	-	-	1	-	-	2	-	2
	1%	1%	2%	1%	2%	1%	2%	2%	-	-	11%	-	-	-	4%	-	-	6%	-	7%
		58%	18%	54%	46%	54%	46%	89%	-	-	11%	-	-	-	19%	-	-	38%	-	32%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 7

**Q05: (SHOW SCREEN) 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	385	85 22%	300 78%	172 45%	179 46%	38 10%	113 29%	223 58%	169 44%	205 53%	144 37%	265 69%	120 31%
Weighted base	429	81* 19%*	348 81%	172 40%	211 49%	41* 9%*	143* 33%*	230 54%	182 42%	235 55%	152 36%	275 64%	153 36%
Effective base	326	72	256	146	151	32	97	191	148	170	126	230	101
Breathlessness or chest pains	112 26%	18 22% 16%	94 27% 84%	46 27% 41%	58 27% 52%	11 27% 10%	37 26% 33%	52 23% 47%	45 25% 40%	65 28% 58%	43 28% 38%	70 25% 62%	42 27% 38%
Poor vision, partial sight or blindness	30 7%	5 7% 18%	25 7% 82%	13 7% 43%	16 8% 53%	5 12% 17%	9 6% 30%	16 7% 53%	13 7% 43%	16 7% 54%	11 7% 38%	18 7% 61%	12 8% 39%
Difficulty in speaking or communicating	13 3%	2 3% 16%	11 3% 84%	5 3% 37%	8 4% 59%	5 13% 39% <b>cdfg</b>	4 3% 31%	9 4% 69%	8 4% 63%	5 2% 37%	8 5% 63%	13 5% 100% <b>l</b>	- - -
Poor hearing, partial hearing or deafness	42 10%	4 5% 10%	38 11% 90%	18 11% 43%	23 11% 55%	5 12% 11%	13 9% 32%	25 11% 59%	14 7% 32%	28 12% 65%	11 7% 26%	27 10% 64%	15 10% 36%
Cannot walk at all/ use a wheelchair	21 5%	6 7% 27%	15 4% 73%	13 7% 61% <b>df</b>	5 2% 23%	1 2% 5%	- - -	14 6% 67% <b>f</b>	8 4% 37%	13 6% 63%	6 4% 28%	14 5% 70%	6 4% 30%
Cannot walk very far or manage stairs or can only do so with difficulty	173 40%	32 39% 18%	142 41% 82%	71 41% 41%	95 45% 55%	17 43% 10%	66 46% 38%	92 40% 53%	73 40% 42%	95 40% 55%	55 36% 32%	98 36% 57%	75 49% 43% <b>k</b>
Limited ability to reach	40 9%	10 12% 24%	30 9% 76%	24 14% 60% <b>f</b>	16 7% 39%	8 19% 19% <b>df</b>	7 5% 17%	29 13% 74% <b>f</b>	15 8% 39%	24 10% 60%	14 9% 34%	28 10% 69%	12 8% 31%
Mental health problems or difficulties	96 22%	23 28% 24%	73 21% 76%	47 27% 49% <b>f</b>	44 21% 46%	14 33% 14% <b>f</b>	22 16% 23%	53 23% 56%	39 22% 41%	52 22% 54%	35 23% 36%	73 27% 77% <b>l</b>	22 14% 23%
Dyslexia	10 2%	3 3% 27%	8 2% 73%	5 3% 52%	7 3% 65%	1 4% 14%	1 1% 11%	8 3% 74%	7 4% 67%	3 1% 33%	5 3% 48%	9 3% 89%	1 1% 11%
Other illnesses/ health problems which limit your daily activities/ work you can do	130 30%	25 30% 19%	106 30% 81%	45 26% 35%	63 30% 49%	16 38% 12%	44 31% 34%	75 33% 58%	48 27% 37%	78 33% 60%	44 29% 33%	88 32% 67%	42 28% 33%
Don't know/ Refused	6 1%	1 1% 16%	5 2% 84%	1 1% 22%	3 2% 54%	- - -	3 2% 54%	1 1% 22%	4 2% 56%	1 1% 19%	2 2% 39%	3 1% 54%	3 2% 46%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 7

Absolutes/col percents/row percents 19 Apr 2018

**Q05: (SHOW SCREEN) 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**

	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
385	210 55%	144 37%	114 30%	98 25%	86 22%	44 11%	40 10%	20 5%	265 69%	102 26%	115 30%	43 11%	152 39%	233 61%
429	224 52%	152 36%	121 28%	102* 24%*	86* 20%*	45* 11%*	39* 9%*	21** 5%**	275 64%	114* 27%*	121* 28%*	43* 10%*	164 38%	265 62%
326	184	126	103	87	76	37	34	19	230	90	99	36	132	195
112	56	43	30	25	21	12	13	8	70	24	24	15	36	76
26%	25%	28%	25%	24%	25%	27%	34%	36%	25%	21%	20%	34%	22%	29%
	50%	38%	27%	22%	19%	11%	12%	7%	62%	22%	22%	13%	33%	67%
30	15	11	12	11	9	7	8	7	18	13	11	7	18	12
7%	6%	7%	10%	10%	11%	16%	22%	33%	7%	12%	9%	15%	11%	5%
	49%	38%	41%	36%	31%	24%	28% <b>mmnu</b>	23%	61%	44% <b>z</b>	38%	22% <b>z</b>	60% <b>z</b>	40%
13	11	8	11	7	7	6	4	2	13	9	8	4	10	3
3%	5%	5%	9%	6%	8%	13%	12%	10%	5%	8%	7%	8%	6%	1%
	88%	63%	86%	51%	51%	44%	35%	17%	100%	70% <b>z</b>	62% <b>z</b>	28% <b>z</b>	74% <b>z</b>	26%
42	23	11	12	12	7	8	4	1	27	16	18	7	22	20
10%	10%	7%	10%	12%	8%	18%	11%	4%	10%	14%	14%	17%	13%	8%
	54%	26%	27%	28%	16%	19%	11%	2%	64%	38%	42%	17%	52%	48%
21	13	6	8	5	5	3	3	3	14	4	6	1	8	12
5%	6%	4%	6%	5%	6%	6%	8%	13%	5%	4%	5%	2%	5%	5%
	63%	28%	38%	24%	23%	13%	15%	13%	70%	20%	31%	4%	41%	59%
173	79	55	36	31	28	16	14	7	98	48	46	16	68	106
40%	35%	36%	30%	30%	33%	36%	36%	34%	36%	42%	38%	36%	41%	40%
	45%	32%	21%	18%	16%	9%	8%	4%	57%	28%	26%	9%	39%	61%
40	26	14	11	10	6	5	4	4	28	11	10	4	16	24
9%	12%	9%	9%	9%	7%	11%	11%	18%	10%	9%	8%	8%	10%	9%
	66%	34%	27%	24%	15%	13%	11%	10%	69%	27%	25%	9%	40%	60%
96	61	35	30	27	29	12	9	10	73	22	25	8	33	63
22%	27%	23%	25%	26%	33%	26%	24%	48%	27%	19%	20%	19%	20%	24%
	64%	36%	32%	28%	30%	12%	10%	11%	77%	23%	26%	8%	34%	66%
10	9	5	6	4	6	3	3	3	9	2	6	2	6	4
2%	4%	3%	5%	3%	7%	7%	9%	13%	3%	1%	5%	4%	4%	2%
	89%	48%	59%	34%	56%	30%	33%	27%	89%	15%	57%	15%	57%	43%
130	66	44	42	31	25	13	14	5	88	39	41	18	54	76
30%	29%	29%	35%	31%	29%	30%	37%	25%	32%	35%	34%	42%	33%	29%
	51%	33%	33%	24%	19%	10%	11%	4%	67%	30%	31%	14%	42%	58%
6	2	2	2	3	2	-	-	-	3	2	3	1	3	3
1%	1%	2%	2%	3%	3%	-	-	-	1%	2%	3%	3%	2%	1%
	37%	39%	39%	47%	34%	-	-	-	54%	32%	47%	19%	47%	53%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 8

**Q06: (SHOW SCREEN) 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	29	21 72%	8 28%	12 41%	17 59%	-	5 17%	3 10%	3 10%	9 31%	9 31%	5 17%	6 21%	3 10%	15 52%	11 38%	18 62%	9 31%	20 69%	8 28%	21 72%	12 41%	17 59%
Weighted base	30*	18* 61%*	12* 39%*	12** 39%**	18** 61%**	-**	5** 16%**	3** 9%**	3** 11%**	7** 25%**	12** 39%**	5** 17%**	5** 17%**	3** 9%**	17** 56%**	10** 34%**	20** 66%**	9** 29%**	21** 71%**	8** 26%**	22** 74%**	10** 34%**	20** 66%**
Effective base	23	19	7	9	14	-	5	3	3	7	7	4	6	3	12	9	15	9	15	8	16	11	14
Cannot tell by the light where the windows are	2 8%	2 13% 100%	- - -	1 12% 62%	1 5% 38%	- - -	1 18% 38%	- - -	1 42% 62%	- - -	- - -	1 17% 38%	- - -	- - -	1 8% 62%	1 9% 38%	1 7% 62%	1 10% 38%	1 7% 62%	1 12% 38%	1 6% 62%	1 9% 38%	1 7% 62%
Cannot see the shapes of furniture in the room	3 9%	1 5% 36%	2 15% 64%	- 15% -	3 15% 100%	- - -	1 20% 36%	- - -	- - -	- - -	2 15% 64%	- - -	1 19% 36%	- - -	2 10% 64%	1 10% 36%	2 9% 64%	1 11% 36%	2 8% 64%	- 12% -	3 9% 100%	1 10% 36%	2 9% 64%
Cannot see well enough to recognise a friend if close to his or her face	3 10%	3 17% 100%	- - -	2 16% 63%	1 6% 37%	- - -	- - -	2 71% 63%	- 15% -	1 15% 37%	- - -	- - -	2 37% 63%	- - -	1 7% 37%	2 19% 63%	1 6% 37%	3 35% 100%	- 40% -	3 40% 100%	- - -	2 19% 63%	1 6% 37%
Cannot see well enough to recognise a friend if he or she is at arm's length	1 2%	1 4% 100%	- - -	- 4% 100%	1 4% 100%	- - -	1 14% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 4% 100%	- - -	1 3% 100%	1 8% 100%	- - -	1 9% 100%	- - -	1 7% 100%	- - -
Cannot see well enough to read a newspaper headline	4 14%	- - -	4 36% 100%	- 23% 100%	4 23% 100%	- - -	- - -	- - -	- - -	- - 100%	4 36% 100%	- - -	- - -	- - -	4 24% 100%	- - -	4 21% 100%	- 19% 100%	4 19% 100%	- 19% 100%	4 19% 100%	- 21% 100%	4 21% 100%
Cannot see well enough to read a large print book	3 9%	1 7% 43%	2 14% 57%	2 15% 63%	1 6% 37%	- - -	- - -	- - -	1 30% 37%	2 24% 63%	- - -	- - -	- 37% 37%	1 37% 63%	2 11% 63%	- - -	3 14% 100%	1 12% 37%	2 8% 63%	1 14% 37%	2 8% 63%	1 10% 37%	2 9% 63%
Cannot see well enough to recognise a friend across a room	2 8%	2 11% 90%	* 2% 10%	- 12% 100%	2 12% 100%	- - -	1 22% 47%	- - -	- 16% 53%	1 16% 53%	- - -	- - -	- 38% 47%	1 7% 53%	- 12% 100%	2 12% 47%	1 6% 53%	1 12% 47%	1 6% 53%	1 14% 47%	1 5% 53%	2 20% 90%	* 1% 10%
Cannot see well enough to recognise a friend across a road	4 14%	1 6% 28%	3 25% 72%	3 25% 72%	1 6% 28%	- - -	- - -	- - -	- 27% 49%	2 18% 51%	2 18% 51%	3 63% 79%	- - -	- - -	1 5% 21%	3 31% 79%	1 4% 21%	- 19% 100%	- 19% 100%	- 18% 100%	- - -	- 21% 100%	4 21% 100%
Have difficulty seeing ordinary newspaper print	5 18%	5 29% 100%	- - -	3 23% 53%	2 14% 47%	- - -	1 26% 24%	1 29% 15%	- 18% 26%	2 16% 36%	2 16% 36%	1 20% 20%	1 11% 11%	1 24% 13%	3 18% 57%	2 15% 30%	4 19% 70%	- 25% 100%	5 25% 100%	- 24% 100%	5 24% 100%	2 16% 30%	4 18% 70%
Other description of sight	3 9%	2 9% 64%	1 8% 36%	1 8% 36%	2 9% 64%	- - -	- - -	- - -	1 28% 36%	- - -	2 15% 64%	- - -	2 33% 64%	- - -	1 6% 36%	2 16% 64%	1 5% 36%	1 11% 36%	2 8% 64%	1 12% 36%	2 8% 64%	1 9% 36%	2 8% 64%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 8

**Q06: (SHOW SCREEN) 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	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	29	25	4	17	12	17	12	16	5	6	2	3	2	-	1	3	1	2	2	2
		86%	14%	59%	41%	59%	41%	55%	17%	21%	7%	10%	7%	-	3%	10%	3%	7%	7%	7%
Weighted base	30*	23**	7**	15**	15**	15**	15**	20**	5**	4**	***	4**	2**	-**	2**	3**	2**	3**	3**	2**
		78%**	22%**	50%**	50%**	50%**	50%**	68%**	18%**	13%**	1%**	13%**	7%**	-**	6%**	9%**	8%**	10%**	9%**	6%**
Effective base	23	21	4	15	10	15	10	14	5	5	2	3	2	-	1	3	1	2	2	2
Cannot tell by the light where the windows are	2	2	-	2	-	2	-	2	-	-	-	-	-	-	-	1	-	-	1	-
	8%	10%	-	15%	-	15%	-	11%	-	-	-	-	-	-	-	31%	-	-	55%	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	38%	-	-	62%	-
Cannot see the shapes of furniture in the room	3	1	2	1	2	1	2	3	-	-	-	-	-	-	2	1	-	-	-	-
	9%	4%	26%	7%	12%	7%	12%	13%	-	-	-	-	-	-	100%	35%	-	-	-	-
		36%	64%	36%	64%	36%	64%	100%	-	-	-	-	-	-	64%	36%	-	-	-	-
Cannot see well enough to recognise a friend if close to his or her face	3	3	-	3	-	3	-	2	1	-	-	1	-	-	-	-	-	-	-	1
	10%	13%	-	20%	-	20%	-	9%	21%	-	-	25%	-	-	-	-	-	-	-	54%
		100%	-	100%	-	100%	-	63%	37%	-	-	33%	-	-	-	-	-	-	-	30%
Cannot see well enough to recognise a friend if he or she is at arm's length	1	1	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	2%	3%	-	-	5%	-	5%	-	13%	-	-	-	-	-	-	-	-	-	-	-
		100%	-	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to read a newspaper headline	4	-	4	-	4	-	4	4	-	-	-	2	-	-	-	-	2	-	-	-
	14%	-	61%	-	28%	-	28%	20%	-	-	-	44%	-	-	-	-	100%	-	-	-
		-	100%	-	100%	-	100%	100%	-	-	-	42%	-	-	-	-	58%	-	-	-
Cannot see well enough to read a large print book	3	3	-	1	2	1	2	1	2	-	*	-	1	-	-	-	-	-	-	-
	9%	12%	-	8%	11%	8%	11%	5%	30%	-	45%	-	49%	-	-	-	-	-	-	-
		100%	-	43%	57%	43%	57%	37%	57%	-	6%	-	37%	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend across a room	2	2	-	2	*	2	*	1	1	-	*	-	1	-	-	-	-	-	-	-
	8%	10%	-	14%	2%	14%	2%	5%	18%	-	55%	-	51%	-	-	-	-	-	-	-
		100%	-	90%	10%	90%	10%	47%	43%	-	10%	-	47%	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend across a road	4	3	1	1	3	1	3	3	-	1	-	-	-	-	-	-	-	2	1	-
	14%	14%	13%	8%	20%	8%	20%	16%	-	22%	-	-	-	-	-	-	-	69%	45%	-
		79%	21%	28%	72%	28%	72%	79%	-	21%	-	-	-	-	-	-	-	51%	28%	-
Have difficulty seeing ordinary newspaper print	5	5	-	4	1	4	1	3	-	2	-	1	-	-	-	-	-	1	-	1
	18%	23%	-	29%	6%	29%	6%	15%	-	59%	-	31%	-	-	-	-	-	31%	-	46%
		100%	-	82%	18%	82%	18%	57%	-	43%	-	24%	-	-	-	-	-	18%	-	15%
Other description of sight	3	3	-	-	3	-	3	1	1	1	-	-	-	-	-	1	-	-	-	-
	9%	11%	-	-	18%	-	18%	5%	18%	19%	-	-	-	-	-	34%	-	-	-	-
		100%	-	-	100%	-	100%	36%	36%	28%	-	-	-	-	-	36%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 8

**Q06: (SHOW SCREEN) 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	29	8	21	16	15	5	6	19	14	14	12	20	9
		28%	72%	55%	52%	17%	21%	66%	48%	48%	41%	69%	31%
Weighted base	30*	5**	25**	13**	16**	5**	9**	16**	13**	16**	11**	18**	12**
		18%**	82%**	43%**	53%**	17%**	30%**	53%**	43%**	54%**	38%**	61%**	39%**
Effective base	23	6	18	14	12	5	6	16	13	11	11	18	7
Cannot tell by the light where the windows are	2	-	2	1	1	1	-	2	2	-	2	2	-
	8%	-	9%	7%	6%	18%	-	14%	18%	-	20%	13%	-
		-	100%	36%	36%	38%	-	100%	100%	-	100%	100%	-
Cannot see the shapes of furniture in the room	3	-	3	1	3	1	2	1	1	2	1	1	2
	9%	-	11%	8%	17%	20%	19%	6%	8%	11%	9%	5%	15%
		-	100%	36%	100%	36%	64%	36%	36%	64%	36%	36%	64%
Cannot see well enough to recognise a friend if close to his or her face	3	-	3	3	2	2	-	3	3	-	3	3	-
	10%	-	12%	24%	13%	43%	-	19%	24%	-	27%	17%	-
		-	100%	100%	70%	70%	-	100%	100%	-	100%	100%	-
Cannot see well enough to recognise a friend if he or she is at arm's length	1	-	1	1	1	-	-	1	-	1	-	1	-
	2%	-	3%	5%	4%	-	-	4%	-	4%	-	4%	-
		-	100%	100%	100%	-	-	100%	-	100%	-	100%	-
Cannot see well enough to read a newspaper headline	4	-	4	-	2	-	2	-	-	4	-	-	4
	14%	-	17%	-	11%	-	19%	-	-	25%	-	-	35%
		-	100%	-	42%	-	42%	-	-	100%	-	-	100%
Cannot see well enough to read a large print book	3	*	3	*	2	-	2	1	1	2	1	3	-
	9%	3%	11%	1%	11%	-	18%	8%	9%	10%	11%	15%	-
		6%	94%	6%	63%	-	57%	43%	43%	57%	43%	100%	-
Cannot see well enough to recognise a friend across a room	2	*	2	1	-	1	-	1	2	*	2	2	*
	8%	4%	8%	10%	-	20%	-	8%	16%	1%	18%	11%	2%
		10%	90%	57%	-	43%	-	57%	90%	10%	90%	90%	10%
Cannot see well enough to recognise a friend across a road	4	2	2	1	4	-	3	1	-	4	-	1	3
	14%	38%	8%	9%	26%	-	33%	7%	-	25%	-	6%	25%
		49%	51%	28%	100%	-	72%	28%	-	100%	-	28%	72%
Have difficulty seeing ordinary newspaper print	5	2	3	4	2	-	1	4	2	3	1	4	1
	18%	41%	12%	29%	12%	-	11%	27%	19%	17%	7%	23%	8%
		41%	59%	71%	36%	-	18%	82%	46%	54%	15%	82%	18%
Other description of sight	3	1	2	1	-	-	-	1	1	1	1	1	2
	9%	14%	8%	7%	-	-	-	6%	7%	6%	8%	5%	14%
		28%	72%	36%	-	-	-	36%	36%	36%	36%	36%	64%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 8

**Q06: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	29	17 59%	12 41%	12 41%	11 38%	10 34%	8 28%	9 31%	7 24%	20 69%	12 41%	12 41%	8 28%	18 62%	11 38%
Weighted base	30*	15** 49%**	11** 38%**	12** 41%**	11** 36%**	9** 31%**	7** 24%**	8** 28%**	7** 23%**	18** 61%**	13** 44%**	11** 38%**	7** 22%**	18** 60%**	12** 40%**
Effective base	23	15	11	11	10	9	7	8	7	18	11	11	7	16	8
Cannot tell by the light where the windows are	2 8%	2 16% 100%	2 20% 100%	1 7% 38%	2 22% 100%	2 25% 100%	1 12% 38%	1 11% 38%	1 13% 38%	2 13% 100%	1 7% 38%	2 20% 100%	1 13% 38%	2 13% 100%	- - -
Cannot see the shapes of furniture in the room	3 9%	1 7% 36%	1 9% 36%	1 8% 36%	1 9% 36%	1 11% 36%	1 14% 36%	1 12% 36%	- 5% 36%	1 5% 36%	1 8% 36%	1 9% 36%	1 15% 36%	1 6% 36%	2 14% 64%
Cannot see well enough to recognise a friend if close to his or her face	3 10%	3 21% 100%	3 27% 100%	3 25% 100%	3 28% 100%	3 33% 100%	3 43% 100%	3 37% 100%	2 27% 63%	3 17% 100%	2 16% 67%	2 18% 67%	2 31% 67%	2 11% 67%	1 8% 33%
Cannot see well enough to recognise a friend if he or she is at arm's length	1 2%	1 5% 100%	- - 100%	1 6% 100%	- - -	- - -	- - -	- - -	- - -	1 4% 100%	- - -	- - -	- - -	- - -	1 6% 100%
Cannot see well enough to read a newspaper headline	4 14%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	2 13% 42%	- - -	- - -	2 10% 42%	2 20% 58%
Cannot see well enough to read a large print book	3 9%	1 8% 43%	1 11% 43%	3 22% 94%	1 11% 43%	* 2% 6%	* 3% 6%	* 2% 6%	- - -	3 15% 100%	3 20% 94%	* 2% 6%	* 3% 6%	3 16% 100%	- - -
Cannot see well enough to recognise a friend across a room	2 8%	2 14% 90%	2 18% 90%	1 9% 47%	1 10% 47%	1 11% 47%	1 15% 47%	1 13% 47%	1 15% 47%	2 11% 90%	1 7% 43%	2 18% 90%	- - -	2 11% 90%	* 2% 10%
Cannot see well enough to recognise a friend across a road	4 14%	- - -	- - -	- - -	1 11% 28%	- - -	- - -	- - -	1 16% 28%	1 6% 28%	1 9% 28%	- - -	- - -	1 6% 28%	3 24% 72%
Have difficulty seeing ordinary newspaper print	5 18%	4 29% 82%	1 7% 15%	2 17% 39%	- - -	1 8% 15%	- - -	1 15% 24%	2 29% 39%	4 23% 82%	2 13% 33%	3 25% 53%	2 38% 47%	4 21% 73%	1 12% 27%
Other description of sight	3 9%	- - -	1 8% 36%	1 8% 36%	1 9% 36%	1 10% 36%	1 13% 36%	1 11% 36%	- - -	1 5% 36%	1 7% 36%	1 8% 36%	- - -	1 5% 36%	2 14% 64%
Don't know	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 9

**Q07: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	36	25 69%	11 31%	17 47%	19 53%	1 3%	7 19%	2 6%	5 14%	5 14%	16 44%	8 22%	9 25%	7 19%	12 33%	17 47%	19 53%	8 22%	28 78%	6 17%	30 83%	10 28%	25 69%
Weighted base	42*	24* 58%*	18* 42%*	23** 54%**	20** 46%**	2** 4%**	6** 15%**	2** 4%**	6** 15%**	6** 14%**	20** 47%**	7** 17%**	10** 24%**	9** 21%**	16** 37%**	18** 42%**	25** 58%**	9** 21%**	33** 79%**	6** 15%**	36** 85%**	8** 20%**	33** 78%**
Effective base	29	21	9	14	15	1	7	2	4	5	12	6	8	6	9	14	15	7	22	5	24	9	20
Cannot hear sounds at all	3 8%	2 8%	2 9%	2 7%	2 9%	-	2 29%	-	-	2 27%	-	1 12%	1 10%	-	2 10%	2 11%	2 7%	2 21%	2 5%	1 14%	3 7%	2 22%	2 5%
		54%	46%	46%	54%	-	54%	-	-	46%	-	25%	28%	-	46%	54%	46%	54%	46%	25%	75%	54%	46%
Cannot follow a TV programme with the volume turned up	1 2%	1 4%	-	* 1%	1 4%	-	-	1 41%	-	-	* 1%	1 13%	-	-	-	1 6%	-	1 8%	* 1%	1 12%	* 1%	1 12%	-
		100%	-	26%	74%	-	-	74%	-	-	26%	100%	-	-	-	100%	-	74%	26%	74%	26%	100%	-
Have difficulty hearing someone talking in a loud voice in a quiet room	3 6%	-	3	2	*	-	-	-	-	-	3	-	-	-	3	-	3	-	3	-	3	-	3
		-	100%	11%	6%	-	-	-	-	-	100%	-	-	-	100%	-	100%	-	8%	-	7%	-	8%
Cannot follow a TV programme at a volume others find acceptable	6 14%	4 17%	2 10%	3 12%	3 17%	-	1 13%	-	-	-	5 25%	3 35%	-	1 7%	3 17%	3 14%	3 14%	1 10%	5 15%	1 14%	5 14%	3 30%	3 10%
		70%	30%	44%	56%	-	14%	-	-	-	86%	43%	-	11%	46%	43%	57%	14%	86%	14%	86%	43%	57%
Difficulty hearing someone talking in a normal voice in a quiet room	5 13%	2 7%	3 20%	3 12%	3 13%	-	-	-	1 10%	-	5 23%	1 9%	1 11%	1 11%	3 16%	2 10%	4 14%	1 8%	5 14%	1 11%	5 13%	1 8%	5 14%
		34%	66%	52%	48%	-	-	-	13%	-	87%	13%	21%	19%	48%	33%	67%	13%	87%	13%	87%	13%	87%
Difficulty following a conversation against background noise	17 40%	14 59%	2 13%	8 37%	8 43%	2 100%	4 58%	1 59%	3 43%	3 50%	5 23%	2 31%	5 51%	7 81%	2 13%	7 43%	9 38%	5 54%	12 36%	3 50%	14 38%	2 29%	13 41%
		86%	14%	50%	50%	9%	23%	6%	16%	18%	27%	13%	31%	44%	12%	45%	55%	28%	72%	19%	81%	14%	80%
Other description of hearing	5 13%	1 5%	4 23%	3 12%	3 13%	-	-	-	3 47%	1 23%	1 5%	-	3 29%	-	2 15%	3 17%	2 9%	-	5 16%	-	5 15%	-	5 16%
		24%	76%	50%	50%	-	-	-	56%	26%	18%	-	56%	-	44%	56%	44%	-	100%	-	100%	-	100%
Don't know	2 5%	-	2	2	-	-	-	-	-	-	2	-	-	-	2	-	2	-	2	-	2	-	2
		-	100%	100%	-	-	-	-	-	-	100%	-	-	-	100%	-	100%	-	6%	-	5%	-	6%
		-	100%	100%	-	-	-	-	-	-	100%	-	-	-	100%	-	100%	-	100%	-	100%	-	100%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 9

**Q07: (SHOW SCREEN) 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	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	36	32 89%	4 11%	27 75%	9 25%	27 75%	9 25%	21 58%	7 19%	5 14%	3 8%	2 6%	3 8%	-	3 8%	3 8%	3 8%	4 11%	1 3%	2 6%	
Weighted base	42*	35** 82%**	8** 18%**	28** 67%**	14** 33%**	29** 69%**	13** 31%**	30** 70%**	7** 17%**	3** 6%**	3** 6%**	3** 8%**	5** 12%**	-**	4** 9%**	3** 7%**	6** 15%**	5** 13%**	1** 2%**	2** 4%**	
Effective base	29	26	4	22	8	21	8	19	7	5	1	2	3	-	3	3	3	4	1	2	
Cannot hear sounds at all	3	3	-	2	2	2	2	2	2	-	-	-	-	-	-	2	-	-	-	-	
	8%	10%	-	7%	11%	6%	12%	6%	23%	-	-	-	-	-	-	59%	-	-	-	-	
		100%	-	54%	46%	54%	46%	54%	46%	-	-	-	-	-	-	54%	-	-	-	-	
Cannot follow a TV programme with the volume turned up	1	1	-	1	-	1	-	1	-	*	-	-	-	-	-	-	-	-	-	1	
	2%	3%	-	3%	-	3%	-	2%	-	10%	-	-	-	-	-	-	-	-	-	46%	
		100%	-	100%	-	100%	-	74%	-	26%	-	-	-	-	-	-	-	-	-	74%	
Have difficulty hearing someone talking in a loud voice in a quiet room	3	*	2	*	2	*	2	-	-	-	3	-	-	-	-	-	-	-	-	-	
	6%	*	31%	1%	17%	1%	16%	-	-	-	95%	-	-	-	-	-	-	-	-	-	
		6%	94%	6%	94%	6%	94%	-	-	-	100%	-	-	-	-	-	-	-	-	-	
Cannot follow a TV programme at a volume others find acceptable	6	4	2	3	3	3	3	5	-	1	-	2	-	-	-	-	2	1	-	1	
	14%	12%	23%	11%	19%	11%	21%	18%	-	25%	-	51%	-	-	-	-	27%	18%	-	54%	
		70%	30%	54%	46%	54%	46%	89%	-	11%	-	30%	-	-	-	-	28%	16%	-	14%	
Difficulty hearing someone talking in a normal voice in a quiet room	5	2	3	2	3	2	3	3	2	-	*	-	1	-	-	-	2	-	-	-	
	13%	5%	46%	6%	25%	6%	26%	12%	24%	-	5%	-	21%	-	-	-	39%	-	-	-	
		34%	66%	34%	66%	34%	66%	66%	32%	-	3%	-	21%	-	-	-	45%	-	-	-	
Difficulty following a conversation against background noise	17	17	-	14	3	15	2	12	3	2	-	2	2	-	2	-	2	3	1	-	
	40%	48%	-	49%	21%	51%	15%	41%	40%	65%	-	49%	46%	-	50%	-	34%	57%	100%	-	
		100%	-	83%	17%	88%	12%	73%	17%	10%	-	10%	14%	-	12%	-	12%	18%	6%	-	
Other description of hearing	5	5	-	4	1	4	1	4	1	-	-	-	2	-	-	1	-	1	-	-	
	13%	15%	-	15%	7%	15%	7%	15%	13%	-	-	-	33%	-	-	41%	-	25%	-	-	
		100%	-	82%	18%	82%	18%	82%	18%	-	-	-	32%	-	-	24%	-	26%	-	-	
Don't know	2	2	-	2	-	2	-	2	-	-	-	-	-	-	2	-	-	-	-	-	
	5%	6%	-	7%	-	7%	-	7%	-	-	-	-	-	-	50%	-	-	-	-	-	
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	100%	-	-	-	-	-	

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 9

**Q07: (SHOW SCREEN) 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	36	6 17%	30 83%	17 47%	18 50%	6 17%	9 25%	24 67%	14 39%	21 58%	11 31%	26 72%	10 28%
Weighted base	42*	4** 10%**	38** 90%**	18** 43%**	23** 55%**	5** 11%**	13** 32%**	25** 59%**	14** 32%**	28** 65%**	11** 26%**	27** 64%**	15** 36%**
Effective base	29	4	25	13	15	5	8	19	12	17	9	21	8
Cannot hear sounds at all	3 8%	- -	3 9% 100%	2 10% 54%	3 15% 100%	2 39% 54%	2 12% 46%	2 7% 54%	2 14% 54%	2 6% 46%	2 17% 54%	3 13% 100%	- - -
Cannot follow a TV programme with the volume turned up	1 2%	* 6% 26%	1 2% 74%	1 5% 100%	1 4% 100%	- - -	- - -	1 4% 100%	1 5% 74%	* 1% 26%	1 7% 74%	1 4% 100%	- - -
Have difficulty hearing someone talking in a loud voice in a quiet room	3 6%	- -	3 7% 100%	* 1% 6%	2 10% 94%	- - -	2 18% 94%	- -	2 1% 6%	2 9% 94%	* 2% 6%	2 1% 6%	2 16% 94%
Cannot follow a TV programme at a volume others find acceptable	6 14%	1 15% 11%	5 14% 89%	2 8% 26%	5 22% 86%	- -	4 32% 74%	2 6% 26%	2 18% 42%	3 12% 58%	1 8% 14%	3 12% 54%	3 18% 46%
Difficulty hearing someone talking in a normal voice in a quiet room	5 13%	1 18% 15%	4 12% 85%	1 4% 13%	- - -	1 17% 15%	- -	2 7% 34%	2 12% 32%	3 9% 48%	2 15% 32%	2 7% 34%	3 23% 66%
Difficulty following a conversation against background noise	17 40%	3 61% 16%	14 37% 84%	8 46% 50%	9 37% 51%	2 44% 13%	4 29% 23%	13 52% 77%	5 37% 30%	12 43% 70%	4 37% 24%	11 41% 66%	6 37% 34%
Other description of hearing	5 13%	- -	5 14% 100%	3 15% 50%	3 11% 50%	- -	1 9% 24%	4 16% 76%	2 12% 32%	4 13% 68%	2 15% 32%	4 16% 82%	1 6% 18%
Don't know	2 5%	- -	2 5% 100%	2 11% 100%	- -	- -	- -	2 8% 100%	- -	2 7% 100%	- -	2 7% 100%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 9

**Q07: (SHOW SCREEN) 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	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	36	23 64%	11 31%	10 28%	11 31%	8 22%	8 22%	5 14%	1 3%	26 72%	14 39%	17 47%	7 19%	21 58%	15 42%
Weighted base	42*	23** 54%**	11** 26%**	12** 27%**	12** 28%**	7** 16%**	8** 19%**	4** 11%**	1** 2%**	27** 64%**	16** 38%**	18** 42%**	7** 17%**	22** 52%**	20** 48%**
Effective base	29	18	9	9	10	6	6	5	1	21	13	14	6	17	12
Cannot hear sounds at all	3 8%	2 8%	2 17%	3 30%	2 15%	2 28%	2 23%	2 42%	1 100%	3 13%	3 22%	2 11%	2 26%	3 16%	-
		54%	54%	100%	54%	54%	54%	54%	25%	100%	100%	54%	54%	100%	-
Cannot follow a TV programme with the volume turned up	1 2%	1 4%	1 7%	1 6%	1 6%	1 11%	1 9%	-	-	1 4%	-	1 4%	*	1 4%	-
		100%	74%	74%	74%	74%	74%	-	-	100%	-	74%	26%	100%	-
Have difficulty hearing someone talking in a loud voice in a quiet room	3 6%	* 1%	* 2%	-	-	-	* 2%	-	-	* 1%	-	-	-	-	3 13%
		6%	6%	-	-	-	6%	-	-	6%	-	-	-	-	100%
Cannot follow a TV programme at a volume others find acceptable	6 14%	3 14%	1 8%	1 7%	1 7%	1 13%	-	-	-	3 12%	5 33%	3 20%	3 48%	5 24%	1 3%
		54%	14%	14%	14%	14%	-	-	-	54%	89%	59%	59%	89%	11%
Difficulty hearing someone talking in a normal voice in a quiet room	5 13%	2 8%	2 15%	1 6%	1 6%	1 12%	1 8%	1 15%	-	2 7%	-	1 5%	-	1 4%	4 22%
		34%	32%	13%	13%	15%	13%	13%	-	34%	-	15%	-	15%	85%
Difficulty following a conversation against background noise	17 40%	9 38%	4 37%	5 40%	5 41%	1 10%	3 37%	2 43%	-	11 41%	4 23%	7 40%	2 22%	8 36%	9 43%
		52%	24%	27%	30%	4%	18%	11%	-	66%	22%	42%	9%	48%	52%
Other description of hearing	5 13%	4 19%	2 15%	1 11%	3 25%	2 26%	2 21%	-	-	4 16%	4 22%	4 20%	-	4 16%	2 8%
		82%	32%	24%	56%	32%	32%	-	-	82%	68%	68%	-	68%	32%
Don't know	2 5%	2 9%	-	-	-	-	-	-	-	2 7%	-	-	-	-	2 10%
		100%	-	-	-	-	-	-	-	100%	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 10

## **Q08: What is your working status?** **SINGLE CODE**

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Working full time (30hrs/week+)	857 36%	456 38%	400 34%	516 44%	341 28%	89 25%	198 51%	224 55%	213 52%	114 33%	19 4%	225 42%	333 45%	192 38%	106 17%	558 44%	298 27%	333 41%	523 33%	313 45%	544 32%	857 72%	- -
		53%	47%	60% <b>b</b>	40%	10% <b>h</b>	23% <b>cgh</b>	26% <b>cgh</b>	25% <b>cgh</b>	13% <b>ch</b>	2%	26% <b>l</b>	39% <b>kl</b>	22% <b>l</b>	12%	65% <b>n</b>	35%	39% <b>p</b>	61%	37% <b>r</b>	63%	100% <b>t</b>	-
Working part time (8-29 hrs/week)	332 14%	190 16%	142 12%	100 9%	232 19%	48 14%	69 18%	63 16%	63 16%	54 16%	33 7%	69 13%	112 15%	89 17%	62 10%	182 14%	150 13%	151 19%	180 11%	138 20%	194 11%	332 28%	- -
		57%	43%	30%	70% <b>a</b>	15% <b>h</b>	21% <b>h</b>	19% <b>h</b>	19% <b>h</b>	16% <b>h</b>	10%	21%	34% <b>l</b>	27% <b>l</b>	19%	55%	45%	46% <b>p</b>	54%	42% <b>r</b>	58%	100% <b>t</b>	-
Not working (i.e. under 8hrs/week) – retired	516 22%	179 15%	337 28%	319 27%	197 16%	- -	- -	4 1%	7 2%	95 28%	410 84%	154 29%	135 18%	93 18%	135 22%	289 23%	228 20%	11 2%	505 98% <b>o</b>	7 1%	509 30%	- -	516 43%
		35%	65%	62% <b>b</b>	38%	-	-	1%	1% <b>cd</b>	18% <b>cdef</b>	79% <b>cdef</b>	30% <b>kl</b>	26%	18%	26%	56%	44%	2%	98% <b>o</b>	1%	99% <b>q</b>	-	100% <b>s</b>
Not working (i.e. under 8hrs/week) – unemployed (registered/ not registered but looking for work)	114 5%	58 5%	56 5%	58 5%	56 5%	30 9%	29 7%	18 4%	23 6%	13 4%	1 *	7 1%	12 2%	21 4%	74 12%	19 1%	95 9%	37 5%	77 5%	29 4%	85 5%	- -	114 10%
		51%	49%	51%	49%	27% <b>degh</b>	26% <b>h</b>	16% <b>h</b>	20% <b>h</b>	12% <b>h</b>	1%	6%	11%	19% <b>ij</b>	65% <b>ijk</b>	17%	83% <b>nm</b>	32%	68%	25%	75%	-	100% <b>s</b>
Not working (i.e. under 8hrs/week) – student	182 8%	100 8%	81 7%	74 6%	108 9%	153 44%	16 4%	7 2%	4 1%	2 1%	- -	21 4%	100 14%	31 6%	30 5%	121 10%	60 5%	72 9%	110 7%	12 2%	170 10%	- -	182 15%
		55%	45%	40%	60% <b>a</b>	84% <b>defgh</b>	9% <b>efgh</b>	4% <b>h</b>	2%	1%	-	12%	55% <b>ikl</b>	17%	16%	67% <b>n</b>	33%	40%	60%	7%	93% <b>q</b>	-	100% <b>s</b>
Not working (i.e. under 8hrs/week) – housewife/ disabled/ other	380 16%	203 17%	177 15%	92 8%	288 24%	29 8%	78 20%	87 21%	97 24%	66 19%	23 5%	52 10%	41 6%	79 16%	208 34%	93 7%	287 26%	202 25%	178 11%	199 28%	181 11%	- -	380 32%
		53%	47%	24%	76% <b>a</b>	8%	21% <b>ch</b>	23% <b>ch</b>	26% <b>ch</b>	17% <b>ch</b>	6%	14% <b>j</b>	11%	21% <b>ij</b>	55% <b>ijk</b>	24%	76% <b>nm</b>	53% <b>p</b>	47%	52% <b>r</b>	48%	-	100% <b>s</b>
Don't know	6 *	6 *	- -	3 *	3 *	2 *	1 *	2 1%	- -	- -	1 *	2 *	3 *	1 *	5 *	1 *	3 *	3 *	3 *	1 *	5 *	- -	- -
		100%	-	48%	52%	28%	17%	39%	-	-	17%	33%	47%	17%	3%	80%	20%	47%	53%	19%	81%	-	-
Net: Working	1188 50%	646 54%	542 45%	615 53%	573 47%	137 39%	267 68%	288 71%	276 68%	168 49%	52 11%	294 56%	445 61%	281 55%	168 27%	740 58%	448 40%	485 60%	703 45%	451 65%	738 44%	1188 100%	- -
		54%	46%	52% <b>b</b>	48%	12% <b>h</b>	22% <b>cgh</b>	24% <b>cgh</b>	23% <b>cgh</b>	14% <b>ch</b>	4%	25% <b>l</b>	37% <b>l</b>	24% <b>l</b>	14%	62% <b>n</b>	38%	41% <b>p</b>	59%	38% <b>r</b>	62%	100% <b>t</b>	-
Net: Not working	1192 50%	541 45%	651 55%	543 47%	649 53%	212 61%	123 32%	116 29%	132 32%	175 51%	434 89%	234 44%	288 39%	225 44%	446 73%	521 41%	671 60%	322 40%	870 55%	247 35%	946 56%	- -	1192 100%
		45%	55%	46%	54% <b>a</b>	18% <b>defg</b>	10%	10%	11%	15% <b>def</b>	36% <b>cdef</b>	20%	24%	19%	37% <b>ijk</b>	44%	56% <b>m</b>	27%	73% <b>o</b>	21%	79% <b>q</b>	-	100% <b>s</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 10

**Q08: What is your working status?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Working full time (30hrs/week+)	857 36%	826 39%	30 4%	645 40%	211 27%	766 40%	91 19%	710 36%	75 34%	48 34%	24 43%	39 40%	95 36%	77 39%	60 35%	71 34%	64 30%	61 30%	94 29%	150 50%
		96% <b>b</b>		75% <b>d</b>		89% <b>f</b>		83%	9%	6%	3%	5%	11%	9% <b>a</b>	7%	8%	7%	7%	11%	18% <b>lmnopqr</b>
Working part time (8-29 hrs/week)	332 14%	307 14%	24 10%	240 15%	91 12%	295 15%	36 8%	276 14%	29 13%	19 14%	7 13%	9 9%	24 9%	26 13%	23 13%	22 11%	34 16%	32 16%	62 19%	46 15%
		92%	7%	72%	28%	89% <b>f</b>	11%	83%	9%	6%	2%	3%	7%	8%	7%	7%	10%	10% <b>i</b>	19% <b>kio</b>	14% <b>l</b>
Not working (i.e. under 8hrs/week) – retired	516 22%	382 18%	134 54%	249 15%	267 34%	291 15%	225 48%	430 22%	43 20%	32 22%	11 20%	26 27%	63 24%	40 21%	43 26%	49 24%	46 21%	54 27%	76 24%	32 11%
		74%	26% <b>a</b>	48%	52% <b>c</b>	56%	44% <b>e</b>	83%	8%	6%	2%	5% <b>s</b>	12% <b>s</b>	8% <b>s</b>	8% <b>s</b>	10% <b>s</b>	9% <b>s</b>	10% <b>s</b>	15% <b>s</b>	6%
Not working (i.e. under 8hrs/week) – unemployed (registered/ not registered but looking for work)	114 5%	93 4%	21 9%	69 4%	46 6%	96 5%	18 4%	95 5%	13 6%	5 4%	1 3%	5 4%	9 8%	9 8%	15 13% <b>lo</b>	5 5%	11 10%	13 11%	15 13%	14 12%
		81%	19% <b>a</b>	60%	40%	84%	16%	83%	11%	4%	1%									
Not working (i.e. under 8hrs/week) – student	182 8%	165 8%	10 4%	135 8%	46 6%	160 8%	22 5%	141 7%	24 11%	12 8%	5 8%	7 4%	30 12%	16 8%	8 5%	12 6%	13 6%	11 5%	21 7%	23 8%
		91%	6%	75%	25%	88% <b>f</b>	12%	78%	13% <b>g</b>	6%	3%	4%	17% <b>and</b>	9%	4%	6%	7%	6%	12%	13%
Not working (i.e. under 8hrs/week) – housewife/ disabled/ other	380 16%	353 17%	27 11%	270 17%	110 14%	305 16%	75 16%	315 16%	32 15%	26 18%	7 12%	12 12%	41 16%	28 14%	21 12%	49 24%	50 23%	29 14%	53 17%	33 11%
		93% <b>b</b>	7%	71%	29%	80%	20%	83%	8%	7%	2%	3%	11%	7%	6%	13% <b>klmnq</b>	13% <b>ns</b>	8%	14%	9%
Don't know	6 *	2 *	1 *	2 *	4 *	2 *	4 1%	5 *	1 *	-	* *	-	-	-	-	-	-	2 1%	1 *	2 1%
		37%	17%	33%	67%	37%	63% <b>e</b>	80%	17%	-	3%	-	-	-	-	-	-	28%	17%	36%
Net: Working	1188 50%	1133 53%	54 22%	885 55%	303 39%	1061 55%	127 27%	987 50%	104 48%	67 47%	31 57%	48 49%	119 45%	102 52%	82 48%	92 45%	98 45%	93 46%	156 48%	196 65%
		95% <b>b</b>	5%	75% <b>d</b>	25%	89% <b>f</b>	11%	83%	9%	6%	3%	4%	10%	9%	7%	8%	8%	8%	13%	16% <b>klmnopqr</b>
Net: Not working	1192 50%	993 47%	192 78%	723 45%	469 60%	852 44%	341 72%	982 50%	112 52%	74 53%	24 43%	50 51%	143 55%	93 48%	87 52%	115 55%	119 55%	106 53%	165 51%	103 34%
		83%	16% <b>a</b>	61%	39% <b>c</b>	71%	29% <b>e</b>	82%	9%	6%	2%	4% <b>s</b>	12% <b>s</b>	8% <b>s</b>	7% <b>s</b>	10% <b>s</b>	10% <b>s</b>	9% <b>s</b>	14% <b>s</b>	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 10

**Q08: What is your working status?  
SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Working full time (30hrs/week+)	857 36%	124 31% 15%	732 37% <b>85%a</b>	449 42% <b>52%df</b>	316 31% 37%	86 39% <b>10%df</b>	163 26% 19%	605 41% <b>71%df</b>	472 42% <b>55%l</b>	364 31% 42%	433 44% <b>51%l</b>	698 41% <b>82%l</b>	158 23% 18%
Working part time (8-29 hrs/week)	332 14%	63 16% 19%	268 13% 81%	148 14% 45%	141 14% 43%	33 15% 10%	92 15% 28%	208 14% 63%	169 15% 51%	157 13% 47%	148 15% 45%	259 15% <b>78%l</b>	72 11% 22%
Not working (i.e. under 8hrs/week) – retired	516 22%	101 25% 19%	416 21% 81%	165 16% 32%	296 29% <b>57%ceg</b>	43 8% 8%	211 34% <b>41%ceg</b>	245 17% 48%	168 15% 32%	342 29% <b>66%hj</b>	128 13% 25%	244 14% 47%	272 40% <b>53%k</b>
Not working (i.e. under 8hrs/week) – unemployed (registered/ not registered but looking for work)	114 5%	14 4% 13%	100 5% 87%	34 3% 30%	46 4% 40%	8 4% 7%	36 6% <b>32%c</b>	58 4% 50%	46 4% 40%	63 5% 55%	38 4% 33%	72 4% 63%	42 6% 37%
Not working (i.e. under 8hrs/week) – student	182 8%	25 6% 14%	157 8% 86%	68 6% 37%	70 7% 38%	17 8% 9%	35 6% 19%	99 7% 55%	73 7% 40%	81 7% 45%	63 7% 35%	131 8% 72%	51 8% 28%
Not working (i.e. under 8hrs/week) – housewife/ disabled/ other	380 16%	70 18% 18%	310 16% 82%	193 18% 51%	162 16% 43%	33 15% 9%	92 15% 24%	242 17% 64%	191 17% 50%	179 15% 47%	162 17% 43%	299 18% <b>79%l</b>	81 12% 21%
Don't know	6 *	1 * 17%	5 * 83%	1 * 17%	* * 3%	- - -	- - -	2 * 37%	- * -	2 * 37%	- * -	2 * 33%	4 1% 67%
Net: Working	1188 50%	188 47% 16%	1000 50% 84%	597 56% <b>50%df</b>	458 44% 39%	120 54% <b>10%df</b>	254 41% 21%	813 56% <b>68%df</b>	641 57% <b>54%l</b>	521 44% 44%	581 60% <b>49%l</b>	958 56% <b>81%l</b>	231 34% 19%
Net: Not working	1192 50%	210 53% 18%	983 49% 82%	460 43% 39%	573 56% <b>48%ceg</b>	102 46% 9%	374 59% <b>31%ceg</b>	644 44% 54%	478 43% 40%	665 56% <b>56%hj</b>	392 40% 33%	745 44% 63%	447 66% <b>37%k</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 10

**Q08: What is your working status?  
SINGLE CODE****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Working full time (30hrs/week+)	857 36%	560 42% 65%	433 44% 51%	350 48% 41% <b>mu</b>	274 49% 32% <b>mu</b>	238 46% 28% <b>u</b>	140 50% 16% <b>mu</b>	158 53% 19% <b>mn</b>	107 57% 13% <b>mnoqu</b>	698 41% 82%	138 31% 16%	177 35% 21%	75 38% 9%	248 33% 29%	608 37% 71% <b>v</b>
Working part time (8-29 hrs/week)	332 14%	200 15% 60%	148 15% 45%	116 16% 35% <b>r</b>	91 16% 28% <b>r</b>	80 16% 24%	39 11% 9%	24 13% 12%	29 13% 7%	259 15% 78%	68 15% 20%	85 17% 26% <b>z</b>	27 13% 8%	119 16% 36%	212 13% 64%
Not working (i.e. under 8hrs/week) – retired	516 22%	197 15%	128 13%	14 2% 3%	36 6% 7% <b>o</b>	46 9% 9% <b>os</b>	37 13% 7% <b>ops</b>	11 4% 2%	14 8% 3% <b>o</b>	244 14% 47% <b>opqst</b>	140 31% 27% <b>wxz</b>	117 23% 23%	42 21% 8%	200 27% 39% <b>z</b>	316 19% 61%
Not working (i.e. under 8hrs/week) – unemployed (registered/ not registered but looking for work)	114 5%	50 4% 44%	38 4% 33%	40 5% 35%	25 4% 22%	28 5% 24%	9 3% 8%	12 4% 10%	4 2% 3%	72 4% 63%	19 4% 16%	19 4% 16%	14 7% 12%	36 5% 31%	79 5% 69%
Not working (i.e. under 8hrs/week) – student	182 8%	101 8% 56%	63 7% 35%	74 10% 41% <b>n</b>	42 7% 23%	61 12% 34% <b>mnpu</b>	28 10% 16%	37 12% 20% <b>mnpu</b>	15 8% 8%	131 8% 72%	14 3% 8%	36 7% 20% <b>v</b>	11 5% 6%	40 5% 22%	142 9% 78% <b>vy</b>
Not working (i.e. under 8hrs/week) – housewife/ disabled/ other	380 16%	232 17% 61% <b>q</b>	162 17% 43% <b>q</b>	139 19% 37% <b>qrs</b>	93 17% 25% <b>q</b>	62 12% 16%	36 13% 9%	40 14% 11%	25 13% 7%	299 18% 79% <b>q</b>	66 15% 17%	72 14% 19%	30 15% 8%	107 14% 28%	273 17% 72%
Don't know	6 *	2 * 33%	- - -	- - -	1 * 17%	- - -	- - -	1 * 17%	- - -	2 * 33%	1 * 17%	- - -	- - -	1 * 17%	5 * 83%
Net: Working	1188 50%	760 57% 64%	581 60% 49%	466 64% 39% <b>mu</b>	366 65% 31% <b>mu</b>	318 62% 27% <b>u</b>	170 61% 14%	197 66% 17% <b>mu</b>	131 69% 11% <b>mn</b>	958 56% 81%	206 46% 17%	262 52% 22%	102 51% 9%	368 49% 31%	821 50% 69%
Net: Not working	1192 50%	579 43% 49% <b>opst</b>	392 40% 33% <b>pst</b>	267 36% 22%	197 35% 16%	196 38% 16%	110 39% 9%	100 34% 8%	58 31% 5%	745 44% 63% <b>opqst</b>	239 54% 20%	243 48% 20%	97 49% 8%	383 51% 32%	809 50% 68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 11  
Q09: And is your home...?  
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Being bought on mortgage	675 28%	347 29%	328 28%	330 28%	345 28%	84 12%	120 31%	182 45%	174 43%	78 23%	37 8%	206 39%	260 35%	134 26%	75 12%	466 37%	209 19%	322 40%	353 22%	288 41%	387 23%	525 44%	150 13%
		51%	49%	49%	51%	12%h	18%gh	27%cdgh	26%cdgh	12%h	5%	31%kl	38%kl	20%l	11%	69%nl	31%	48%p	52%	43%r	57%	78%t	22%
Owned outright by household	720 30%	349 29%	371 31%	389 34%	331 27%	41 12%	40 10%	50 12%	80 20%	172 50%	336 69%	224 42%	186 25%	161 32%	149 24%	410 32%	310 28%	97 12%	623 40%	78 11%	642 38%	216 18%	503 42%
		48%	52%	54%b	46%	6%	6%	7%	11%cde	24%cdfe	47%cdfe	31%jkl	26%	22%jl	21%	57%nl	43%	13%	87%o	11%	89%q	30%	70%u
											g												
Rented from Local Authority/ Housing Association/ Trust	492 21%	221 18%	271 23%	225 19%	267 22%	69 20%	100 26%	82 20%	91 22%	63 18%	87 18%	26 5%	103 14%	103 20%	260 42%	129 10%	363 32%	199 25%	293 19%	177 25%	315 19%	177 15%	315 26%
		45%	55%	46%	54%	14%	20%gh	17%	18%	13%	18%	5%	21%l	21%ij	53%ijk	26%	74%lm	40%p	60%	36%r	64%	36%	64%u
Rented from Private Landlord	452 19%	250 21%	201 17%	195 17%	257 21%	129 37%	124 32%	86 21%	62 15%	26 8%	25 5%	63 12%	172 23%	98 19%	119 19%	235 19%	217 19%	177 22%	275 17%	150 22%	301 18%	257 22%	194 16%
		55%	45%	43%	57%a	29%efgh	27%efgh	19%fgh	14%gh	6%	6%	14%	38%l	22%l	26%l	52%	48%	39%p	61%	33%r	67%	57%t	43%
Other	23 1%	15 1%	8 1%	8 1%	15 1%	13 4%	3 1%	4 1%	1 *	2 *	1 *	6 1%	9 1%	5 1%	3 1%	14 1%	9 1%	7 1%	16 1%	3 *	20 1%	5 *	18 1%
		64%	36%	36%	64%	55%defg	13%	16%	4%	7%	5%	24%	38%	23%	15%	62%	38%	32%	68%	14%	86%	23%	77%u
						h																	
Don't know	24 1%	12 1%	12 1%	12 1%	12 1%	14 4%	4 1%	2 *	- *	3 1%	1 *	5 22%	6 1%	6 1%	7 1%	11 1%	13 1%	7 30%	17 70%	1 4%	23 96%q	8 33%	13 52%
		50%	50%	51%	49%	58%defg	17%l	8%	-	12%	4%	22%	24%	24%	31%	46%	54%	30%	70%	4%	96%q	33%	52%
						h																	

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 11

**Q09: And is your home...?**  
**SINGLE CODE**

**Base: All respondents**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)
2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
675	654	18	534	141	614	61	565	50	35	25	34	65	65	43	61	68	41	79	110
28%	31%	7%	33%	18%	32%	13%	29%	23%	25%	45%	34%	25%	33%	25%	30%	31%	20%	25%	37%
	97%b	3%	79% <b>d</b>	21%	91% <b>f</b>	9%	84%	7%	5%	4% <b>ghi</b>	5% <b>q</b>	10%	10% <b>q</b>	6%	9%	10% <b>q</b>	6%	12%	16% <b>lnqr</b>
720	638	82	472	248	532	188	601	54	54	11	29	88	60	58	59	72	80	106	49
30%	30%	33%	29%	32%	28%	40%	30%	25%	39%	19%	30%	34%	31%	34%	28%	33%	40%	33%	16%
	89%	11%	66%	34%	74%	26% <b>e</b>	83% <b>j</b>	8%	8% <b>ghj</b>	1%	4% <b>s</b>	12% <b>s</b>	8% <b>s</b>	8% <b>s</b>	8% <b>s</b>	10% <b>s</b>	11% <b>os</b>	15% <b>s</b>	7%
492	390	102	271	221	352	139	379	73	30	10	23	44	21	38	55	32	37	70	59
21%	18%	41%	17%	29%	18%	30%	19%	34%	21%	19%	24%	17%	11%	22%	26%	15%	18%	22%	20%
	79%	21% <b>a</b>	55%	45% <b>c</b>	72%	28% <b>e</b>	77%	15% <b>gjl</b>	6%	2%	5% <b>m</b>	9%	4%	8% <b>m</b>	11% <b>lmp</b>	6%	8%	14% <b>m</b>	12% <b>m</b>
452	407	41	304	148	380	72	385	37	21	9	12	59	45	22	29	40	38	62	77
19%	19%	17%	19%	19%	20%	15%	20%	17%	15%	16%	12%	23%	23%	13%	14%	18%	19%	19%	26%
	90%	9%	67%	33%	84% <b>f</b>	16%	85%	8%	5%	2%	3%	13% <b>no</b>	10% <b>kno</b>	5%	6%	9%	8%	14%	17% <b>kno</b>
23	22	1	20	3	22	1	21	1	-	*	-	1	2	8	2	2	2	2	3
1%	1%	1%	1%	*	1%	*	1%	1%	-	*	-	*	1%	4%	1%	1%	1%	1%	1%
	94%	6%	87%	13%	96%	4%	94%	5%	-	1%	-	6%	10%	33% <b>lqrs</b>	10%	9%	7%	8%	11%
24	18	2	9	15	14	10	22	2	1	-	-	5	2	1	1	4	3	3	2
1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	-	-	2%	1%	1%	1%	2%	2%	1%	1%
	75%	9%	39%	61% <b>c</b>	58%	42% <b>e</b>	89%	8%	4%	-	-	22%	9%	5%	5%	16%	13%	11%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 11

**Q09: And is your home...?  
SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Being bought on mortgage	675	102	573	368	240	64	117	500	387	282	351	567	108
	28%	26%	29%	35%	23%	29%	19%	34%	35%	24%	36%	33%	16%
		15%	85%	55%df	36%f	10%df	17%	74%df	57%df	42%	52%df	84%df	16%
Owned outright by household	720	126	594	308	357	75	218	420	304	407	262	463	257
	30%	32%	30%	29%	35%	34%	35%	29%	27%	34%	27%	27%	38%
		17%	83%	43%	50%cg	10%	30%cg	58%	42%	57%hj	36%	64%	36%k
Rented from Local Authority/ Housing Association/ Trust	492	96	396	198	239	34	167	269	208	272	164	319	173
	21%	24%	20%	19%	23%	15%	27%	18%	19%	23%	17%	19%	25%
		20%	80%	40%	49%ceg	7%	34%ceg	55%	42%	55%hj	33%	65%	35%k
Rented from Private Landlord	452	67	385	170	175	44	116	246	201	205	183	320	132
	19%	17%	19%	16%	17%	20%	18%	17%	18%	17%	19%	19%	19%
		15%	85%	38%	39%	10%	26%	54%	45%	45%	41%	71%	29%
Other	23	4	19	8	11	3	6	15	11	11	11	22	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*
		18%	82%	33%	46%	12%	25%	65%	48%	46%	48%	94%df	6%
Don't know	24	3	21	6	9	2	5	10	9	11	3	14	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%
		14%	86%	24%	39%	7%	21%	40%	36%	44%	11%	57%	43%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 11  
**Q09: And is your home...?**  
**SINGLE CODE**

Base: All respondents

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%	
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%	
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367	
675	447	351	267	229	156	107	106	81	567	103	139	54	198	477	
28%	33%	36%	36%	41%	30%	38%	36%	43%	33%	23%	27%	27%	26%	29%	
	66%	52%q	40%q	34%mq	23%	16%q	16%	12%mq	84%	15%	21%	8%	29%	71%v	
720	384	262	106	114	121	73	49	46	463	181	167	68	269	451	
30%	29%	27%	14%	20%	23%	26%	16%	24%	27%	41%	33%	34%	36%	28%	
	53%opqs	36%ops	15%	16%o	17%os	10%os	7%	6%os	64%ops	25%wz	23%z	9%	37%z	63%	
492	241	164	164	100	100	42	50	17	319	85	99	42	142	350	
21%	18%	17%	22%	18%	19%	15%	17%	9%	19%	19%	20%	21%	19%	21%	
	49%t	33%t	33%mnrt	20%t	20%t	8%	10%t	4%	65%t	17%	20%	9%	29%	71%	
452	242	183	179	113	127	55	84	41	320	68	90	32	130	322	
19%	18%	19%	24%	20%	25%	20%	28%	22%	19%	15%	18%	16%	17%	20%	
	54%	41%	40%mnru	25%	28%mnru	12%	19%mnpru	9%	71%	15%	20%	7%	29%	71%	
23	17	11	13	6	12	3	7	2	22	7	6	1	9	14	
1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	
	76%	48%	58%	27%	51%	13%	31%	11%	94%	32%	25%	5%	41%	59%	
24	10	3	4	1	-	-	1	1	14	2	3	3	3	21	
1%	1%	*	1%	*	-	-	*	*	1%	*	1%	1%	*	1%	
	40%	11%	17%	3%	-	-	4%	4%	57%	7%	14%	11%	14%	86%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 12

**Q011: HOUSEHOLD SIZE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Single (1 person)	449 19%	217 18%	232 19%	248 21%	201 16%	26 7%	31 8%	60 15%	70 17%	84 25%	178 36%	87 16%	149 20%	60 12%	153 25%	236 19%	213 19%	4 1%	444 28%	4 1%	445 26%	168 14%	280 23%
		48%	52%	55% <b>b</b>	45%	6%	7%	13% <b>cd</b>	16% <b>cd</b>	19% <b>cdef</b>	40% <b>cdefg</b>	19%	33% <b>k</b>	13%	34% <b>lk</b>	53%	47%	1%	99% <b>o</b>	1%	99% <b>q</b>	38%	62% <b>s</b>
2 people	872 37%	476 40%	396 33%	478 41%	394 32%	90 26%	104 27%	81 20%	132 32%	187 54%	277 57%	221 42%	267 36%	173 34%	211 39%	488 39%	384 34%	76 9%	796 50%	67 10%	805 48%	417 35%	452 38%
		55%	45%	55% <b>b</b>	45%	10%	12% <b>e</b>	9%	15% <b>e</b>	21% <b>cdef</b>	32% <b>cdef</b>	25% <b>kl</b>	31%	20%	24%	56%	44%	9%	91% <b>o</b>	8%	92% <b>q</b>	48%	52%
Medium (3-4 people)	837 35%	370 31%	467 39%	351 30%	486 40%	184 52%	203 52%	190 47%	165 40%	66 19%	29 6%	176 33%	257 35%	216 43%	187 30%	433 34%	404 36%	541 67%	296 19%	476 68%	361 21%	486 41%	349 29%
		44%	56%	42%	58% <b>a</b>	22% <b>fgh</b>	24% <b>fgh</b>	23% <b>gh</b>	20% <b>gh</b>	8% <b>h</b>	3%	21%	31%	26% <b>ijl</b>	22%	52%	48%	65% <b>p</b>	35%	57% <b>r</b>	43%	58% <b>t</b>	42%
Large (5+ people)	228 10%	130 11%	98 8%	84 7%	144 12%	51 14%	54 14%	75 18%	41 10%	6 2%	3 1%	46 9%	63 9%	57 11%	63 10%	108 9%	120 11%	187 23%	41 3%	152 22%	76 5%	117 10%	111 9%
		57%	43%	37%	63% <b>a</b>	22% <b>gh</b>	23% <b>gh</b>	33% <b>fgh</b>	18% <b>gh</b>	3%	1%	20%	28%	25%	27%	48%	52%	82% <b>p</b>	18%	67% <b>r</b>	33%	51%	49%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 12

**Q011: HOUSEHOLD SIZE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Single (1 person)	449 19%	313 15% 70%	133 54% 30%a	221 14% 49%	228 29% 51%c	272 14% 61%	177 38% 39%e	365 19% 81%	45 21% 10%	27 19% 6%	11 21% 3%	23 23% 5%a	52 20% 12%	48 24% 11%ps	31 18% 7%	34 16% 8%	32 15% 7%	39 19% 9%	66 20% 15%a	41 14% 9%
2 people	872 37%	798 38% 92%b	68 28% 8%	580 36% 66%	292 38% 34%	693 36% 79%	179 38% 21%	723 37% 83%	85 39% 10%	48 34% 6%	16 30% 2%	28 29% 3%	100 38% 12%a	72 37% 8%	64 38% 7%	73 35% 8%	95 44% 11%ks	87 44% 10%ks	114 35% 13%	89 30% 10%
Medium (3-4 people)	837 35%	797 37% 95%b	37 15% 4%	635 39% 76%d	202 26% 24%	746 39% 89%f	91 19% 11%	687 35% 82%	72 33% 9%	56 40% 7%	22 41% 3%	38 38% 4%	77 29% 9%	64 33% 8%	58 35% 7%	76 36% 9%	67 31% 8%	63 31% 7%	114 35% 14%	131 44% 16%lmpq
Large (5+ people)	228 10%	219 10% 96%b	9 4% 4%	175 11% 77%ad	53 7% 23%	204 11% 90%f	24 5% 10%	199 10% 87%	15 7% 7%	10 7% 4%	4 8% 2%	9 9% 4%a	33 12% 14%mq	12 6% 5%	17 10% 7%	25 12% 11%	23 11% 10%	12 6% 5%	29 9% 13%	39 13% 17%mq

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 12

## Q011: HOUSEHOLD SIZE

Base: All respondents

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Single (1 person)	449 19%	72 18%	377 19%	118 11%	254 25%	34 15%	216 34%	166 11%	121 11%	307 26%	93 10%	207 12%	242 35%
		16%	84%	26%	57%ceg	8%	48%cddeg	37%	27%	68%hj	21%	46%	54%k
2 people	872 37%	156 39%	716 36%	374 35%	389 38%	82 37%	233 37%	529 36%	396 35%	450 38%	334 34%	605 35%	267 39%
		18%	82%	43%	45%	9%	27%	61%	45%	52%	38%	69%	31%
Medium (3-4 people)	837 35%	132 33%	705 35%	437 41%	301 29%	87 39%	142 23%	603 41%	470 42%	342 29%	423 43%	692 41%	145 21%
		16%	84%	52%df	36%f	10%df	17%	72%df	56%l	41%	51%l	83%l	17%
Large (5+ people)	228 10%	39 10%	190 10%	130 12%	87 8%	18 8%	37 6%	162 11%	133 12%	89 8%	123 13%	201 12%	27 4%
		17%	83%	57%df	38%	8%	16%	71%df	58%l	39%	54%l	88%l	12%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 12

**Q011: HOUSEHOLD SIZE****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Single (1 person)	449	158	93	53	56	68	27	30	20	207	86	80	30	128	321
	19%	12% 35% <b>o</b>	10% 21%	7% 12%	10% 12%	13% 15% <b>nd</b>	10% 6%	10% 7%	11% 4%	12% 46% <b>o</b>	19% 19%	16% 18%	15% 7%	17% 29%	20% 71%
2 people	872	491	334	160	182	163	92	69	45	605	188	186	66	287	585
	37%	37% 56% <b>ost</b>	34% 38% <b>ost</b>	22% 18%	32% 21% <b>ost</b>	32% 19% <b>os</b>	33% 11% <b>ost</b>	23% 8%	24% 5%	35% 69% <b>ost</b>	42% 22% <b>z</b>	37% 21%	33% 8%	38% 33%	36% 67%
Medium (3-4 people)	837	538	423	376	234	203	121	141	98	692	134	174	77	255	582
	35%	40% 64%	43% 51%	51% 45% <b>mnpqru</b>	41% 28%	40% 24%	43% 14%	47% 17% <b>mqu</b>	52% 12% <b>mnpqu</b>	41% 83%	30% 16%	35% 21%	39% 9% <b>v</b>	34% 30%	36% 70% <b>v</b>
Large (5+ people)	228	154	123	144	92	80	39	58	26	201	37	64	26	81	147
	10%	11% 67%	13% 54%	20% 63% <b>mnu</b>	16% 40% <b>mu</b>	15% 35% <b>mu</b>	14% 17%	19% 25% <b>mnu</b>	14% 11%	12% 88%	8% 16%	13% 28% <b>vz</b>	13% 11%	11% 36%	9% 64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 13

**Q012: How many children under 18 years of age are there in your household?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
1	392 16%	188 16%	204 17%	142 12%	250 20%	87 25%	103 26%	93 23%	82 20%	19 5%	8 2%	70 13%	118 16%	95 19%	108 18%	188 15%	204 18%	392 48%	-	321 46%	71 4%	234 20%	156 13%
		48%	52%	36%	64%a	22%gh	26%gh	24%gh	21%gh	5%h	2%	18%	30%	24%l	28%	48%	52% <b>m</b>	100% <b>p</b>	-	82% <b>r</b>	18%	60% <b>t</b>	40%
2	273 11%	132 11%	141 12%	103 9%	170 14%	31 9%	80 20%	95 23%	61 15%	2 1%	4 1%	65 12%	83 11%	62 12%	63 10%	148 12%	124 11%	273 34%	-	248 36%	24 1%	176 15%	97 8%
		48%	52%	38%	62%a	11%gh	29% <b>cgh</b>	35% <b>c</b> gh	22% <b>cgh</b>	1%	1%	24%	30%	23%	23%	54%	46%	100% <b>p</b>	-	91% <b>r</b>	9%	64% <b>t</b>	36%
3	103 4%	54 5%	49 4%	29 3%	73 6%	10 3%	30 8%	42 10%	21 5%	-	-	19 4%	34 5%	23 5%	27 4%	53 4%	50 4%	103 13%	-	93 13%	9 1%	59 5%	44 4%
		52%	48%	29%	71%a	9%gh	29% <b>cgh</b>	41% <b>c</b> gh	20% <b>gh</b>	-	-	18%	33%	22%	26%	52%	48%	100% <b>p</b>	-	91% <b>r</b>	9%	57%	43%
4	32 1%	13 1%	19 2%	10 1%	22 2%	4 1%	9 2%	17 4%	2 1%	-	-	9 2%	3 *	12 2%	8 1%	11 1%	20 2%	32 4%	-	28 4%	4 *	15 1%	16 1%
		40%	60%	31%	69%	11%h	28% <b>gh</b>	54% <b>c</b> gh	6%	-	-	27% <b>j</b>	8%	35% <b>j</b>	26%	35%	65%	100% <b>p</b>	-	88% <b>r</b>	12%	49%	51%
5	*	*	-	-	*	-	*	-	-	-	-	-	-	*	-	-	*	-	-	*	-	*	-
	*	*	-	-	*	-	*	-	-	-	-	-	-	*	-	-	*	-	-	*	-	*	-
		100%	-	-	100%	-	100%	-	-	-	-	-	-	100%	-	-	100%	100%	-	100%	-	100%	-
5+	10 *	5 *	5 *	3 *	7 1%	3 1%	2 *	6 1%	-	-	-	2 *	1 *	5 1%	2 *	3 *	7 1%	10 1%	-	7 1%	3 *	1 *	9 1%
		54%	46%	30%	70%	29%	16%	55% <b>gh</b>	-	-	-	21%	8%	48%	23%	30%	70%	100% <b>p</b>	-	71% <b>r</b>	29%	8%	92% <b>s</b>

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 13

**Q012: How many children under 18 years of age are there in your household?**  
**SINGLE CODE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
1	392	367	21	282	110	340	52	324	28	27	13	16	45	39	31	34	25	29	45	60
	16%	17% 94%b	8% 5%	17% 72%	14% 28%	11% 87%a	11% 13%	16% 83%	13% 7%	19% 7%	24% 3%gh	17% 4%	17% 11%	20% 10%	18% 8%	16% 9%	12% 6%	14% 7%	14% 11%	20% 15%p
2	273	265	7	220	53	259	13	228	18	18	8	13	26	17	24	27	20	20	30	50
	11%	12% 97%b	3% 3%	14% 81%a	7% 19%	3% 95%a	3% 5%	12% 84%	8% 7%	13% 7%	15% 3%	13% 5%	10% 10%	9% 6%	14% 9%	13% 10%	9% 7%	10% 7%	9% 11%	17% 18%impr
3	103	97	5	77	26	90	13	87	9	5	1	4	14	2	4	9	13	6	20	14
	4%	5% 95%	2% 5%	5% 75%	3% 25%	3% 88%	3% 12%	4% 85%	4% 9%	4% 5%	2% 1%	4% 4%	5% 14%am	1% 2%	2% 4%	4% 9%	6% 13%am	3% 6%	6% 20%am	5% 14%am
4	32	30	1	25	7	28	4	26	4	1	1	1	1	-	1	8	1	5	5	4
	1%	1% 96%	1% 4%	2% 79%	1% 21%	1% 87%	1% 13%	1% 82%	2% 11%	1% 4%	1% 3%	1% 3%	* 2%	-	1% 4%	4% 24%lm	1% 5%	2% 14%	2% 17%	1% 13%
5	*	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	*	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
		100%	-	100%	-	100%	-	-	-	-	100%g	-	-	-	-	-	-	-	-	-
5+	10	10	-	7	3	10	-	10	-	-	-	-	4	-	1	1	-	-	1	3
	*	*	-	*	*	1%	-	1%	-	-	-	-	2%	-	1%	*	-	-	*	1%
		100%	-	72%	28%	100%	-	100%	-	-	-	-	40%	-	12%	8%	-	-	14%	27%

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

\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 13

**Q012: How many children under 18 years of age are there in your household?**  
**SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
1	392 16%	57 14%	335 17%	197 19%	146 14%	41 19%	67 11%	270 19%	216 19%	160 13%	195 20%	328 19%	64 9%
		14%	86%	50%df	37%	11%df	17%	69%df	55%df	41%	50%df	84%df	16%
2	273 11%	54 14%	218 11%	147 14%	99 10%	32 14%	46 7%	213 15%	168 15%	103 9%	155 16%	242 14%	31 5%
		20%	80%	54%df	36%	12%df	17%	78%df	62%df	38%	57%df	89%df	11%
3	103 4%	19 5%	84 4%	58 6%	39 4%	14 6%	17 3%	77 5%	61 5%	41 3%	57 6%	90 5%	13 2%
		18%	82%	57%df	38%	14%df	17%	75%df	60%df	40%	56%df	88%df	12%
4	32 1%	6 2%	26 1%	20 2%	12 1%	3 1%	5 1%	22 1%	20 2%	11 1%	17 2%	28 2%	4 1%
		19%	81%	62%	39%	8%	16%	69%	65%	35%	54%	87%	13%
5	*	-	*	*	-	-	-	*	-	*	-	*	-
	*	-	*	*	-	-	-	*	-	*	-	*	-
		-	100%	100%	-	-	-	100%	-	100%	-	100%	-
5+	10 *	- -	10 1%	2 *	5 *	- -	5 1%	5 *	5 *	5 *	4 *	10 1%	- -
		-	100%	22%	48%	-	48%	52%	54%	46%	40%	100%	-

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 13

**Q012: How many children under 18 years of age are there in your household?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
1	392 16%	256 19%	195 20%	197 27%	117 21%	110 21%	69 25%	76 26%	47 25%	328 19%	60 14%	89 18%	39 20%	118 16%	274 17%
		65%	50%	50% <b>mnpqu</b>	30%	28%	18% <b>mu</b>	19% <b>mu</b>	12%	84%	15%	23%	10%	30%	70%
2	273 11%	195 15%	155 16%	141 19%	92 16%	72 14%	38 13%	52 17%	36 19%	242 14%	46 10%	59 12%	26 13%	83 11%	190 12%
		71%	57%	52% <b>mqr</b>	34%	26%	14%	19%	13%	89%	17%	22%	10%	30%	70%
3	103 4%	71 5%	57 6%	69 9%	35 6%	28 5%	20 7%	27 9%	12 6%	90 5%	17 4%	34 7%	13 7%	43 6%	60 4%
		70%	56%	67% <b>mnqu</b>	35%	27%	19%	26% <b>mu</b>	12%	88%	17%	33% <b>z</b>	13%	42% <b>z</b>	58%
4	32 1%	21 2%	17 2%	18 2%	13 2%	8 2%	5 2%	5 2%	5 3%	28 2%	7 2%	10 2%	2 1%	13 2%	18 1%
		68%	54%	57%	41%	26%	14%	15%	15%	87%	22%	30%	8%	42%	58%
5	*	*	-	-	*	-	-	-	-	*	-	-	-	-	*
	*	*	-	-	*	-	-	-	-	*	-	-	-	-	*
		100%	-	-	100%	-	-	-	-	100%	-	-	-	-	100%
5+	10 *	3 *	4 *	9 1%	6 1%	4 1%	3 1%	4 1%	-	10 1%	3 1%	1 *	2 1%	3 *	7 *
		32%	40%	89% <b>m</b>	58% <b>m</b>	40%	26%	39% <b>m</b>	-	100%	33%	11%	22%	33%	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 14

**Q013: How old is/ are the child/ children in your household?**  
**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1577	801	776	873	703	216	167	153	242	323	476	365	497	309	406	862	715	-	1577	-	1577	703	870
	66%	67%	65%	75%	57%	62%	43%	38%	59%	94%	98%	69%	68%	61%	66%	68%	64%	-	100%	-	93%	59%	73%
		51%	49%	55% <b>b</b>	45%	14% <b>cde</b>	11%	10%	15% <b>de</b>	20% <b>cdef</b>	30% <b>cdef</b>	23% <b>k</b>	32% <b>k</b>	20%	26%	55% <b>h</b>	45%	-	100% <b>o</b>	-	100% <b>q</b>	45%	55% <b>s</b>
											9												
0-2	184	92	92	57	127	36	103	37	8	-	-	34	63	36	51	97	87	184	-	176	7	103	81
	8%	8%	8%	5%	10%	10%	26%	9%	2%	-	-	6%	9%	7%	8%	8%	8%	23%	-	25%	*	9%	7%
		50%	50%	31%	69% <b>a</b>	20% <b>fgh</b>	56% <b>cefg</b>	20% <b>fgh</b>	4% <b>gh</b>	-	-	19%	34%	19%	28%	53%	47%	100% <b>p</b>	-	95% <b>r</b>	4%	56%	44%
3-4	163	79	84	50	113	19	79	58	6	-	1	34	38	51	40	72	91	163	-	153	10	85	78
	7%	7%	7%	4%	9%	5%	20%	14%	1%	-	*	6%	5%	10%	7%	6%	8%	20%	-	22%	1%	7%	7%
		49%	51%	31%	69% <b>a</b>	12% <b>fgh</b>	49% <b>cefg</b>	36% <b>cfgh</b>	4% <b>gh</b>	-	*	21%	24%	31% <b>j</b>	25%	44%	56% <b>m</b>	100% <b>p</b>	-	94% <b>r</b>	6%	52%	48%
5-7	220	110	110	59	161	20	89	88	21	-	3	48	61	56	56	108	112	220	-	207	14	130	89
	9%	9%	9%	5%	13%	6%	23%	22%	5%	-	1%	9%	8%	11%	9%	9%	10%	27%	-	30%	1%	11%	7%
		50%	50%	27%	73% <b>a</b>	9% <b>gh</b>	40% <b>cfgh</b>	40% <b>cfgh</b>	9% <b>gh</b>	-	1%	22%	28%	26%	25%	49%	51%	100% <b>p</b>	-	94% <b>r</b>	6%	59% <b>t</b>	41%
8-10	213	107	106	79	134	19	49	106	34	2	3	45	66	57	46	110	103	213	-	186	27	143	70
	9%	9%	9%	7%	11%	5%	13%	26%	8%	1%	1%	8%	9%	11%	8%	9%	9%	26%	-	27%	2%	12%	6%
		50%	50%	37%	63% <b>a</b>	9% <b>gh</b>	23% <b>cgh</b>	50% <b>cdtfg</b>	16% <b>gh</b>	1%	1%	21%	31%	27%	22%	52%	48%	100% <b>p</b>	-	87% <b>r</b>	13%	67% <b>t</b>	33%
11-14	263	129	134	103	160	25	29	102	97	9	1	65	69	65	63	134	128	263	-	233	30	166	96
	11%	11%	11%	9%	13%	7%	7%	25%	24%	3%	*	12%	9%	13%	10%	11%	11%	32%	-	33%	2%	14%	8%
		49%	51%	39%	61% <b>a</b>	10% <b>gh</b>	11% <b>gh</b>	39% <b>acdgh</b>	37% <b>cdgh</b>	3% <b>h</b>	1%	25%	26%	25%	24%	51%	49%	100% <b>p</b>	-	89% <b>r</b>	11%	63% <b>t</b>	37%
15-16	162	81	81	60	103	35	13	47	58	6	4	30	43	43	46	73	90	162	-	127	36	90	72
	7%	7%	7%	5%	8%	10%	3%	11%	14%	2%	1%	6%	6%	9%	8%	6%	8%	20%	-	18%	2%	8%	6%
		50%	50%	37%	63% <b>a</b>	22% <b>dgh</b>	8% <b>h</b>	29% <b>dgh</b>	36% <b>dgh</b>	4%	2%	18%	26%	27%	28%	45%	55% <b>m</b>	100% <b>p</b>	-	78% <b>r</b>	22%	55%	45%
17-18	93	47	46	42	50	35	3	18	30	6	2	19	24	27	23	43	50	93	-	54	38	46	45
	4%	4%	4%	4%	4%	10%	1%	4%	7%	2%	*	4%	3%	5%	4%	3%	4%	11%	-	8%	2%	4%	4%
		50%	50%	46%	54%	38% <b>dgeh</b>	3%	19% <b>dgh</b>	32% <b>dgh</b>	6%	2%	21%	26%	29%	25%	46%	54%	100% <b>p</b>	-	59% <b>r</b>	41%	49%	49%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 14

**Q013: How old is/ are the child/ children in your household?**  
**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1577	1357	213	1000	577	1187	390	1298	158	89	31	64	172	137	107	129	157	141	221	169
	66%	64% 86%	86% 14%a	62% 82%	74% 37%c	62% 75%	83% 25%e	66% 82%	73% 10%gj	63% 6%	57% 2%	66% 4%	66% 11%ks	70% 9%a	63% 7%	62% 8%	72% 10%a	70% 9%a	68% 14%a	56% 11%
0-2	184	169 8%	15 8%	143 9%	41 5%	169 9%	15 3%	159 8%	9 4%	12 9%	4 6%	10 10%	16 6%	14 7%	18 11%	22 11%	14 7%	14 7%	34 11%	16 5%
	8%	92%	8%	78%d	22%	92%f	8%	87%h	5%	7%h	2%	6%	9%	8%	10%a	12%a	8%	8%	18%a	9%
3-4	163	153 7%	10 4%	134 8%	29 4%	151 8%	11 2%	141 7%	9 4%	8 6%	5 10%	5 3%	16 6%	13 6%	10 6%	24 12%	8 4%	9 4%	35 11%	21 7%
	7%	94%	6%	82%d	16%	93%i	7%	86%	5%	5%	3%h	3%	10%	8%	6%	15%lpc	5%	5%	21%pc	13%
5-7	220	207 9%	12 5%	167 10%	53 7%	196 10%	24 5%	183 9%	16 8%	16 11%	5 10%	8 4%	23 9%	14 7%	11 5%	20 9%	19 9%	21 9%	27 12%	40 18%mn
	9%	94%b	5%	76%d	24%	89%f	11%	83%	7%	7%	2%	8%	10%	7%	6%	5%	9%	10%	8%	13%a
8-10	213	208 9%	6 2%	166 10%	47 6%	195 10%	18 4%	180 8%	16 7%	9 7%	8 14%	7 3%	24 9%	7 3%	15 9%	20 10%	17 8%	10 5%	34 10%	46 15%
	9%	97%b	3%	76%d	22%	92%i	8%	85%	8%	4%	4%hi	3%	11%a	3%	7%	10%a	8%	5%	16%a	22%lmpe
11-14	263	258 11%	5 12%	194 12%	69 7%	242 13%	21 5%	224 11%	23 10%	11 8%	5 10%	8 3%	34 13%	12 6%	23 13%	22 10%	25 12%	18 9%	31 10%	51 17%
	11%	98%b	2%	74%d	26%	92%f	8%	85%	9%	4%	2%	3%	13%a	5%	9%a	8%	10%	7%	12%	20%moqr
15-16	162	158 7%	3 7%	120 7%	43 6%	145 8%	17 4%	139 7%	10 4%	9 6%	5 10%	8 5%	21 13%	13 8%	10 6%	19 9%	15 7%	13 7%	16 5%	24 8%
	7%	97%b	2%	74%	26%	89%i	11%	85%	6%	5%	3%h	5%	13%	6%	12%	9%	8%	10%	15%	8%
17-18	93	91 4%	- 4%	69 4%	24 3%	80 4%	12 3%	75 4%	7 3%	8 6%	2 4%	5 5%	16 6%	6 3%	12 7%	5 2%	4 2%	11 6%	2 *	15 5%
	4%	98%b	-	74%	26%	87%	13%	81%	8%	9%	3%	5%r	18%r	6%r	13%opr	5%	4%	12%r	2%	16%r

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

\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 14

**Q013: How old is/ are the child/ children in your household?**  
**MULTI CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1577	262	1315	633	731	131	488	871	648	867	544	1007	570
	66%	66%	66%	60%	71%	59%	78%	60%	58%	73%	56%	59%	84%
		17%	83%	40%	46% <b>c</b> <b>eg</b>	8%	31% <b>c</b> <b>d</b> <b>eg</b>	55%	41%	55% <b>h</b> <b>j</b>	34%	64%	36% <b>k</b>
0-2	184	33	151	90	71	19	39	119	111	70	100	161	23
	8%	8%	8%	8%	7%	9%	6%	8%	10%	6%	10%	9%	3%
		18%	82%	49%	38%	10%	21%	65%	60% <b>i</b>	38%	54% <b>i</b>	87% <b>i</b>	13%
3-4	163	23	140	86	63	16	34	118	104	56	90	137	26
	7%	6%	7%	8%	6%	7%	5%	8%	9%	5%	9%	8%	4%
		14%	86%	53%	39%	10%	21%	72%	64% <b>i</b>	34%	56% <b>i</b>	84% <b>i</b>	16%
5-7	220	48	173	117	81	22	47	153	126	91	117	186	34
	9%	12%	9%	11%	8%	10%	7%	10%	11%	8%	12%	11%	5%
		22% <b>b</b>	78%	53% <b>d</b> <b>f</b>	37%	10%	21%	69% <b>d</b>	57% <b>i</b>	41%	53% <b>i</b>	85% <b>i</b>	15%
8-10	213	40	174	122	76	31	33	171	131	80	117	186	27
	9%	10%	9%	12%	7%	14%	5%	12%	12%	7%	12%	11%	4%
		19%	81%	57% <b>d</b> <b>f</b>	35%	15% <b>d</b> <b>f</b>	16%	80% <b>d</b> <b>f</b>	61% <b>i</b>	37%	55% <b>i</b>	87% <b>i</b>	13%
11-14	263	46	217	150	99	24	38	206	155	106	140	236	27
	11%	12%	11%	14%	10%	11%	6%	14%	14%	9%	14%	14%	4%
		17%	83%	57% <b>d</b> <b>f</b>	38% <b>f</b>	9% <b>f</b>	14%	78% <b>d</b> <b>f</b>	59% <b>i</b>	40%	53% <b>i</b>	90% <b>i</b>	10%
15-16	162	25	137	86	64	20	23	121	95	65	88	147	16
	7%	6%	7%	8%	6%	9%	4%	8%	9%	5%	9%	9%	2%
		16%	84%	53% <b>f</b>	39% <b>f</b>	12% <b>f</b>	14%	74% <b>f</b>	59% <b>i</b>	40%	54% <b>i</b>	90% <b>i</b>	10%
17-18	93	10	82	45	34	13	15	68	52	38	48	79	13
	4%	3%	4%	4%	3%	6%	2%	5%	5%	3%	5%	5%	2%
		11%	89%	49%	37%	14% <b>f</b>	16%	73% <b>f</b>	56%	42%	52%	86% <b>i</b>	14%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 14

**QO13: How old is/ are the child/ children in your household?**  
**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1577	794	544	299	299	292	145	135	89	1007	312	312	115	492	1085
	66%	59%	56%	41%	53%	57%	52%	45%	47%	59%	70%	62%	58%	65%	66%
		50%oprst	34%ost	19%	19%os	19%ost	9%o	9%	6%	64%oprst	20%wx	20%	7%	31%	69%x
0-2	184	124	100	95	65	56	32	49	28	161	36	52	28	78	106
	8%	9%	10%	13%	11%	11%	11%	16%	15%	9%	8%	10%	14%	10%	6%
		68%	54%	52%mu	35%	31%	17%	26%mnqu	15%mu	87%	20%	28%z	15%vz	42%z	58%
3-4	163	105	90	82	54	37	28	38	22	137	23	40	17	51	112
	7%	8%	9%	11%	10%	7%	10%	13%	12%	8%	5%	8%	9%	7%	7%
		65%	56%	50%mq	33%	23%	17%	24%mq	14%	84%	14%	25%	11%	32%	68%
5-7	220	142	117	116	79	59	33	50	20	186	35	64	23	78	142
	9%	11%	12%	16%	14%	11%	12%	17%	11%	11%	8%	13%	12%	10%	9%
		64%	53%	53%mnqu	36% <b>m</b>	27%	15%	23%mnqu	9%	85%	16%	29%vz	10%	35%	65%
8-10	213	148	117	124	68	51	38	43	23	186	38	51	22	66	147
	9%	11%	12%	17%	12%	10%	14%	14%	12%	11%	8%	10%	11%	9%	9%
		70%	55%	58% <b>mnpqu</b>	32%	24%	18%	20%	11%	87%	18%	24%	10%	31%	69%
11-14	263	186	140	160	89	81	44	46	29	236	42	62	26	87	176
	11%	14%	14%	22%	16%	16%	16%	16%	15%	14%	10%	12%	13%	12%	11%
		71%	53%	61% <b>mnpqrsu</b>	34%	31%	17%	18%	11%	90%	16%	24%	10%	33%	67%
15-16	162	108	88	101	57	46	28	31	20	147	28	32	10	46	117
	7%	8%	9%	14%	10%	9%	10%	10%	10%	9%	6%	6%	5%	6%	7%
		67%	54%	62% <b>mnqu</b>	35%	28%	17%	19%	12%	90%	17%	20%	6%	28%	72%
17-18	93	63	48	51	35	29	14	18	13	79	22	24	9	30	62
	4%	5%	5%	7%	6%	6%	5%	6%	7%	5%	5%	5%	5%	4%	4%
		68%	52%	55% <b>mu</b>	37%	31%	15%	19%	14%	86%	24%	26%	10%	33%	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OF COM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 15

**Q014: Are you the parent or guardian of any of the children in the household?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Yes	698 29%	343 29%	355 30%	222 19%	476 39%	51 15%	214 55%	247 61%	160 39%	19 5%	7 1%	151 29%	198 27%	171 34%	178 29%	349 28%	349 31%	698 86%	-	698 100%	-	451 38%	247 21%
		49%	51%	32%	68% <sup>a</sup>	7% <sup>gh</sup>	31% <sup>cfgh</sup>	35% <sup>cfgh</sup>	23% <sup>cgh</sup>	3% <sup>h</sup>	1%	22%	28%	24% <sup>j</sup>	26%	50%	50%	100% <sup>p</sup>	-	100% <sup>r</sup>	-	65% <sup>t</sup>	35%
No	111 5%	49 4%	63 5%	65 6%	46 4%	83 24%	10 2%	6 1%	6 2%	2 *	4 1%	14 3%	41 6%	27 5%	30 5%	55 4%	56 5%	111 14%	-	-	111 7%	34 3%	75 6%
		44%	56%	59% <sup>b</sup>	41%	75% <sup>defgh</sup>	9% <sup>g</sup>	5%	6%	1%	4%	12%	37% <sup>kl</sup>	24% <sup>l</sup>	27%	49%	51%	100% <sup>p</sup>	-	-	100% <sup>q</sup>	31%	68% <sup>s</sup>
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1577 66%	801 67%	776 65%	873 75%	703 57%	216 62%	167 43%	153 38%	242 59%	323 94%	476 98%	365 69%	497 68%	309 61%	406 66%	862 68%	715 64%	-	1577 100%	-	1577 93%	703 59%	870 73%
		51%	49%	55% <sup>b</sup>	45%	14% <sup>de</sup>	11%	10%	15% <sup>de</sup>	20% <sup>cdef</sup>	30% <sup>cdef</sup>	23% <sup>k</sup>	32% <sup>k</sup>	20%	26%	55% <sup>n</sup>	45%	-	100% <sup>o</sup>	-	100% <sup>q</sup>	45%	55% <sup>s</sup>
											9												

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 15

**Q014: Are you the parent or guardian of any of the children in the household?**  
**SINGLE CODE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Yes	698 29%	665 31%	32 13%	532 33%	166 21%	633 33%	65 14%	586 30%	53 24%	40 28%	19 35%	28 29%	67 25%	53 27%	54 32%	70 34%	55 25%	50 25%	93 29%	116 39%
		95% <sup>b</sup>	5%	76% <sup>d</sup>	24%	91% <sup>f</sup>	9%	84%	8%	6%	3% <sup>h</sup>	4%	10%	8%	8%	10%	8%	7%	13%	17% <sup>impqr</sup>
No	111 5%	105 5%	3 1%	79 5%	32 4%	94 5%	17 4%	90 5%	6 3%	12 8%	4 7%	5 5%	24 9%	6 3%	8 5%	8 4%	5 2%	10 5%	9 3%	15 5%
		95% <sup>b</sup>	3%	71%	29%	85%	15%	81%	5%	11% <sup>gh</sup>	4% <sup>h</sup>	5%	21% <sup>mpr</sup>	5%	8%	8%	4%	9%	8%	14%
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1577 66%	1357 64%	213 86%	1000 62%	577 74%	1187 62%	390 83%	1298 66%	158 73%	89 63%	31 57%	64 66%	172 66%	137 70%	107 63%	129 62%	157 72%	141 70%	221 68%	169 56%
		86%	14% <sup>a</sup>	63%	37% <sup>c</sup>	75%	25% <sup>e</sup>	82%	10% <sup>gj</sup>	6%	2%	4%	11% <sup>s</sup>	9% <sup>s</sup>	7%	8%	10% <sup>s</sup>	9% <sup>s</sup>	14% <sup>s</sup>	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 15

**Q014: Are you the parent or guardian of any of the children in the household?**  
**SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Yes	698	118	580	368	259	77	124	519	421	265	382	605	93
29%		30%	29%	35%	25%	35%	20%	36%	38%	22%	39%	36%	14%
		17%	83%	53% <b>df</b>	37% <b>f</b>	11% <b>df</b>	18%	74% <b>df</b>	60% <b>l</b>	38%	55% <b>l</b>	87% <b>l</b>	13%
No	111	18	93	56	42	13	16	69	50	56	47	92	19
5%		5%	5%	5%	4%	6%	2%	5%	5%	5%	5%	5%	3%
		16%	84%	51% <b>f</b>	38%	12% <b>f</b>	14%	62% <b>f</b>	45%	50%	42%	83% <b>l</b>	17%
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1577	262	1315	633	731	131	488	871	648	867	544	1007	570
66%		66%	66%	60%	71%	59%	78%	60%	58%	73%	56%	59%	84%
		17%	83%	40%	46% <b>ceg</b>	8%	31% <b>cdeg</b>	55%	41%	55% <b>hj</b>	34%	64%	36% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 15

**Q014: Are you the parent or guardian of any of the children in the household?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Yes	698	473	382	371	233	175	113	133	83	605	120	172	74	230	468
	29%	35%	39%	51%	41%	34%	40%	45%	44%	36%	27%	34%	37%	31%	29%
		68%	55%	53% <b>mnpqru</b>	33% <b>mqu</b>	25%	16%	19% <b>mqu</b>	12% <b>mqu</b>	87%	17%	25% <b>wz</b>	11% <b>vz</b>	33%	67%
No	111	73	47	63	31	47	22	30	17	92	14	21	10	29	82
	5%	5%	5%	9%	5%	9%	8%	10%	9%	5%	3%	4%	5%	4%	5%
		66%	42%	57% <b>mnpu</b>	28%	43% <b>mnpu</b>	20%	27% <b>mnpu</b>	15% <b>n</b>	83%	12%	19%	9%	26%	74%
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1577	794	544	299	299	292	145	135	89	1007	312	312	115	492	1085
	66%	59%	56%	41%	53%	57%	52%	45%	47%	59%	70%	62%	58%	65%	66%
		50% <b>oprst</b>	34% <b>ost</b>	19%	19% <b>os</b>	19% <b>ost</b>	9% <b>o</b>	9%	6%	64% <b>oprst</b>	20% <b>wx</b>	20%	7%	31%	69% <b>x</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 16

**QA1: 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Yes, have home broadband service	2128 89%	1156 97%	972 81%	1028 89%	1100 90%	322 92%	374 96%	375 92%	390 95%	312 91%	355 73%	509 96%	670 91%	457 90%	491 80%	1180 93%	948 85%	771 95%	1357 86%	665 95%	1462 87%	1133 95%	993 83%
No, do not have home broadband service	248 10%	27 2%	220 18%	130 11%	118 10%	21 9%	16 4%	29 7%	18 5%	32 9%	132 27%	19 4%	62 8%	46 9%	121 20%	81 6%	167 15%	35 4%	213 14%	32 5%	216 13%	54 22%	192 16%
Don't know	10 *	9 1%	1 *	3 *	8 1%	7 2%	1 *	2 1%	- -	- -	- -	1 *	4 1%	3 1%	2 *	5 *	5 *	4 *	7 *	1 *	9 1%	1 *	7 1%
		91%	9%	27%	73%	69% <b>dfgh</b>	12%	20%	-	-	-	11%	37%	29%	24%	48%	52%	37%	63%	10%	90%	9%	65%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 16

**QA1: 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Yes, have home broadband service	2128	2128 89%	-	1590 99%	538 69%	1859 97%	269 57%	1767 90%	181 84%	129 92%	50 91%	88 90%	240 91%	162 83%	152 90%	189 91%	197 91%	183 91%	295 92%	263 88%
		100% <b>b</b>	-	75% <b>d</b>	25%	87% <b>f</b>	13%	83% <b>h</b>	9%	6% <b>h</b>	2%	4%	11% <b>m</b>	8%	7%	9% <b>m</b>	9% <b>m</b>	9% <b>m</b>	14% <b>m</b>	12%
No, do not have home broadband service	248	-	248 100%	17 1%	231 30%	49 3%	199 42%	195 10%	36 16%	11 8%	5 9%	10 10%	21 8%	33 17%	17 10%	18 9%	18 8%	16 8%	27 8%	35 12%
	10%	-	100% <b>a</b>	7%	93% <b>c</b>	20%	80% <b>e</b>	79%	14% <b>g</b>	5%	2%	4%	8%	13% <b>lopqr</b>	7%	7%	7%	7%	11%	14%
Don't know	10	-	-	4	6	7	4	10	-	-	-	-	2	1	-	1	2	2	-	2
*	*	-	-	*	1%	*	1%	1%	-	-	-	-	1%	1%	-	1%	1%	1%	-	1%
		-	-	42%	58%	63%	37%	100%	-	-	-	-	22%	12%	-	12%	19%	15%	-	20%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 16

**QA1: 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Yes, have home broadband service	2128 89%	366 92%	1762 89%	1024 97%	842 82%	219 99%	448 71%	1428 98%	1089 97%	978 82%	973 100%	1705 100%	423 62%
		17%	83%	48%df	40%df	10%df	21%	67%df	51%l	46%	46%hl	80%l	20%
No, do not have home broadband service	248 10%	30 8%	218 11%	31 3%	188 18%	3 1%	179 28%	29 2%	28 3%	208 17%	-	-	248 36%
		12%	88%	13%	76%ceg	1%	72%cddeg	12%	11%j	84%hl	-	-	100%k
Don't know	10 *	2 1%	8 *	2 *	1 *	-	1 *	2 *	2 *	2 *	-	-	10 2%
		22%	78%	23%	12%	-	12%	20%	23%	21%	-	-	100%k

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 16

**QA1: 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Yes, have home broadband service	2128 89%	1341 100% 63%	973 100% 46%	733 100% 34%	563 100% 26%	514 100% 24%	280 100% 13%	298 100% 14%	189 100% 9%	1705 100% 80%	404 91% 19%	471 93% 22%z	188 94% 9%z	688 92% 32%z	1440 88% 68%
No, do not have home broadband service	248 10%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	41 9% 16%	34 7% 14%	10 5% 4%	62 8% 25%	185 11% 75%wxy
Don't know	10 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 * 11%	- - -	1 1% 11%	1 * 11%	9 1% 89%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 17

**QA2: How many working TV sets do you have across all of the rooms in your home?**

**IF NECESSARY – By ‘working’ we mean sets that can be used to receive and watch broadcast television programmes.**

**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
One TV set	838 35%	395 33% 47%	444 37% 53%	406 35% 48%	432 35% 52%	122 35% 15%	133 34% 16%	144 36% 17%	129 32% 15%	107 31% 13%	203 42% 24% <b>d</b>	179 34% 21%	292 40% 35% <b>ik</b>	142 28% 17%	225 37% 27% <b>k</b>	471 37% 56% <b>n</b>	367 33% 44%	233 29% 28%	606 38% 72% <b>o</b>	203 29% 24%	636 38% 76% <b>q</b>	410 35% 49%	427 36% 51%
Two TV sets	762 32%	384 32% 50%	377 32% 50%	393 34% 52%	369 30% 48%	87 25% 11%	130 33% 17% <b>c</b>	128 32% 17%	111 27% 15%	130 38% 17% <b>cf</b>	175 36% 23% <b>cf</b>	175 33% 23%	225 31% 30%	162 32% 21%	201 33% 26%	399 32% 52%	362 32% 48%	228 28% 30%	534 34% 70% <b>o</b>	199 29% 26%	562 33% 74% <b>q</b>	372 31% 49%	389 33% 51%
Three TV sets	432 18%	220 18% 51%	212 18% 49%	205 18% 47%	228 19% 53%	58 17% 13%	77 20% 18%	72 18% 17%	85 21% 20%	65 19% 15%	75 16% 17%	97 18% 22%	115 16% 27%	120 24% 28% <b>jl</b>	101 16% 23%	212 17% 49%	221 20% 51%	179 22% 41% <b>p</b>	253 16% 59%	153 22% 35% <b>r</b>	280 17% 65%	235 20% 54%	197 17% 46%
Four TV sets	170 7%	86 7% 51%	84 7% 49%	78 7% 46%	93 8% 54%	31 9% 18% <b>h</b>	26 7% 15% <b>h</b>	33 8% 19% <b>h</b>	47 11% 27% <b>dgh</b>	21 6% 12% <b>h</b>	12 3% 7%	38 7% 22%	35 5% 21%	50 10% 29% <b>j</b>	48 8% 28% <b>j</b>	73 6% 43%	98 9% 57% <b>m</b>	95 12% 56% <b>p</b>	75 5% 44%	5 12% 48% <b>r</b>	88 5% 52%	92 8% 54%	78 7% 46%
Five or more TV sets	105 4%	56 5% 54%	49 4% 46%	45 4% 43%	60 5% 57%	17 5% 16%	10 3% 10%	18 4% 17%	29 7% 28% <b>dh</b>	14 4% 13%	16 3% 16%	29 6% 28%	28 4% 27%	24 5% 23%	23 4% 22%	58 5% 55%	47 4% 45%	58 7% 55% <b>p</b>	47 3% 45%	49 7% 47% <b>r</b>	56 3% 53%	52 4% 50%	52 4% 50%
None – do not have any working TV sets in the home	72 3%	45 4% 62%	28 2% 38%	34 3% 47%	39 3% 53%	32 9% 44% <b>defg</b>	13 3% 18% <b>h</b>	9 2% 12%	7 2% 9%	6 2% 8%	5 1% 7%	12 2% 16%	37 5% 51% <b>ikl</b>	9 2% 13%	14 2% 20%	49 4% 67% <b>n</b>	24 2% 33%	12 1% 17%	60 4% 83% <b>o</b>	9 1% 13%	63 4% 87% <b>q</b>	25 2% 35%	46 4% 64% <b>s</b>
Don't know	6 *	6 1% 100%	- - -	2 * 25%	5 * 75%	3 1% 50%	1 * 20%	2 * 29%	- - -	- - -	- - -	* * 5%	4 1% 62%	- - -	2 * 33%	4 * 67%	2 * 33%	5 1% 79% <b>p</b>	1 * 21%	3 * 50%	3 * 50%	1 * 13%	3 * 46%
Have TV set	2307 97%	1142 96% 49%	1165 98% 51%	1126 97% 49%	1182 96% 51%	316 90% 14%	377 96% 16% <b>c</b>	395 97% 17% <b>c</b>	401 98% 17% <b>c</b>	337 98% 15% <b>c</b>	482 99% 21% <b>cd</b>	518 98% 22% <b>j</b>	695 94% 30%	497 98% 22% <b>j</b>	598 97% 26% <b>j</b>	1213 96% 53%	1095 98% 47% <b>m</b>	792 98% 34% <b>p</b>	1515 96% 66%	686 98% 30% <b>r</b>	1622 96% 70%	1162 98% 60% <b>t</b>	1143 96% 50%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 17

**QA2: How many working TV sets do you have across all of the rooms in your home?**

**IF NECESSARY – By ‘working’ we mean sets that can be used to receive and watch broadcast television programmes.**

**SINGLE CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
One TV set	838	683 81%	153 18% <sup>a</sup>	475 29%	364 47%	611 73%	228 27% <sup>ae</sup>	711 85% <sup>j</sup>	70 8% <sup>j</sup>	48 34%	10 6% <sup>j</sup>	30 4%	80 10%	61 7%	58 7%	55 7%	73 9%	70 35%	139 43%	145 48%
Two TV sets	762	702 92% <sup>ab</sup>	58 8%	540 71% <sup>d</sup>	222 29%	626 82%	136 18%	638 84%	67 9%	42 5%	15 2%	31 4%	80 10%	69 9%	56 7%	70 9%	70 9%	75 10%	96 13%	92 12%
Three TV sets	432	413 96% <sup>b</sup>	19 4%	337 78% <sup>d</sup>	95 22%	374 86% <sup>f</sup>	58 14%	348 80%	42 10%	29 7%	14 3% <sup>g</sup>	19 4%	59 14% <sup>rs</sup>	39 9% <sup>s</sup>	39 9% <sup>s</sup>	47 11% <sup>prs</sup>	30 7%	33 8%	48 11%	35 8%
Four TV sets	170	165 97% <sup>ab</sup>	5 3%	138 81% <sup>d</sup>	32 19%	156 91% <sup>f</sup>	15 9%	133 78%	17 10%	9 5%	12 3%	13 4%	21 5% <sup>mns</sup>	9 5%	18 5%	18 11% <sup>s</sup>	18 10% <sup>s</sup>	15 9% <sup>s</sup>	22 7%	8 13% <sup>s</sup>
Five or more TV sets	105	105 100% <sup>b</sup>	-	92 88% <sup>d</sup>	13 12%	95 91% <sup>f</sup>	10 9%	80 76%	14 13%	7 7%	3 3%	4 4%	17 16% <sup>qrs</sup>	9 5% <sup>q</sup>	7 7%	8 4%	20 8%	2 20% <sup>qrs</sup>	7 2%	5 7%
None – do not have any working TV sets in the home	72	59 81%	10 14%	28 38%	45 62% <sup>c</sup>	52 72%	21 28%	59 82%	7 10%	6 8%	* *	1 2%	6 8%	8 12% <sup>n</sup>	-	10 13% <sup>n</sup>	6 8%	4 5%	9 13% <sup>n</sup>	15 21% <sup>n</sup>
Don't know	6	2 38%	1 21%	1 21%	5 79% <sup>c</sup>	2 26%	5 74% <sup>ae</sup>	5 82%	1 13%	-	* 5%	-	-	-	1 21%	-	-	2 25%	1 20%	1 17%
Have TV set	2307	2067 97%	236 10%	1582 69% <sup>d</sup>	726 31%	1861 81% <sup>f</sup>	446 19%	1909 83%	209 9%	135 6%	54 2%	96 4%	257 11%	187 8%	168 7% <sup>os</sup>	198 9%	211 9%	195 8%	312 14%	284 12%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 17

**QA2: How many working TV sets do you have across all of the rooms in your home?**

**IF NECESSARY – By ‘working’ we mean sets that can be used to receive and watch broadcast television programmes.**

**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
One TV set	838	130	709	308	364	65	308	434	298	540	240	524	314
	35%	33%	36%	29%	35%	29%	49%	30%	27%	45%	25%	31%	46%
		15%	85%	37%	43% <b>cd</b>	8%	37% <b>cddeq</b>	52%	36%	64% <b>hj</b>	29%	62%	38% <b>k</b>
Two TV sets	762	134	627	357	327	82	205	490	391	370	348	575	186
	32%	34%	32%	34%	32%	37%	33%	34%	35%	31%	36%	34%	27%
		18%	82%	47%	43%	11%	27%	64%	51%	49%	46% <b>l</b>	76% <b>l</b>	24%
Three TV sets	432	82	350	245	209	44	72	326	241	191	218	357	75
	18%	21%	18%	23%	20%	20%	12%	22%	22%	16%	22%	21%	11%
		19%	81%	57% <b>f</b>	48% <b>f</b>	10% <b>f</b>	17%	76% <b>f</b>	56% <b>l</b>	44%	50% <b>l</b>	83% <b>l</b>	17%
Four TV sets	170	29	141	92	82	21	28	126	112	58	96	149	21
	7%	7%	7%	9%	8%	9%	5%	9%	10%	5%	10%	9%	3%
		17%	83%	54% <b>f</b>	48% <b>f</b>	12% <b>f</b>	17%	74% <b>f</b>	66% <b>l</b>	34%	57% <b>l</b>	87% <b>l</b>	13%
Five or more TV sets	105	15	89	57	50	10	14	83	77	28	70	100	5
	4%	4%	4%	5%	5%	5%	2%	6%	7%	2%	7%	6%	1%
		15%	85%	54% <b>f</b>	48% <b>f</b>	10%	13%	79% <b>f</b>	73% <b>l</b>	27%	67% <b>l</b>	95% <b>l</b>	5%
None – do not have any working TV sets in the home	72	7	65	-	-	-	-	-	-	-	-	-	72
	3%	2%	3%	-	-	-	-	-	-	-	-	-	11%
		9%	91%	-	-	-	-	-	-	-	-	-	100% <b>k</b>
Don't know	6	*	6	-	-	-	-	-	-	-	-	-	6
	*	*	*	-	-	-	-	-	-	-	-	-	1%
		5%	95%	-	-	-	-	-	-	-	-	-	100% <b>k</b>
Have TV set	2307	391	1916	1058	1031	222	628	1459	1119	1188	973	1705	603
	97%	98%	96%	100%	100%	100%	100%	100%	100%	100%	100%	100%	88%
		17%	83%	46%	45%	10%	27%	63%	49%	51%	42%	74% <b>l</b>	26%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 17

**QA2: How many working TV sets do you have across all of the rooms in your home?**

**IF NECESSARY – By ‘working’ we mean sets that can be used to receive and watch broadcast television programmes.**

**SINGLE CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
One TV set	838 35%	406 30%	240 25%	160 22%	136 24%	155 30%	67 24%	83 28%	49 26%	524 31%	164 37%	173 34%	64 32%	268 36%	571 35%
		48% <b>nop</b>	29%	19%	16%	18% <b>nop</b>	8%	10% <b>o</b>	6%	62% <b>nop</b>	20%	21%	8%	32%	68%
Two TV sets	762 32%	460 34%	348 36%	230 31%	189 34%	181 35%	95 34%	92 31%	64 34%	575 34%	159 36%	174 34%	69 35%	267 36%	494 30%
		60%	46%	30%	25%	24%	12%	12%	8%	76%	21% <b>z</b>	23%	9%	35% <b>z</b>	65%
Three TV sets	432 18%	281 21%	218 22%	184 25%	127 23%	102 20%	62 22%	67 23%	43 23%	357 21%	85 19%	97 19%	38 19%	133 18%	299 18%
		65%	50%	42% <b>mqu</b>	29%	24%	14%	15%	10%	83%	20%	22%	9%	31%	69%
Four TV sets	170 7%	116 9%	96 10%	96 13%	69 12%	48 9%	38 14%	37 13%	19 10%	149 9%	23 5%	36 7%	20 10%	51 7%	120 7%
		68%	57%	56% <b>mu</b>	40% <b>mu</b>	28%	22% <b>mu</b>	22% <b>mu</b>	11%	87%	13%	21%	11% <b>v</b>	30%	70%
Five or more TV sets	105 4%	78 6%	70 7%	63 9%	42 7%	28 5%	18 6%	19 6%	15 8%	100 6%	15 3%	25 5%	9 4%	33 4%	71 4%
		75%	67%	60% <b>mqu</b>	40%	27%	17%	18%	14%	95%	15%	24%	8%	32%	68%
None – do not have any working TV sets in the home	72 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	72
		-	-	-	-	-	-	-	-	-	-	-	-	-	4%
Don't know	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	6
		-	-	-	-	-	-	-	-	-	-	-	-	-	*
		-	-	-	-	-	-	-	-	-	-	-	-	-	100% <b>vwxy</b>
Have TV set	2307 97%	1341 100%	973 100%	733 100%	563 100%	514 100%	280 100%	298 100%	189 100%	1705 100%	446 100%	505 100%	199 100%	752 100%	1556 95%
		58%	42%	32%	24%	22%	12%	13%	8%	74%	19% <b>z</b>	22% <b>z</b>	9% <b>z</b>	33% <b>z</b>	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 18

**QA2i: Are any of your TV sets "Smart TVs"?**  
**SINGLE CODE****Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2313</b>	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	<b>2307</b>	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	<b>1943</b>	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Yes	<b>1119</b>	635	484	538	582	156	231	228	217	141	147	291	331	254	243	622	497	471	648	421	699	641	478
	<b>49%</b>	56%	42%	48%	49%	49%	61%	58%	54%	42%	31%	56%	48%	51%	41%	51%	45%	60%	43%	61%	43%	55%	42%
		57%	43%	48%	52%	14% <b>h</b>	21% <b>cgh</b>	20% <b>cgh</b>	19% <b>gh</b>	13% <b>h</b>	13%	26% <b>jl</b>	30% <b>l</b>	23% <b>l</b>	22%	56% <b>n</b>	44%	42% <b>p</b>	58%	38% <b>r</b>	62%	57% <b>t</b>	43%
No	<b>1144</b>	490	654	571	573	155	141	164	171	189	324	220	349	232	343	569	575	308	836	254	890	505	637
	<b>50%</b>	43%	56%	51%	48%	49%	37%	42%	43%	56%	67%	42%	50%	47%	57%	47%	53%	39%	55%	37%	55%	43%	56%
		43%	57%	50%	50%	14% <b>d</b>	12%	14%	15%	17% <b>def</b>	28% <b>cdefg</b>	19%	31% <b>l</b>	20%	30% <b>ijk</b>	50%	50% <b>m</b>	27%	73% <b>o</b>	22%	78% <b>q</b>	44%	56% <b>s</b>

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 18

**QA2i: Are any of your TV sets "Smart TVs"?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>2313</b>	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	<b>2307</b>	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	<b>1943</b>	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Yes	<b>1119</b> <b>49%</b>	1089 53%	28 12%	1006 64%	113 16%	1036 56%	84 7%	938 49%	94 45%	62 46%	25 47%	51 53%	120 47%	79 42%	88 52%	106 54%	106 50%	89 45%	148 47%	152 53%
		<b>97%b</b>	3%	<b>90%<sup>d</sup></b>	10%	<b>93%<sup>f</sup></b>	7%	84%	8%	6%	2%	5%	11%	7%	8%	<b>9%<sup>m</sup></b>	9%	8%	13%	<b>14%<sup>m</sup></b>
No	<b>1144</b> <b>50%</b>	941 46%	202 86%	559 35%	585 81%	796 43%	348 78%	932 49%	112 53%	72 53%	29 53%	44 46%	133 52%	104 56%	76 45%	87 44%	102 48%	102 52%	153 49%	130 46%
		82%	<b>18%<sup>a</sup></b>	49%	<b>51%<sup>c</sup></b>	70%	<b>30%<sup>e</sup></b>	81%	10%	6%	2%	4%	12%	<b>9%<sup>o</sup></b>	7%	8%	9%	9%	13%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 18

**QA2i: Are any of your TV sets "Smart TVs"?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Yes	1119	186	934	598	455	133	195	816	1119	-	973	1050	69
49%		48%	49%	57%	44%	60%	31%	56%	100%	-	100%	62%	11%
		17%	83%	53% <b>df</b>	41% <b>f</b>	12% <b>df</b>	17%	73% <b>df</b>	100% <b>l</b>	-	87% <b>l</b>	94% <b>l</b>	6%
No	1144	198	946	448	556	86	417	621	-	1144	-	634	510
50%		51%	49%	42%	54%	39%	66%	43%	-	96%	-	37%	85%
		17%	83%	39%	49% <b>cdeg</b>	8%	36% <b>cdeg</b>	54%	-	100% <b>hj</b>	-	55%	45% <b>k</b>

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 18

**QA2i: Are any of your TV sets "Smart TVs"?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Yes	1119 49%	837 62% 75%	973 100%	500 68%	388 69%	345 67%	213 76%	229 77%	138 73%	1050 62% 94%	227 51% 20%	283 56%	126 63%	392 52%	728 47% 65%
No	1144 50%	491 37%	-	230 31%	171 30%	166 32%	66 24%	69 23%	51 27%	634 37%	210 47%	214 42%	71 36%	349 46%	795 51% 69%wx
		43%noprst	-	20%nnrs	15%nnrs	15%nnrs	6%nn	6%nn	4%nn	55%noprst	18%xx	19%	6%	31%xx	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 19

**QA2ii: And are any of your Smart TV sets connected to your home broadband service?**

**SINGLE CODE**

**Base: All with any Smart TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1146	690 60%	456 40%	538 47%	608 53%	153 13%	227 20%	256 22%	223 19%	140 12%	147 13%	329 29%	329 29%	238 21%	250 22%	658 57%	488 43%	502 44%	644 56%	453 40%	693 60%	740 65%	406 35%
Weighted base	1119	635 57%	484 43%	538 48%	582 52%	156 14%	231 21%	228 20%	217 19%	141 13%	147 13%	291 26%	331 30%	254 23%	243 22%	622 56%	497 44%	471 42%	648 58%	421 38%	699 62%	641 57%	478 43%
Effective base	980	604	384	452	530	130	199	225	189	122	119	285	287	199	216	569	413	430	551	388	593	648	355
Yes, connected	973 87%	572 90% 59%	401 83% 41%	466 87% 48%	507 87% 52%	144 92% 15%	208 90% 21%	203 89% 21%	189 87% 19%	118 84% 12%	111 75% 11%	264 91% 27%	289 87% 30%	221 87% 23%	199 82% 20%	553 89% 57%	420 85% 43%	429 91% 44%	544 84% 56%	382 91% 39%	590 85% 61%	581 91% 60%	392 82% 40%
No, not connected	92 8%	47 7% 51%	44 9% 49%	50 9% 55%	41 7% 45%	4 3% 5%	16 7% 17%	15 7% 16%	18 8% 19%	12 9% 13%	27 18% 29%	17 6% 19%	28 9% 31%	22 9% 24%	24 10% 26%	46 7% 50%	46 9% 50%	25 5% 27%	67 10% 73%	23 5% 25%	69 10% 75%	41 6% 45%	50 11% 55%

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



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 19

**QA2ii: And are any of your Smart TV sets connected to your home broadband service?**  
**SINGLE CODE**

**Base: All with any Smart TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>1146</b>	1121 98%	23 2%	1039 91%	107 9%	1069 93%	77 7%	824 72%	108 9%	116 10%	98 9%	45 4%	111 10%	75 7%	78 7%	98 9%	68 6%	72 6%	126 11%	151 13%
Weighted base	<b>1119</b>	1089 97%	28** 3%**	1006 90%	113* 10%*	1036 93%	84* 7%*	938 84%	94 8%	62 6%	25* 2%*	51* 5%*	120 11%	79* 7%*	88* 8%*	106* 9%*	106* 9%*	89* 8%*	148 13%	152 14%
Effective base	<b>980</b>	958	21	886	94	911	69	769	100	107	56	44	106	71	74	93	64	66	119	144
Yes, connected	<b>973</b> <b>87%</b>	973 89%	- 100%	941 94%	32 28%	931 90%	42 50%	820 87%	75 80%	54 87%	24 94%	49 95%	115 96%	61 77%	78 88%	94 89%	95 90%	84 95%	116 79%	127 84%
				<b>97%<sup>d</sup></b>	3%	<b>96%<sup>f</sup></b>	4%	<b>84%<sup>h</sup></b>	8%	6%	<b>2%<sup>h</sup></b>	<b>5%<sup>mr</sup></b>	<b>12%<sup>mnors</sup></b>	6%	8%	<b>10%<sup>m</sup></b>	<b>10%<sup>m</sup></b>	<b>9%<sup>mrs</sup></b>	12%	13%
No, not connected	<b>92</b> <b>8%</b>	92 8%	- 100%	47 5%	44 39%	70 7%	22 26%	74 8%	11 12%	5 8%	1 5%	3 5%	2 2%	12 15%	7 8%	4 4%	9 9%	3 3%	18 12%	17 11%
				52%	<b>48%<sup>c</sup></b>	76%	<b>24%<sup>e</sup></b>	81%	12%	5%	1%	3%	2%	<b>13%<sup>loq</sup></b>	<b>7%<sup>l</sup></b>	4%	<b>10%<sup>l</sup></b>	3%	<b>20%<sup>loq</sup></b>	<b>18%<sup>lo</sup></b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 19

**QA2ii: And are any of your Smart TV sets connected to your home broadband service?****SINGLE CODE****Base: All with any Smart TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1146	213 19%	933 81%	633 55%	452 39%	139 12%	193 17%	842 73%	1146 100%	- -	1007 88%	1083 95%	63 5%
Weighted base	1119	186 17%	934 83%	598 53%	455 41%	133 12%	195 17%	816 73%	1119 100%	**- -	973 87%	1050 94%	69* 6%*
Effective base	980	172	808	530	396	117	173	715	980	-	860	926	54
Yes, connected	973	161 86%	812 87%	533 89%	391 86%	125 94%	150 77%	730 89%	973 87%	- -	973 100%	973 93%	- -
	87%	17%	83%	55% <sup>f</sup>	40% <sup>f</sup>	13% <sup>d,f</sup>	15%	75% <sup>f</sup>	100%	-	100% <sup>h</sup>	100% <sup>i</sup>	-
No, not connected	92	18	74	37	35	7	24	60	92	-	-	63	29
	8%	10%	8%	6%	8%	5%	12%	7%	8%	-	-	6%	42%
		19%	81%	40%	38%	7%	26% <sup>ce,g</sup>	65%	100% <sup>j</sup>	-	-	68%	32% <sup>k</sup>

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 19

**QA2ii: And are any of your Smart TV sets connected to your home broadband service?**  
**SINGLE CODE**

**Base: All with any Smart TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1146	856 75%	1007 88%	524 46%	424 37%	352 31%	226 20%	244 21%	145 13%	1083 95%	227 20%	285 25%	123 11%	392 34%	754 66%
Weighted base	1119	837 75%	973 87%	500 45%	388 35%	345 31%	213 19%	229 20%	138 12%	1050 94%	227 20%	283 25%	126 11%	392 35%	728 65%
Effective base	980	729	860	454	362	308	194	212	127	926	199	248	109	342	637
Yes, connected	973	780	973	468	366	326	206	225	137	973	196	246	109	337	636
	87%	93% 80%	100% 100% <b>mopqrstu</b>	94% 48%	94% 38%	95% 34%	97% 21% <b>u</b>	98% 23% <b>mopqu</b>	99% 14% <b>mopqu</b>	93% 100%	86% 20%	87% 25%	87% 11%	86% 35%	87% 65%
No, not connected	92	46 8%	- 6%	22 4%	18 5%	16 5%	6 3%	4 2%	1 1%	63 6%	16 7%	19 7%	8 9%	29 32%	63 68%
		51% <b>nst</b>	-	24% <b>nt</b>	20% <b>nt</b>	17% <b>nt</b>	6% <b>n</b>	4% <b>n</b>	1% <b>n</b>	68% <b>nst</b>	18%	21%	9%	32%	68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 20

**QA3: 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Yes	149 6%	128 11%	22 2%	71 6%	78 7%	33 10%	45 12%	29 7%	27 7%	14 4%	3 1%	32 6%	45 7%	39 8%	33 6%	77 6%	72 7%	66 8%	83 5%	59 9%	90 6%	103 9%	45 4%
		85%	15%	48%	52%	22% <b>gh</b>	30% <b>efgh</b>	19% <b>h</b>	18% <b>h</b>	9% <b>h</b>	2%	22%	30%	26%	22%	52%	48%	44% <b>p</b>	56%	40% <b>r</b>	60%	69% <b>t</b>	30%
No	2016 87%	911 80%	1105 95%	986 88%	1030 87%	259 82%	296 79%	345 87%	344 86%	311 92%	460 95%	456 88%	593 85%	431 87%	535 90%	1049 87%	966 88%	664 84%	1352 89%	575 84%	1441 89%	977 84%	1038 91%
		45%	55%	49%	51%	13%	15%	17% <b>d</b>	17% <b>d</b>	15% <b>cdef</b>	23% <b>cdef</b>	23%	29%	21%	27% <b>j</b>	52%	48%	33%	67% <b>o</b>	29%	71% <b>q</b>	48%	51% <b>s</b>
Don't know	142 6%	104 9%	39 3%	68 6%	74 6%	24 8%	36 9%	21 5%	30 8%	12 4%	19 4%	30 6%	56 8%	27 5%	29 5%	86 7%	56 5%	62 8%	80 5%	51 8%	91 6%	83 7%	60 5%
		73%	27%	48%	52%	17% <b>gh</b>	25% <b>efgh</b>	15%	21% <b>gh</b>	9%	13%	21%	39% <b>i</b>	19%	21%	60%	40%	44% <b>p</b>	56%	36%	64%	58%	42%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 20

Absolutes/col percents/row percents 19 Apr 2018

**QA3: 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Yes	149 6%	145 7%	4 2%	120 8%	30 4%	145 8%	5 1%	127 7%	12 6%	9 6%	2 4%	6 7%	13 5%	13 7%	13 8%	8 4%	9 4%	8 4%	18 6%	38 13%
		97% <b>b</b>	3%	80% <b>d</b>	20%	97% <b>f</b>	3%	85%	8%	6%	1%	4%	9%	9%	9%	6%	6%	5%	12%	25% <b>lmopqr</b>
No	2016 87%	1786 86%	228 96%	1346 85%	669 92%	1583 85%	432 97%	1669 87%	187 89%	117 86%	43 79%	88 91%	227 89%	166 89%	148 88%	176 89%	195 92%	162 83%	276 89%	231 81%
		89%	11% <b>a</b>	67%	33% <b>c</b>	79%	21% <b>e</b>	83% <b>j</b>	9% <b>j</b>	6%	2%	4% <b>s</b>	11% <b>s</b>	8% <b>s</b>	7%	9% <b>s</b>	10% <b>qs</b>	8%	14% <b>s</b>	11%
Don't know	142 6%	136 7%	4 2%	116 7%	27 4%	133 7%	10 2%	113 6%	10 5%	10 7%	9 17%	2 2%	16 6%	8 4%	7 4%	14 7%	8 4%	26 13%	17 6%	15 5%
		95% <b>b</b>	3%	81% <b>d</b>	19%	93% <b>f</b>	7%	79%	7%	7%	6% <b>ghi</b>	1%	11%	6%	5%	10%	5%	18% <b>klmnp</b> <b>rs</b>	12%	11%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 20

**QA3: 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Yes	149 6%	29 7%	120 6%	73 7%	52 5%	24 11%	23 4%	105 7%	96 9%	53 4%	91 9%	137 8%	12 2%
No	2016 87%	332 85%	1684 88%	910 86%	918 89%	187 84%	573 91%	1253 86%	953 85%	1063 89%	819 84%	1449 85%	567 94%
Don't know	142 6%	30 8%	112 6%	75 7%	61 6%	10 5%	32 5%	101 7%	70 6%	72 6%	62 6%	119 7%	23 4%
		21%	79%	53%	43%	7%	23%	71%	49%	51%	44%	84%	16%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 20

**QA3: 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Yes	149 6%	114 9% 76%	91 9% 61%	95 13% 63% <b>mnu</b>	69 12% 46% <b>mu</b>	83 16% 55% <b>mnu</b>	35 13% 24% <b>mu</b>	45 15% 30% <b>mnu</b>	23 12% 15%	137 8% 92%	44 10% 29% <b>z</b>	69 14% 46% <b>z</b>	36 18% 24% <b>vvyz</b>	82 11% 55% <b>z</b>	67 4% 45%
No	2016 87%	1133 84% 56% <b>oqrs</b>	819 84% 41% <b>oqrs</b>	579 79% 29%	461 82% 23% <b>qs</b>	392 76% 19%	217 78% 11%	224 75% 11%	154 81% 8%	1449 85% 72% <b>oqrs</b>	368 83% 18%	404 80% 20%	153 77% 8%	622 83% 31%	1394 90% 69% <b>vwxy</b>
Don't know	142 6%	94 7% 66%	62 6% 44%	60 8% 42%	33 6% 23%	39 8% 28%	28 10% 19% <b>p</b>	29 10% 21% <b>p</b>	13 7% 9%	119 7% 84%	34 8% 24%	31 6% 22%	10 5% 7%	47 6% 33%	95 6% 67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 21

**QA4: Has your household got rid of any TV sets in the last 12 months?**  
**SINGLE CODE**

**Base: All with no working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	67	44 66%	23 34%	27 40%	40 60%	24 36%	14 21%	10 15%	8 12%	6 9%	5 7%	13 19%	33 49%	7 10%	14 21%	46 69%	21 31%	13 19%	54 81%	10 15%	57 85%	29 43%	37 55%
Weighted base	72*	45* 62%*	28* 38%*	34** 47%**	39* 53%*	32** 44%**	13** 18%**	9** 12%**	7** 9%**	6** 8%**	5** 7%**	12** 16%**	37* 51%*	9** 13%**	14** 20%**	49* 67%*	24** 33%**	12** 17%**	60* 83%*	9** 13%**	63* 87%*	25** 35%**	46* 64%*
Effective base	59	39	20	24	36	22	13	9	7	5	4	11	30	7	12	41	18	11	48	8	51	27	33
Yes	9 13%	8 17% 84%	1 5% 16%	5 15% 57%	4 10% 43%	6 19% 66%	1 8% 12%	1 9% 9%	- - -	1 20% 13%	- - -	- - -	6 16% 64%	1 13% 13%	2 15% 23%	6 12% 64%	3 14% 36%	1 12% 16%	8 13% 84%	1 15% 16%	8 12% 84%	3 12% 34%	6 13% 66%
No	55 76%	32 71% 58%	23 83% 42%	27 79% 49%	28 72% 51%	19 61% 36%	12 90% 22%	6 71% 12%	7 100% 13%	5 80% 9%	5 100% 10%	11 92% 20%	25 69% 47%	7 77% 13%	11 78% 20%	36 75% 67%	18 77% 33%	10 86% 19%	44 73% 81%	8 82% 14%	47 75% 86%	20 80% 37%	35 75% 63%
Don't know	9 12%	5 12% 61%	3 12% 39%	2 5% 21%	7 18% 79%	7 21% 77%	* 2% 3%	2 20% 20%	- - -	- - -	- - -	1 8% 11%	6 15% 65%	1 11% 12%	1 7% 12%	7 13% 76%	2 9% 24%	* 2% 3%	8 14% 97%	* 3% 3%	8 13% 97%	2 7% 21%	6 13% 68%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 21

**QA4: Has your household got rid of any TV sets in the last 12 months?**  
**SINGLE CODE**

**Base: All with no working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	67	56 84%	9 13%	25 37%	42 63%	47 70%	20 30%	48 72%	8 12%	10 15%	1 1%	1 1%	5 7%	7 10%	- -	8 12%	3 4%	3 4%	7 10%	14 21%
Weighted base	72*	59* 81%*	10** 14%**	28** 38%**	45* 62%*	52* 72%*	21** 28%**	59* 82%*	7** 10%**	6** 8%**	*** ***	1** 2%**	6** 8%**	8** 12%**	-** -*	10** 13%**	6** 8%**	4** 5%**	9** 13%**	15** 21%**
Effective base	59	50	8	23	36	43	16	45	8	9	1	1	5	7	-	8	3	3	7	13
Yes	9	7	1	4	5	8	1	8	1	-	-	-	1	2	-	2	-	-	1	1
	13%	11%	12%	16%	11%	15%	7%	14%	10%	-	-	-	25%	28%	-	23%	-	-	13%	8%
		73%	13%	48%	52%	84%	16%	92%	8%	-	-	-	16%	26%	-	25%	-	-	13%	13%
No	55	45	8	19	36	38	17	43	5	6	-	1	3	6	-	7	6	3	5	12
	76%	76%	77%	69%	80%	73%	81%	73%	77%	100%	-	100%	52%	72%	-	77%	100%	78%	51%	79%
		82%	15%	35%	65%	70%	30%	79%	10%	11%	-	3%	5%	11%	-	14%	11%	5%	9%	22%
Don't know	9	7	1	4	4	6	2	7	1	-	*	-	1	-	-	-	-	1	3	2
	12%	13%	11%	16%	10%	12%	12%	12%	13%	-	100%	-	23%	-	-	-	-	22%	36%	13%
		86%	14%	50%	50%	71%	29%	86%	11%	-	3%	-	15%	-	-	-	-	9%	39%	23%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 21

**QA4: Has your household got rid of any TV sets in the last 12 months?**  
**SINGLE CODE**

**Base: All with no working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	67	9	58	-	-	-	-	-	-	-	-	-	67
		13%	87%	-	-	-	-	-	-	-	-	-	100%
Weighted base	72*	7**	65*	..	..	..	..	..	..	..	..	..	72*
		9%**	91%*	..	..	..	..	..	..	..	..	..	100%*
Effective base	59	7	52	-	-	-	-	-	-	-	-	-	59
Yes	9	2	7	-	-	-	-	-	-	-	-	-	9
	13%	34%	10%	-	-	-	-	-	-	-	-	-	13%
		25%	75%	-	-	-	-	-	-	-	-	-	100%
No	55	4	51	-	-	-	-	-	-	-	-	-	55
	76%	51%	78%	-	-	-	-	-	-	-	-	-	76%
		6%	94%	-	-	-	-	-	-	-	-	-	100%
Don't know	9	1	8	-	-	-	-	-	-	-	-	-	9
	12%	15%	11%	-	-	-	-	-	-	-	-	-	12%
		12%	88%	-	-	-	-	-	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Absolutes/col percents/row percents 19 Apr 2018

Table 21

**QA4: Has your household got rid of any TV sets in the last 12 months?**  
**SINGLE CODE**

**Base: All with no working TV set in the home**

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	67	-	-	-	-	-	-	-	-	-	-	-	-	-	67
		-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Weighted base	72*	..	..	..	..	..	..	..	..	..	..	..	..	..	72*
		..	..	..	..	..	..	..	..	..	..	..	..	..	100%*
Effective base	59	-	-	-	-	-	-	-	-	-	-	-	-	-	59
Yes	9	-	-	-	-	-	-	-	-	-	-	-	-	-	9
	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	13%
		-	-	-	-	-	-	-	-	-	-	-	-	-	100%
No	55	-	-	-	-	-	-	-	-	-	-	-	-	-	55
	76%	-	-	-	-	-	-	-	-	-	-	-	-	-	76%
		-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Don't know	9	-	-	-	-	-	-	-	-	-	-	-	-	-	9
	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	12%
		-	-	-	-	-	-	-	-	-	-	-	-	-	100%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 22

**QA5: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Virgin Media (Cable TV)	403 17%	211 18% 52%	192 16% 48%	195 17% 48%	208 18% 52%	64 20% 16%	59 16% 15%	72 18% 18%	80 20% 20%	55 16% 14%	73 15% 18%	107 21% 27%	109 16% 24%	98 20% 24%	89 15% 22%	215 18% 54%	187 17% 46%	155 20% 39%	247 16% 61%	136 20% 34%	267 16% 66%	206 18% 51%	195 17% 48%
Sky Satellite TV	938 41%	487 43% 52%	451 39% 48%	460 41% 49%	478 40% 51%	134 42% 14%	178 47% 19%	188 48% 20%	177 44% 19%	137 41% 15%	124 26% 13%	225 43% 24%	301 43% 32%	207 42% 22%	206 34% 22%	526 43% 56%	412 38% 44%	394 50% 42%	544 36% 58%	342 50% 36%	596 37% 64%	547 47% 58%	390 34% 42%
Freesat Satellite TV	128 6%	82 7% 64%	46 4% 36%	69 6% 54%	59 5% 46%	10 3% 8%	16 4% 12%	21 5% 16%	20 5% 16%	31 9% 24%	30 6% 24%	31 6% 24%	30 4% 23%	41 8% 32%	26 4% 20%	61 5% 48%	67 6% 52%	34 4% 27%	94 6% 73%	28 4% 21%	101 6% 79%	58 5% 45%	70 6% 55%
Other Satellite TV	17 1%	13 1% 72%	5 * 28%	4 * 22%	14 1% 78%	7 2% 45%	5 1% 30%	2 * 10%	2 * 10%	1 * 7%	- - -	3 1% 16%	4 1% 26%	3 1% 18%	7 1% 40%	7 1% 42%	10 1% 58%	13 2% 74%	5 * 26%	7 2% 62%	8 * 38%	9 1% 49%	1 1% 51%
Freeview	1031 45%	525 46% 51%	506 43% 49%	527 47% 51%	505 43% 49%	137 44% 13%	139 37% 13%	147 37% 14%	167 42% 16%	155 46% 15%	288 60% 28%	218 42% 21%	297 43% 29%	216 44% 21%	300 50% 29%	515 42% 50%	516 47% 50%	301 38% 29%	731 48% 71%	259 38% 25%	773 48% 75%	458 39% 44%	573 50% 56%
YouView from BT TV	139 6%	86 7% 62%	53 5% 38%	70 6% 50%	70 6% 50%	13 4% 9%	29 8% 21%	21 5% 15%	28 7% 20%	22 7% 16%	26 5% 19%	40 8% 29%	49 7% 35%	26 5% 19%	24 4% 17%	89 7% 64%	50 5% 36%	56 7% 41%	83 5% 59%	49 7% 35%	90 6% 65%	76 7% 55%	63 5% 45%
You View from TalkTalk TV	66 3%	50 4% 76%	16 1% 24%	33 3% 51%	32 3% 49%	7 2% 11%	14 4% 21%	19 5% 28%	6 1% 9%	7 2% 11%	13 3% 19%	15 3% 23%	17 2% 26%	20 4% 30%	14 3% 21%	32 3% 49%	34 3% 51%	29 4% 44%	37 2% 56%	37 4% 38%	25 3% 47%	41 3% 47%	35 3% 53%
YouView from a retailer (not through BT or TalkTalk)	22 1%	17 1% 78%	5 * 22%	7 1% 35%	14 1% 65%	6 2% 27%	6 2% 27%	3 1% 15%	4 1% 17%	2 1% 11%	1 * 3%	5 1% 24%	8 1% 37%	2 * 8%	7 1% 31%	13 1% 61%	8 1% 39%	9 1% 41%	13 1% 59%	7 1% 34%	14 1% 66%	18 2% 81%	4 * 19%
EE TV	12 1%	4 * 37%	7 1% 63%	5 * 42%	7 1% 58%	1 * 9%	3 1% 28%	2 1% 18%	1 * 10%	3 1% 24%	1 * 11%	3 1% 27%	6 1% 51%	1 * 11%	1 * 10%	9 1% 78%	3 * 22%	5 1% 46%	6 1% 54%	5 1% 46%	6 1% 54%	5 1% 45%	6 1% 55%
Don't know	46 2%	16 1% 34%	30 3% 66%	14 1% 31%	32 3% 69%	12 4% 27%	10 3% 27%	4 1% 10%	4 1% 9%	5 1% 14%	10 2% 22%	3 1% 7%	17 2% 37%	4 1% 8%	22 4% 48%	20 2% 44%	26 2% 56%	13 2% 29%	33 2% 71%	9 1% 18%	38 2% 82%	19 2% 41%	27 2% 59%
Net: CABLE TV	403 17%	211 18% 52%	192 16% 48%	195 17% 48%	208 18% 52%	64 20% 16%	59 16% 15%	72 18% 18%	80 20% 20%	55 16% 14%	73 15% 18%	107 21% 27%	109 16% 24%	98 20% 24%	89 15% 22%	215 18% 54%	187 17% 46%	155 20% 39%	247 16% 61%	136 20% 34%	267 16% 66%	206 18% 51%	195 17% 48%
Net: ANY SATELLITE TV	1058 46%	561 49% 53%	497 43% 47%	518 46% 49%	539 46% 51%	147 47% 14%	192 51% 18%	204 52% 19%	199 50% 19%	164 48% 15%	151 31% 14%	252 49% 24%	326 47% 31%	243 49% 23%	237 40% 22%	578 48% 55%	480 44% 45%	425 54% 40%	633 42% 60%	368 54% 35%	689 43% 65%	597 51% 86%	460 40% 43%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 22

**QA5: (SHOW SCREEN) 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: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Net: FREEVIEW	1031 45%	525 46% 51%	506 43% 49%	527 47% 51%	505 43% 49%	137 44% 13%	139 37% 13%	147 37% 14%	167 42% 16%	155 46% 15%	288 60% 28%	218 42% 21%	297 43% 29%	216 44% 21%	300 50% 29%	515 42% 50%	516 47% 50%	301 38% 29%	731 48% 71%	259 38% 25%	773 48% 75%	458 39% 44%	573 50% 56%
Net: ANY YOUVIEW	222 10%	147 13% 67%	74 6% 33%	106 9% 48%	115 10% 52%	26 8% 12%	46 12% 21%	41 10% 18%	37 9% 17%	32 9% 14%	39 8% 18%	58 11% 26%	72 10% 32%	47 10% 21%	44 7% 20%	130 11% 59%	91 8% 41%	90 11% 41%	131 9% 59%	77 11% 35%	144 9% 65%	120 10% 54%	102 9% 46%
Net: ONLY FREEVIEW	628 27%	254 22% 40%	374 32% 60%	320 28% 51%	308 26% 49%	73 23% 12%	81 21% 13%	84 21% 13%	90 22% 14%	88 26% 14%	212 44% 34%	121 23% 19%	177 25% 28%	110 22% 18%	220 37% 35%	298 25% 47%	330 30% 53%	140 18% 22%	488 32% 78%	124 18% 20%	504 31% 80%	254 22% 41%	374 33% 59%
Net: ONE TYPE OF TV SERVICE	1826 79%	834 73% 46%	992 85% 54%	884 79% 48%	943 80% 52%	236 75% 13%	303 81% 17%	320 81% 18%	316 79% 17%	262 78% 14%	388 81% 21%	403 78% 22%	553 80% 30%	379 76% 21%	492 82% 27%	955 79% 52%	871 80% 48%	602 76% 33%	1224 81% 67%	528 77% 29%	1298 80% 71%	923 79% 51%	902 79% 49%
Net: MULTIPLE TYPES OF TV SERVICE	435 19%	292 26% 67%	143 12% 33%	228 20% 52%	207 18% 48%	67 21% 15%	63 17% 15%	70 18% 16%	80 20% 18%	71 21% 16%	83 17% 19%	112 22% 26%	125 18% 29%	114 23% 26%	84 14% 19%	237 20% 55%	198 18% 45%	177 22% 41%	258 17% 59%	149 22% 34%	286 18% 66%	221 19% 51%	214 19% 49%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 22

**QA5: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Virgin Media (Cable TV)	403 17%	390 19% 97% <b>b</b>	10 4% 3%	307 19% 76% <b>d</b>	96 13% 24%	350 19% 87% <b>f</b>	53 12% 13%	360 19% 89% <b>hij</b>	27 13% 7%	12 9% 3%	4 7% 1%	22 23% 5%	43 17% 11%	28 15% 7%	37 22% 9%	53 27% 13% <b>impq</b>	34 16% 8%	27 14% 7%	60 19% 15%	56 20% 14%
Sky Satellite TV	938 41%	913 44% 97% <b>b</b>	22 9% 2%	730 46% 78% <b>d</b>	208 29% 22%	823 44% 88% <b>f</b>	115 26% 12%	761 40% 81%	85 40% 9%	60 44% 6%	33 61% 4% <b>ghij</b>	35 36% 4%	114 44% 12% <b>o</b>	74 40% 8%	69 41% 7%	63 32% 7%	78 37% 8%	70 36% 7%	132 42% 14% <b>o</b>	124 44% 13% <b>o</b>
Freesat Satellite TV	128 6%	122 6% 95%	7 3% 5%	101 6% 79% <b>d</b>	27 4% 21%	115 6% 90% <b>f</b>	13 3% 10%	102 5% 79%	10 5% 8%	15 11% 12% <b>ghj</b>	2 1% 1%	3 3% 3%	5 2% 4%	14 7% 11% <b>l</b>	9 5% 7%	6 3% 5%	21 10% 16% <b>los</b>	11 5% 8%	21 7% 17% <b>l</b>	13 4% 10%
Other Satellite TV	17 1%	15 1% 87%	2 1% 13%	14 1% 81%	3 * 19%	15 1% 87%	2 * 13%	16 1% 90%	2 1% 9%	- - -	* 1% 2%	1 1% 6%	- - -	5 2% 27% <b>lo</b>	1 1% 6%	- - -	5 2% 28% <b>l</b>	- - -	3 1% 17%	1 * 6%
Freeview	1031 45%	842 41% 82%	188 80% 18% <b>a</b>	642 41% 62%	390 54% 38% <b>c</b>	771 41% 75%	261 58% 25% <b>e</b>	849 44% 82%	105 50% 10% <b>j</b>	57 42% 6%	21 38% 2%	38 39% 4%	140 54% 14% <b>kmpnprs</b>	73 39% 7%	69 41% 7%	103 52% 10% <b>ms</b>	88 42% 9%	91 47% 9%	134 43% 13%	112 40% 11%
YouView from BT TV	139 6%	138 7% 99% <b>b</b>	1 * 1%	126 8% 91% <b>d</b>	13 2% 9%	134 7% 96% <b>f</b>	6 1% 4%	118 6% 85%	11 5% 8%	6 5% 5%	4 7% 3%	4 5% 3%	11 4% 8%	13 7% 9%	6 3% 4%	9 5% 6%	17 8% 12%	26 14% 19% <b>klmnoprs</b>	16 5% 12%	16 6% 11%
You View from TalkTalk TV	66 3%	64 3% 98%	2 1% 2%	58 4% 88% <b>d</b>	8 1% 12%	62 3% 94% <b>f</b>	4 1% 6%	53 3% 81%	8 4% 13%	3 2% 5%	1 2% 2%	5 5% 7%	5 2% 7%	5 3% 8%	2 1% 3%	9 5% 14%	8 4% 12%	7 3% 10%	6 2% 9%	6 2% 10%
YouView from a retailer (not through BT or TalkTalk)	22 1%	22 1% 100%	- - -	21 1% 95% <b>d</b>	1 * 5%	22 1% 100% <b>f</b>	- - -	18 1% 84%	2 1% 11%	1 1% 5%	- - -	2 2% 9%	1 * 5%	1 * 4%	1 1% 6%	2 1% 9%	4 2% 19%	2 1% 10%	2 1% 8%	3 1% 13%
EE TV	12 1%	12 1% 100%	- 1% -	9 1% 76%	3 * 24%	9 * 76%	3 1% 24%	10 1% 89%	1 1% 9%	- - -	* * 2%	2 2% 17% <b>sa</b>	2 1% 21%	- 1% -	2 1% 20%	1 1% 11%	- 1% -	1 * 8%	1 * 11%	- - -
Don't know	46 2%	33 2% 72%	13 6% 28% <b>a</b>	12 1% 27%	34 5% 73% <b>c</b>	25 1% 54%	21 5% 46% <b>e</b>	37 2% 80%	2 1% 4%	6 4% 13% <b>gh</b>	1 2% 3%	2 2% 4%	3 1% 7%	5 3% 11% <b>s</b>	3 2% 7%	5 3% 11% <b>s</b>	11 5% 24% <b>ls</b>	2 1% 5%	5 1% 10%	1 * 2%
Net: CABLE TV	403 17%	390 19% 97% <b>b</b>	10 4% 3%	307 19% 76% <b>d</b>	96 13% 24%	350 19% 87% <b>f</b>	53 12% 13%	360 19% 89% <b>hij</b>	27 13% 7%	12 9% 3%	4 7% 1%	22 23% 5%	43 17% 11%	28 15% 7%	37 22% 9%	53 27% 13% <b>impq</b>	34 16% 8%	27 14% 7%	60 19% 15%	56 20% 14%
Net: ANY SATELLITE TV	1058 46%	1024 50% 97% <b>b</b>	31 13% 3%	820 52% 77% <b>d</b>	238 33% 23%	928 50% 88% <b>f</b>	130 29% 12%	857 45% 81%	95 45% 9%	73 54% 7% <b>g</b>	33 62% 3% <b>gh</b>	37 39% 4%	116 45% 11% <b>o</b>	90 48% 8% <b>o</b>	77 46% 7%	68 35% 6%	102 48% 10% <b>o</b>	81 41% 8%	151 48% 14% <b>o</b>	135 48% 13% <b>o</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 22

**QA5: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Net: FREEVIEW	1031 45%	842 41%	188 8%	642 41%	390 54%	771 41%	261 58%	849 44%	105 50%	57 42%	21 38%	38 39%	140 54%	73 39%	69 41%	103 52%	88 42%	91 47%	134 43%	112 40%
		82%	10%a	62%	38%c	75%	25%e	82%	10%j	6%	2%	4%	14%kmnp	7%	7%	10%ms	9%	9%	13%	11%
Net: ANY YOUVIEW	222 10%	219 11%	3 1%	199 13%	22 3%	212 11%	9 2%	184 10%	22 11%	11 8%	5 9%	9 10%	16 6%	19 10%	9 5%	20 10%	29 14%	34 17%	24 8%	24 8%
		99%b		90%d	10%	96%f	4%	83%	10%	5%	2%	4%	7%	8%	4%	9%	13%ln	15%lnrs	11%	11%
Net: ONLY FREEVIEW	628 27%	448 22%	179 76%	290 18%	338 47%	395 21%	233 52%	514 27%	67 32%	36 26%	11 20%	27 28%	84 33%	52 28%	43 26%	56 28%	44 21%	54 27%	79 25%	76 27%
		71%	28%a	46%	54%c	63%	37%e	82%	11%j	6%	2%	4%	13%p	8%	7%	9%	7%	9%	13%	12%
Net: ONE TYPE OF TV SERVICE	1826 79%	1609 78%	213 9%	1190 75%	636 88%	1431 77%	395 89%	1510 79%	167 80%	106 79%	43 79%	84 87%	192 75%	157 84%	137 81%	145 73%	151 71%	156 80%	245 79%	244 86%
		88%	12%a	65%	35%c	78%	22%e	83%	9%	6%	2%	5%lop	10%	9%lop	7%	8%	8%	9%	13%	13%lopr
Net: MULTIPLE TYPES OF TV SERVICE	435 19%	424 21%	9 4%	379 24%	56 8%	405 22%	30 7%	362 19%	40 19%	23 17%	10 19%	10 11%	62 24%	26 14%	28 17%	48 24%	50 23%	37 19%	62 20%	39 14%
		98%b	2%	87%d	13%	93%f	7%	83%	9%	5%	2%	2%	14%kms	6%	7%	11%kms	11%kms	9%	14%	9%

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 22

**QA5: (SHOW SCREEN) 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: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Virgin Media (Cable TV)	403	27	375	27	101	6	-	403	226	176	197	348	54
	17%	7%	20%	3%	10%	3%	-	28%	20%	15%	20%	20%	9%
		7%	93%a	7%f	25%cef	2%f	-	100%ccdef	56%l	44%	49%l	87%l	13%
Sky Satellite TV	938	173	765	938	225	19	-	874	529	409	471	811	127
	41%	44%	40%	89%	22%	9%	-	60%	47%	34%	48%	48%	21%
		18%	82%	100%defg	24%ef	2%f	-	93%def	56%l	44%	50%l	86%l	14%
Freesat Satellite TV	128	34	95	128	44	9	-	35	80	48	72	104	24
	6%	9%	5%	12%	4%	4%	-	2%	7%	4%	7%	6%	4%
		26%b	74%	100%defg	34%fg	7%f	-	27%f	63%l	37%	56%l	81%	19%
Other Satellite TV	17	6	11	17	9	6	-	11	12	5	12	15	2
	1%	2%	1%	2%	1%	3%	-	1%	1%	*	1%	1%	*
		35%	65%	100%fg	54%f	36%dfg	-	62%	69%	31%	69%	87%	13%
Freeview	1031	175	856	263	1031	73	628	352	455	577	391	630	401
	45%	45%	45%	25%	100%	33%	100%	24%	41%	49%	40%	37%	67%
		17%	83%	26%	100%ceg	7%cg	61%ceg	34%	44%	56%hj	38%	61%	39%k
YouView from BT TV	139	35	105	17	43	139	-	139	86	53	79	131	9
	6%	9%	5%	2%	4%	63%	-	10%	8%	4%	8%	8%	1%
		25%b	75%	12%f	31%cf	100%cdfg	-	100%cdf	62%l	38%	56%l	94%l	6%
You View from TalkTalk TV	66	10	55	11	22	66	-	66	32	34	32	63	3
	3%	3%	3%	1%	2%	30%	-	5%	3%	3%	3%	4%	1%
		16%	84%	17%f	33%f	100%cdfg	-	100%cdf	49%	51%	49%	95%l	5%
YouView from a retailer (not through BT or TalkTalk)	22	6	16	6	13	22	-	5	19	2	19	21	1
	1%	1%	1%	1%	1%	10%	-	*	2%	*	2%	1%	*
		26%	74%	29%	62%fg	100%cdfg	-	23%	89%l	11%	89%l	95%l	5%
EE TV	12	1	11	2	4	1	-	12	8	4	7	10	1
	1%	*	1%	*	*	*	-	1%	1%	*	1%	1%	*
		9%	91%	19%	33%	9%	-	100%f	68%	32%	56%	88%	12%
Don't know	46	11	35	-	-	-	-	-	10	36	9	24	22
	2%	3%	2%	-	-	-	-	-	1%	3%	1%	1%	4%
		24%	76%	-	-	-	-	-	21%	79%hj	20%	52%	48%k
Net: CABLE TV	403	27	375	27	101	6	-	403	226	176	197	348	54
	17%	7%	20%	3%	10%	3%	-	28%	20%	15%	20%	20%	9%
		7%	93%a	7%f	25%cef	2%f	-	100%ccdef	56%l	44%	49%l	87%l	13%
Net: ANY SATELLITE TV	1058	208	849	1058	263	29	-	898	598	460	533	905	153
	46%	53%	44%	100%	26%	13%	-	62%	53%	39%	55%	53%	25%
		20%b	80%	100%defg	25%ef	3%f	-	85%def	57%l	43%	50%l	86%l	14%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 22

**QA5: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Net: FREEVIEW	1031 45%	175 45%	856 45%	263 25%	1031 100%	73 33%	628 100%	352 24%	455 41%	577 49%	391 40%	630 37%	401 67%
		17%	83%	26%	100%ceg	7%cg	61%ceg	34%	44%	56%hj	38%	61%	39%k
Net: ANY YOUVIEW	222 10%	51 13%	171 9%	29 3%	73 7%	222 100%	-	205 14%	133 12%	89 7%	125 13%	209 12%	13 2%
		23%b	77%	13%f	33%cf	100%cdfg	-	93%cdf	60%l	40%	56%l	94%l	6%
Net: ONLY FREEVIEW	628 27%	108 28%	520 27%	-	628 61%	-	628 100%	-	195 17%	433 36%	150 15%	266 16%	362 60%
		17%	83%	-	100%ceg	-	100%cddeg	-	31%	69%hj	24%	42%	58%k
Net: ONE TYPE OF TV SERVICE	1826 79%	307 78%	1519 79%	763 72%	628 61%	137 62%	628 100%	1076 74%	826 74%	1000 84%	702 72%	1288 76%	538 89%
		17%	83%	42%de	34%	8%	34%cddeg	59%de	45%	55%hj	38%	71%	29%k
Net: MULTIPLE TYPES OF TV SERVICE	435 19%	73 19%	362 19%	295 28%	403 39%	84 38%	-	384 26%	283 25%	152 13%	262 27%	393 23%	42 7%
		17%	83%	68%f	93%ctg	19%ctg	-	88%t	69%l	35%	60%l	90%l	10%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 22

**QA5: (SHOW SCREEN) 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: All with any working TV set in the home**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%	
2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%	
1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303	
403	291	197	141	126	120	57	65	39	348	67	84	38	124	278	
17%	22%	20%	19%	22%	23%	20%	22%	21%	20%	15%	17%	19%	17%	18%	
	72%	49%	35%	31%	30%	14%	16%	10%	87%	17%	21%	9%	31%	69%	
938	702	471	397	247	234	144	141	106	811	154	200	81	283	655	
41%	52%	48%	54%	44%	46%	51%	47%	56%	48%	35%	40%	41%	38%	42%	
	75%pqu	50%	42%npqu	26%	25%	15%	15%	11%pqu	86%	16%	21%	9%	30%	70%y	
128	79	72	40	40	38	20	22	14	104	30	35	12	48	81	
6%	6%	7%	5%	7%	7%	7%	8%	6%	6%	7%	7%	6%	6%	5%	
	62%	56%	31%	31%	29%	15%	17%	11%	81%	24%	27%	9%	37%	63%	
17	13	12	11	5	5	7	11	5	15	7	6	5	11	6	
1%	1%	1%	1%	1%	1%	3%	4%	2%	1%	1%	1%	3%	1%	*	
	73%	69%	63%	31%	30%	41%mu	61%mnopqu	27%	87%	38%z	36%	30%z	63%z	37%	
1031	453	391	275	237	209	112	112	67	630	232	249	93	372	659	
45%	34%	40%	37%	42%	41%	40%	38%	35%	37%	52%	49%	47%	50%	42%	
	44%	38%m	27%	23%mu	20%m	11%	11%	6%	61%	23%z	24%z	9%	36%z	64%	
139	119	79	60	62	43	28	28	20	131	35	38	18	57	82	
6%	9%	8%	8%	11%	8%	10%	9%	10%	8%	8%	8%	9%	8%	5%	
	86%	56%	43%	45%u	31%	20%	20%	14%	94%	25%	27%	13%z	41%z	59%	
66	61	32	29	18	20	13	15	11	63	15	24	11	28	38	
3%	5%	3%	4%	3%	4%	5%	5%	6%	4%	3%	5%	5%	4%	2%	
	93%	49%	44%	27%	31%	20%	22%	16%	95%	23%	37%z	16%z	43%	57%	
22	19	19	13	9	8	10	11	7	21	7	6	3	7	14	
1%	1%	2%	2%	2%	2%	3%	4%	4%	1%	2%	1%	2%	1%	1%	
	86%	89%	61%	43%	39%	44%mu	49%mu	33%mu	95%	31%	27%	15%	34%	66%	
12	10	7	5	6	4	6	4	2	10	5	6	2	7	5	
1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	*	
	88%	56%	46%	54%	35%	51%nu	39%	20%	88%	41%	48%z	19%	60%	40%	
46	*	9	14	8	10	4	6	3	24	7	6	1	8	38	
2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	
	1%	20%m	31%m	16%m	23%m	10%m	12%m	5%m	52%m	14%	12%	2%	18%	82%y	
403	291	197	141	126	120	57	65	39	348	67	84	38	124	278	
17%	22%	20%	19%	22%	23%	20%	22%	21%	20%	15%	17%	19%	17%	18%	
	72%	49%	35%	31%	30%	14%	16%	10%	87%	17%	21%	9%	31%	69%	
1058	773	533	429	276	262	161	162	118	905	181	233	91	329	728	
46%	58%	55%	58%	49%	51%	57%	54%	63%	53%	41%	46%	46%	44%	47%	
	73%pqu	50%p	41%pqu	26%	25%	15%p	15%	11%pdu	86%	17%	22%	9%	31%	69%y	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 22

**QA5: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Net: FREEVIEW	1031 45%	453 34%	391 40%	275 37%	237 42%	209 41%	112 40%	112 38%	67 35%	630 37%	232 52%	249 49%	93 47%	372 50%	659 42%
		44%	38% <b>m</b>	27%	23% <b>mu</b>	20% <b>m</b>	11%	11%	6%	61%	23% <b>z</b>	24% <b>z</b>	9%	36% <b>z</b>	64%
Net: ANY YOUVIEW	222 10%	195 15%	125 13%	97 13%	84 15%	67 13%	46 16%	48 17%	33 12%	209 12%	54 12%	65 13%	29 15%	90 12%	132 8%
		88%	56%	44%	38%	30%	21%	22%	15%	94%	24% <b>z</b>	29% <b>z</b>	13% <b>z</b>	41% <b>z</b>	59%
Net: ONLY FREEVIEW	628 27%	129 10%	150 15%	93 13%	102 18%	83 16%	33 12%	39 13%	15 8%	266 16%	151 34%	140 28%	58 29%	225 30%	403 26%
		21%	24% <b>mt</b>	15% <b>m</b>	16% <b>mt</b>	13% <b>mt</b>	5%	6%	2%	42% <b>mt</b>	24% <b>z</b>	22%	9%	36%	64%
Net: ONE TYPE OF TV SERVICE	1826 79%	990 74%	702 72%	517 70%	406 72%	366 71%	187 67%	211 71%	131 69%	1288 76%	348 78%	378 75%	152 76%	579 77%	1247 80%
		54% <b>r</b>	38%	28%	22%	20%	10%	12%	7%	71% <b>or</b>	19%	21%	8%	32%	68% <b>w</b>
Net: MULTIPLE TYPES OF TV SERVICE	435 19%	351 26%	262 27%	202 28%	149 26%	138 27%	89 32%	82 27%	56 29%	393 23%	92 21%	121 24%	46 23%	164 22%	271 17%
		81%	60% <b>u</b>	47% <b>u</b>	34%	32%	20% <b>u</b>	19%	13%	90%	21%	28% <b>z</b>	11%	38% <b>z</b>	62%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 23

**QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Virgin Media (Cable TV)	386 17%	199 17%	187 16%	183 16%	203 17%	60 19%	57 15%	70 18%	78 19%	52 16%	69 14%	98 19%	107 15%	94 19%	88 15%	205 17%	182 17%	151 19%	235 16%	132 19%	254 16%	199 17%	186 16%
		52%	48%	47%	53%	16%	15%	18%	20%	14%	18%	25%	28%	24%	23%	53%	47%	39%p	61%	34%r	66%	51%	48%
Sky Satellite TV	915 40%	470 41%	446 38%	448 40%	467 40%	130 41%	174 46%	183 46%	174 43%	133 39%	122 25%	218 42%	295 42%	201 40%	202 34%	512 42%	403 37%	379 48%	536 35%	329 48%	586 36%	534 46%	381 33%
		51%	49%	49%	51%	14%h	19%h	20%h	19%h	15%h	13%	24%l	32%l	22%l	22%	56%n	44%	41%p	59%	36%r	64%	58%t	42%
Freesat Satellite TV	89 4%	50 4%	39 3%	47 4%	42 4%	4 1%	7 2%	13 3%	18 5%	26 8%	21 4%	20 4%	19 3%	30 6%	20 3%	39 3%	50 5%	19 2%	70 5%	16 2%	73 4%	35 3%	55 5%
		56%	44%	53%	47%	5%	7%	14%	21%cd	29%cde	24%cd	22%	22%	34%j	23%	44%	56%	22%	78%o	18%	82%q	39%	61%e
Other Satellite TV	9 *	4 *	5 *	2 *	7 1%	5 2%	3 1%	1 *	- *	- *	- *	1 *	2 *	3 1%	3 *	6 1%	6 1%	6 1%	3 *	6 1%	3 *	5 *	4 *
		47%	53%	19%	81%	53%fgh	38%	9%	-	-	-	9%	26%	35%	30%	35%	65%	72%p	28%	72%r	28%	51%	49%
Freeview	673 29%	281 25%	392 34%	341 30%	332 28%	81 26%	84 22%	89 23%	97 24%	95 28%	227 47%	133 26%	192 28%	125 25%	224 37%	325 27%	349 32%	149 19%	524 35%	131 19%	543 33%	272 23%	401 35%
		42%	58%	51%	49%	12%	12%	13%	14%	14%	34%cdelfg	20%	28%	19%	33%ijk	48%	52%lm	22%	78%o	19%	81%q	40%	60%e
YouView from BT TV	115 5%	73 6%	42 4%	56 5%	59 5%	12 4%	26 7%	16 4%	24 6%	16 5%	20 4%	31 6%	41 6%	21 4%	23 4%	71 6%	44 4%	45 6%	70 5%	38 6%	77 5%	63 5%	52 5%
		63%	37%	49%	51%	10%	23%	14%	21%	14%	17%	27%	35%	18%	20%	62%	38%	39%	61%	33%	67%	55%	45%
YouView from TalkTalk TV	55 2%	40 4%	15 1%	28 3%	27 2%	7 2%	10 3%	16 4%	4 1%	7 2%	10 2%	10 2%	14 2%	18 4%	13 2%	24 2%	31 3%	21 3%	33 2%	19 3%	36 2%	25 2%	30 3%
		73%	27%	52%	48%	13%	18%	30%l	8%	13%	18%	18%	25%	33%	24%	43%	57%	39%	61%	34%	66%	46%	54%
YouView from a retailer (not through BT or TalkTalk)	10 *	6 1%	4 *	1 *	9 1%	3 1%	3 1%	1 *	1 *	2 *	1 *	2 *	5 1%	1 *	2 *	7 1%	3 *	4 *	6 *	3 *	7 *	8 1%	2 *
		64%	36%	14%	86%a	32%	31%	10%	5%	15%	6%	17%	54%	5%	23%	71%	29%	39%	61%	26%	74%	76%	24%
EE TV	8 *	2 *	6 1%	4 *	4 *	1 *	3 1%	1 *	- *	1 *	1 *	3 1%	4 1%	1 *	- *	7 1%	1 *	3 *	5 *	3 *	5 *	4 *	4 *
		26%	74%	49%	51%	14%	40%	13%	-	17%	17%	39%	44%	17%	-	83%	17%	40%	60%	40%	60%	53%	47%
Net: CABLE TV	386 17%	199 17%	187 16%	183 16%	203 17%	60 19%	57 15%	70 18%	78 19%	52 16%	69 14%	98 19%	107 15%	94 19%	88 15%	205 17%	182 17%	151 19%	235 16%	132 19%	254 16%	199 17%	186 16%
		52%	48%	47%	53%	16%	15%	18%	20%	14%	18%	25%	28%	24%	23%	53%	47%	39%p	61%	34%r	66%	51%	48%
Net: ANY SATELLITE TV	1014 44%	524 46%	490 42%	497 44%	517 44%	138 44%	184 49%	197 50%	192 48%	159 47%	144 30%	238 46%	316 46%	234 47%	225 38%	554 46%	459 42%	405 51%	609 40%	352 51%	662 41%	573 49%	440 38%
		52%	48%	49%	51%	14%h	18%h	19%h	19%h	16%h	14%	23%l	31%l	23%l	22%	55%	45%	40%p	60%	35%r	65%	57%t	43%
Net: FREEVIEW	673 29%	281 25%	392 34%	341 30%	332 28%	81 26%	84 22%	89 23%	97 24%	95 28%	227 47%	133 26%	192 28%	125 25%	224 37%	325 27%	349 32%	149 19%	524 35%	131 19%	543 33%	272 23%	401 35%
		42%	58%	51%	49%	12%	12%	13%	14%	14%	34%cdelfg	20%	28%	19%	33%ijk	48%	52%lm	22%	78%o	19%	81%q	40%	60%e

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 23

**QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	<b>2307</b>	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Net: ANY YOUVIEW	<b>180</b> <b>8%</b>	119 10%	61 5%	86 8%	94 8%	23 7%	39 10%	34 9%	29 7%	25 7%	30 6%	42 8%	60 9%	40 8%	38 6%	102 8%	78 7%	70 9%	110 7%	59 9%	121 7%	96 8%	84 7%
		66%	34%	48%	52%	13%	22%	19%	16%	14%	17%	23%	33%	22%	21%	57%	43%	39%	61%	33%	67%	53%	47%
Net: ONLY FREEVIEW	<b>673</b> <b>29%</b>	281 25%	392 34%	341 30%	332 28%	81 26%	84 22%	89 23%	97 24%	95 28%	227 47%	133 26%	192 28%	125 25%	224 37%	325 27%	349 32%	149 19%	524 35%	131 19%	543 33%	272 23%	401 35%
		42%	58%	51%	49%	12%	12%	13%	14%	14%	<b>34%cdelg</b>	20%	28%	19%	<b>33%ijk</b>	48%	<b>52%lm</b>	22%	<b>78%o</b>	19%	<b>81%q</b>	40%	<b>60%st</b>
Net: ONE TYPE OF TV SERVICE	<b>2261</b> <b>98%</b>	1126 99%	1135 97%	1111 99%	1150 97%	303 96%	367 97%	390 99%	397 99%	333 99%	471 98%	515 99%	678 98%	494 99%	575 96%	1192 98%	1069 98%	779 98%	1482 98%	677 99%	1584 98%	1144 98%	1116 98%
		50%	50%	<b>49%b</b>	51%	13%	16%	<b>17%cd</b>	<b>18%cd</b>	15%	21%	<b>23%ijl</b>	30%	<b>22%jll</b>	25%	53%	47%	34%	66%	30%	70%	51%	49%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 23

**QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%**	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Virgin Media (Cable TV)	386 17%	375 18%	10 4%	294 19%	92 13%	336 18%	50 11%	345 18%	25 12%	12 9%	4 7%	21 21%	40 15%	27 15%	36 22%	52 26%	31 15%	25 13%	60 19%	53 19%
		97% <b>b</b>	3%	76% <b>d</b>	24%	87% <b>f</b>	13%	89% <b>hij</b>	6%	3%	1%	5%	10%	7%	9%	13% <b>lmnpq</b>	8%	7%	15%	14%
Sky Satellite TV	915 40%	892 43%	22 9%	708 45%	207 29%	801 43%	115 26%	742 39%	82 39%	59 43%	33 61%	34 35%	108 42%	74 39%	69 41%	60 30%	78 37%	69 35%	130 42%	121 43%
		97% <b>b</b>	2%	77% <b>d</b>	23%	87% <b>f</b>	13%	81%	9%	6%	4% <b>ghi</b>	4%	12% <b>c</b>	8%	7%	9%	8%	14% <b>o</b>	13% <b>o</b>	
Freesat Satellite TV	89 4%	83 4%	7 3%	63 4%	26 4%	76 4%	13 3%	71 4%	7 3%	11 8%	* *	1 1%	3 1%	8 4%	7 2%	5 2%	18 8%	10 5%	14 4%	7 2%
		93%	7%	71%	29%	85%	15%	80% <b>j</b>	8%	12% <b>ghj</b>	*	1%	3%	9% <b>i</b>	8%	5%	20% <b>klos</b>	11% <b>i</b>	15% <b>i</b>	8%
Other Satellite TV	9 *	7 *	2 1%	6 *	3 *	7 *	2 *	7 *	2 1%	- *	* 1%	- -	- -	4 2%	- -	- -	2 1%	- -	1 *	1 *
		75%	25%	64%	36%	75%	25%	80%	17%	-	3%	-	-	42% <b>i</b>	-	-	18%	-	9%	11%
Freeview	673 29%	493 24%	180 73%	332 21%	341 47%	438 24%	236 53%	552 29%	72 35%	38 28%	11 20%	28 29%	88 34%	56 30%	45 27%	58 29%	50 24%	60 31%	85 27%	82 29%
		73%	27% <b>a</b>	49%	51% <b>c</b>	65%	35% <b>de</b>	82% <b>j</b>	11% <b>j</b>	6%	2%	4%	13% <b>p</b>	8%	7%	9%	7%	9%	13%	12%
YouView from BT TV	115 5%	114 6%	1 *	103 7%	12 2%	110 6%	6 1%	97 5%	9 5%	5 4%	3 6%	3 4%	8 3%	11 6%	5 3%	8 4%	13 6%	22 11%	12 4%	14 5%
		99% <b>b</b>	1%	90% <b>d</b>	10%	95% <b>f</b>	5%	84%	8%	5%	3%	3%	7%	9%	4%	7%	11%	19% <b>lnors</b>	11%	12%
YouView from TalkTalk TV	55 2%	53 3%	2 1%	47 3%	8 1%	52 3%	3 1%	43 2%	8 4%	3 2%	1 2%	5 5%	5 2%	3 2%	1 1%	8 4%	8 4%	4 2%	4 1%	6 2%
		97%	3%	86% <b>d</b>	14%	95% <b>f</b>	5%	78%	14%	5%	2%	9% <b>nr</b>	8%	5%	2%	14%	14%	8%	7%	10%
YouView from a retailer (not through BT or TalkTalk)	10 *	10 *	- -	9 1%	1 *	10 1%	- *	7 *	2 1%	1 1%	- -	1 1%	1 *	- -	1 1%	1 1%	- -	2 1%	1 *	- -
		100%	-	90%	10%	100%	-	72%	17%	11%	-	10%	10%	-	13%	11%	-	21%	6%	-
EE TV	8 *	8 *	- -	7 *	1 *	7 *	1 *	7 *	1 1%	- -	* *	1 1%	1 *	- -	1 1%	1 1%	- -	1 *	1 *	- -
		100%	-	83%	17%	83%	17%	84%	14%	-	2%	12%	16%	-	11%	17%	-	12%	17%	-
Net: CABLE TV	386 17%	375 18%	10 4%	294 19%	92 13%	336 18%	50 11%	345 18%	25 12%	12 9%	4 7%	21 21%	40 15%	27 15%	36 22%	52 26%	31 15%	25 13%	60 19%	53 19%
		97% <b>b</b>	3%	76% <b>d</b>	24%	87% <b>f</b>	13%	89% <b>hij</b>	6%	3%	1%	5%	10%	7%	9%	13% <b>lmnpq</b>	8%	7%	15%	14%
Net: ANY SATELLITE TV	1014 44%	981 47%	30 13%	777 49%	236 33%	884 47%	130 29%	821 43%	90 43%	69 51%	33 62%	35 37%	111 43%	85 46%	76 45%	65 33%	97 46%	79 40%	145 46%	129 45%
		97% <b>b</b>	3%	77% <b>d</b>	23%	87% <b>f</b>	13%	81%	9%	7% <b>g</b>	3% <b>gh</b>	3%	11% <b>o</b>	8% <b>o</b>	7% <b>d</b>	6%	10% <b>c</b>	8%	14% <b>o</b>	13% <b>o</b>
Net: FREEVIEW	673 29%	493 24%	180 76%	332 21%	341 47%	438 24%	236 53%	552 29%	72 35%	38 28%	11 20%	28 29%	88 34%	56 30%	45 27%	58 29%	50 24%	60 31%	85 27%	82 29%
		73%	27% <b>a</b>	49%	51% <b>c</b>	65%	35% <b>de</b>	82% <b>j</b>	11% <b>j</b>	6%	2%	4%	13% <b>p</b>	8%	7%	9%	7%	9%	13%	12%
Net: ANY YOUVIEW	180 8%	177 9%	3 1%	159 10%	21 3%	172 9%	8 2%	147 8%	19 9%	9 7%	5 9%	9 10%	14 5%	14 7%	7 4%	17 9%	21 10%	28 14%	17 5%	20 7%
		98% <b>b</b>	2%	88% <b>d</b>	12%	95% <b>f</b>	5%	82%	11%	5%	3%	5%	8%	8%	4%	9%	12%	16% <b>lmnrs</b>	9%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

Prepared by BDRC Continental  
 Fieldwork: April - December 2017  
 BDRC/Job number (23011)

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 23

**QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Net: ONLY FREEVIEW	673 29%	493 73%	180 27% <sup>a</sup>	332 49%	341 51% <sup>c</sup>	438 65%	236 35% <sup>e</sup>	552 82% <sup>j</sup>	72 11% <sup>j</sup>	38 6%	11 2%	28 4%	88 13% <sup>p</sup>	56 8%	45 7%	58 9%	50 7%	60 9%	85 13%	82 12%
Net: ONE TYPE OF TV SERVICE	2261 98%	2034 90% <sup>b</sup>	223 10%	1569 69% <sup>d</sup>	692 31%	1836 81% <sup>f</sup>	425 19%	1872 83% <sup>i</sup>	207 9% <sup>i</sup>	129 6%	53 2%	95 4%	253 11% <sup>q</sup>	182 8%	165 7%	193 9%	200 9%	193 9%	307 14%	284 13% <sup>mop</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 23

Absolutes/col percents/row percents 19 Apr 2018

**QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Virgin Media (Cable TV)	386 17%	26 7%	360 19%	15 1%	91 9%	3 1%	-	386 26%	215 19%	171 14%	187 19%	333 20%	53 9%
			93%a	4%f	24%cef	1%f		100%cdef	56%i		48%i	86%i	14%
Sky Satellite TV	915 40%	169 43%	746 39%	915 87%	206 20%	15 7%	-	854 59%	514 46%	402 34%	456 47%	789 46%	126 21%
				100%defg	23%ef	2%f		93%def	56%i		50%i	86%i	14%
Freesat Satellite TV	89 4%	25 6%	64 3%	89 8%	15 1%	4 2%	-	9 1%	45 4%	44 4%	39 4%	66 4%	23 4%
			28%b	100%defg	17%fg	4%f		10%	51%	49%	44%	74%	26%
Other Satellite TV	9 *	2 *	7 *	9 1%	4 *	-	-	5 *	5 *	4 *	5 *	7 *	2 *
				100%f	42%	-		55%	53%	47%	53%	75%	25%
Freeview	673 29%	114 29%	559 29%	23 2%	673 65%	20 9%	628 100%	27 2%	226 20%	448 38%	180 18%	307 18%	366 61%
					100%ceg	3%cg	93%cddeg	4%	34%	66%hj	27%	46%	54%k
YouView from BT TV	115 5%	32 8%	83 4%	4 *	25 2%	115 52%	-	115 8%	67 6%	48 4%	59 6%	109 6%	6 1%
			28%b	3%	21%cf	100%cdfg		100%cdf	58%	42%	51%i	95%i	5%
YouView from TalkTalk TV	55 2%	9 2%	46 2%	3 *	14 1%	55 25%	-	55 4%	25 2%	30 3%	25 3%	52 3%	3 1%
				5%	26%cf	100%cdfg		100%cdf	45%	55%	45%	94%i	6%
YouView from a retailer (not through BT or TalkTalk)	10 *	2 1%	8 *	-	2 *	10 5%	-	-	8 1%	2 *	8 1%	9 1%	1 *
				-	17%	100%cdfg		-	84%i	16%	84%i	90%	10%
EE TV	8 *	1 *	7 *	-	1 *	-	-	8 1%	6 1%	2 *	4 *	8 *	-
				-	18%	-		100%c	71%	29%	54%	100%	-
Net: CABLE TV	386 17%	26 7%	360 19%	15 1%	91 9%	3 1%	-	386 26%	215 19%	171 14%	187 19%	333 20%	53 9%
			93%a	4%f	24%cef	1%f		100%cdef	56%i	44%	48%i	86%i	14%
Net: ANY SATELLITE TV	1014 44%	196 50%	818 43%	1014 96%	225 22%	19 8%	-	868 59%	563 50%	450 38%	500 51%	862 51%	151 25%
			19%b	100%defg	22%ef	2%f		86%def	56%i	44%	49%i	85%i	15%
Net: FREEVIEW	673 29%	114 29%	559 29%	23 2%	673 65%	20 9%	628 100%	27 2%	226 20%	448 38%	180 18%	307 18%	366 61%
				3%	100%ceg	3%cg	93%cddeg	4%	34%	66%hj	27%	46%	54%k

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 23

Absolutes/col percents/row percents 19 Apr 2018

**QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Net: ANY YOUVIEW	180 8%	43 11%	137 7%	7 1%	41 4%	180 81%	- -	170 12%	100 9%	80 7%	92 9%	170 10%	10 2%
		24% <b>b</b>	76%	4%	23% <b>cf</b>	100% <b>cdffg</b>	-	94% <b>cdf</b>	56%	44%	51% <b>l</b>	94% <b>l</b>	6%
Net: ONLY FREEVIEW	673 29%	114 29%	559 29%	23 2%	673 65%	20 9%	628 100%	27 2%	226 20%	448 38%	180 18%	307 18%	366 61%
		17%	83%	3%	100% <b>ceg</b>	3% <b>cg</b>	93% <b>cdeg</b>	4%	34%	66% <b>hj</b>	27%	46%	54% <b>k</b>
Net: ONE TYPE OF TV SERVICE	2261 98%	380 97%	1881 98%	1058 100%	1031 100%	222 100%	628 100%	1459 100%	1110 99%	1152 97%	964 99%	1681 99%	581 96%
		17%	83%	47%	46%	10%	28%	65%	49% <b>l</b>	51%	43% <b>l</b>	74% <b>l</b>	26%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 23

**QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Virgin Media (Cable TV)	386 17%	278 21% 72%	187 19% 48%	135 18% 35%	117 21% 30%	112 22% 29%	52 18% 13%	61 20% 16%	34 18% 9%	333 20% 86%	63 14% 16%	79 16% 21%	34 17% 9%	116 15% 30%	270 17% 70%
Sky Satellite TV	915 40%	681 51% 74%pqu	456 47% 50%	379 52% 41%pqu	235 42% 26%	221 43% 24%	138 49% 15% 15%	136 45% 15%	102 54% 11%pq	789 46% 86%	151 34% 16%	192 38% 21%	77 39% 8%	275 37% 30%	640 41% 70%
Freesat Satellite TV	89 4%	46 3% 51%	39 4% 44%	18 2% 20%	21 4% 24%	21 4% 24%	8 3% 9%	9 3% 10%	8 4% 9%	66 4% 74%	20 4% 22%	25 5% 28%	6 3% 6%	34 5% 38%	55 4% 62%
Other Satellite TV	9 *	5 * 61%	5 * 53%	4 * 41%	1 * 14%	1 * 7%	3 1% 29%	4 1% 48%mpqu	2 1% 18%	7 * 75%	* * 3%	3 1% 29%	2 1% 18%	4 1% 50%	5 * 50%
Freeview	673 29%	164 12% 24%	180 18% 27%mot	105 14% 16%	113 20% 17%mot	97 19% 14%mt	42 15% 6%	47 16% 7%t	17 9% 3%	307 18% 46%mot	163 37% 24%wz	151 30% 22%	59 30% 9%	242 32% 36%z	431 28% 64%
YouView from BT TV	115 5%	99 7% 86%	59 6% 51%	48 6% 41%	49 9% 42%	32 6% 28%	18 6% 16%	20 7% 17%	14 8% 13%	109 6% 95%	28 6% 24%	28 6% 25%	14 7% 12%	46 6% 40%	70 4% 60%
YouView from TalkTalk TV	55 2%	51 4% 92%p	25 3% 45%	21 3% 38%	11 2% 20%	15 3% 28%	7 2% 12%	9 3% 17%	7 4% 12%	52 3% 94%	10 2% 19%	15 3% 28%	6 3% 10%	19 3% 35%	36 2% 65%
YouView from a retailer (not through BT or TalkTalk)	10 *	8 1% 79%	8 1% 84%	6 1% 65%	5 1% 51%	2 * 24%	3 1% 29%	4 1% 39%	1 1% 13%	9 1% 90%	1 * 10%	1 * 10%	- - 10%	1 * 10%	9 1% 90%
EE TV	8 *	8 1% 100%	4 * 54%	3 * 40%	4 1% 51%	3 1% 38%	5 2% 61%nou	3 1% 43%	1 1% 16%	8 * 100%	4 1% 45%z	4 1% 55%z	1 1% 13%	6 1% 72%z	2 * 28%
Net: CABLE TV	386 17%	278 21% 72%	187 19% 48%	135 18% 35%	117 21% 30%	112 22% 29%	52 18% 13%	61 20% 16%	34 18% 9%	333 20% 86%	63 14% 16%	79 16% 21%	34 17% 9%	116 15% 30%	270 17% 70%
Net: ANY SATELLITE TV	1014 44%	733 55% 72%pqu	500 51% 49%p	400 55% 39%pq	257 46% 25%	243 47% 24%	149 53% 15%	149 50% 15%	112 59% 11%pqu	862 51% 85%	171 38% 17%	220 43% 22%	85 43% 8%	313 42% 31%	700 45% 69%
Net: FREEVIEW	673 29%	164 12% 24%	180 18% 27%mot	105 14% 16%	113 20% 17%mot	97 19% 14%mt	42 15% 6%	47 16% 7%t	17 9% 3%	307 18% 46%mot	163 37% 24%wz	151 30% 22%	59 30% 9%	242 32% 36%z	431 28% 64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 23

**QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Net: ANY YOUVIEW	180 8%	158 12% 88%	92 9% 51%	75 10% 42%	65 11% 36%	50 10% 28%	28 10% 15%	33 11% 18%	22 12% 12%	170 10% 94%	39 9% 22%	45 9% 25%	19 10% 11%	66 9% 36%	114 7% 64%
Net: ONLY FREEVIEW	673 29%	164 12% 24%	180 18% 27% <b>mot</b>	105 14% 16%	113 20% 17% <b>mot</b>	97 19% 14% <b>mli</b>	42 15% 6%	47 16% 7% <b>t</b>	17 9% 3%	307 18% 46% <b>mot</b>	163 37% 24% <b>w2</b>	151 30% 22%	59 30% 9%	242 32% 36% <b>z</b>	431 28% 64%
Net: ONE TYPE OF TV SERVICE	2261 98%	1341 100%	964 99%	719 98%	556 99%	504 98%	275 98%	293 98%	187 99%	1681 99%	439 99%	499 99%	198 99%	743 99%	1518 98%
		59% <b>nopqrstu</b>	43%	32%	25%	22%	12%	13%	8%	74%	19%	22%	9%	33% <b>z</b>	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 24

**QA7: Has the [TV SERVICE] set-top box receiver been connected to your broadband service in the last 12 months? - % yes**

**Base: All with home broadband service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2172	1252 58%	920 42%	1010 47%	1162 53%	308 14%	377 17%	421 19%	404 19%	308 14%	354 16%	558 26%	679 31%	421 19%	514 24%	1237 57%	935 43%	807 37%	1365 63%	707 33%	1465 67%	1313 60%	856 39%
Weighted base	2128	1156 54%	972 46%	1028 48%	1100 52%	322 15%	374 18%	375 18%	390 18%	312 15%	355 17%	509 24%	670 31%	457 21%	491 23%	1180 55%	948 45%	771 36%	1357 64%	665 31%	1462 69%	1133 53%	993 47%
Effective base	1836	1084	766	841	1000	266	325	369	342	265	278	475	581	351	438	1055	784	690	1148	605	1233	1143	735
Virgin Media	287	151 13%	136 14%	136 13%	151 14%	46 14%	47 13%	51 14%	63 16%	36 11%	45 13%	78 15%	80 12%	62 13%	67 14%	158 13%	129 14%	116 15%	171 13%	102 15%	185 13%	157 14%	129 13%
	13%	53%	47%	47%	53%	16%	16%	18%	22%	12%	16%	27%	28%	21%	23%	55%	45%	40%	60%	36%	64%	55%	45%
Sky Satellite TV	692	375 32%	317 33%	340 33%	352 32%	105 33%	152 41%	150 40%	129 33%	82 26%	74 21%	172 34%	219 33%	147 32%	154 31%	392 33%	300 32%	317 41%	375 28%	277 42%	415 28%	431 38%	259 26%
	33%	54%	46%	49%	51%	15%h	22%cfgh	22%gh	19%h	12%	11%	25%	32%	21%	22%	57%	43%	46%p	54%	40%r	60%	62%t	37%
Freesat Satellite TV	60	41 4%	19 2%	28 3%	32 3%	3 1%	5 1%	9 2%	13 3%	17 5%	13 4%	16 3%	16 2%	19 4%	9 2%	32 3%	28 3%	16 2%	44 3%	14 2%	46 3%	22 2%	38 4%
	3%	68%	32%	47%	53%	5%	9%	15%	21%	28%	21%c	26%	27%	32%	15%	53%	47%	26%	74%	24%	76%	36%	64%o
Other Satellite TV	11	9 1%	2 *	2 *	8 1%	4 1%	3 1%	2 *	2 *	- -	- -	2 *	2 *	3 1%	4 1%	4 *	7 1%	9 1%	2 *	7 1%	4 *	5 *	6 1%
	*	85%	15%	20%	80%	41%	25%	17%	17%	-	-	15%	20%	24%	41%	35%	65%	83%p	17%	63%r	37%	44%	56%
Freeview	260	176 15%	84 9%	130 13%	130 12%	39 12%	47 13%	44 12%	44 11%	34 11%	51 15%	76 15%	74 11%	50 11%	61 12%	150 13%	110 12%	97 13%	163 12%	83 12%	177 12%	141 12%	119 12%
	12%	68%	32%	50%	50%	15%	18%	17%	17%	13%	20%	29%	28%	19%	23%	58%	42%	37%	63%	32%	68%	54%	46%
YouView from BT TV	117	77 7%	40 4%	59 6%	58 5%	12 4%	26 7%	18 5%	23 6%	18 6%	20 6%	33 7%	42 6%	20 4%	22 5%	75 6%	42 4%	51 7%	67 5%	43 6%	74 5%	63 6%	55 6%
	6%	66%	34%	50%	50%	10%	22%	16%	20%	15%	17%	28%	36%	17%	19%	64%	36%	43%	57%	36%	64%	53%	47%
YouView from TalkTalk TV	61	46 4%	15 2%	31 3%	30 3%	7 2%	14 4%	16 4%	6 1%	7 2%	11 3%	14 3%	15 2%	19 4%	13 3%	29 2%	32 3%	28 4%	34 2%	24 4%	37 3%	30 3%	32 3%
	3%	76%	24%	51%	49%	12%	23%	26%i	10%	12%	18%	23%	24%	31%	22%	48%	52%	45%	55%	39%	61%	48%	52%
YouView (from a retailer)	18	14 1%	3 *	6 1%	12 1%	5 1%	5 1%	2 1%	3 1%	2 1%	1 *	5 1%	6 1%	1 *	6 1%	11 1%	7 1%	7 1%	10 1%	6 1%	12 1%	14 1%	4 *
	1%	81%	19%	32%	68%	27%	28%	13%	18%	10%	4%	29%	32%	6%	33%	61%	39%	41%	59%	33%	67%	77%	23%
EE TV	10	4 *	6 1%	5 *	5 *	1 *	3 1%	2 1%	1 *	1 *	1 *	3 1%	5 1%	1 *	1 *	8 1%	3 *	5 1%	5 *	5 1%	5 *	5 *	5 *
	*	42%	58%	48%	52%	11%	31%	20%	12%	13%	13%	31%	45%	13%	12%	75%	25%	53%	47%	53%	47%	52%	48%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 24

**QA7: Has the [TV SERVICE] set-top box receiver been connected to your broadband service in the last 12 months? - % yes**

**Base: All with home broadband service**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2172	2172 100%	- -	1636 75%	536 25%	1914 88%	258 12%	1531 70%	204 9%	232 11%	205 9%	75 3%	212 10%	153 7%	133 6%	173 8%	125 6%	146 7%	250 12%	264 12%
2128	2128 100%	-** -**	1590 75%	538 25%	1859 87%	269 13%	1767 83%	181 9%	129 6%	50 2%	88* 4* <sup>a</sup>	240 11%	162 8%	152 7%	189 9%	197 9%	183 9%	295 14%	263 12%
1836	1836	-	1389	448	1620	217	1423	188	214	143	72	199	145	126	166	118	134	235	252
287	287	-	252	35	271	15	261	17	7	3	14	24	18	26	38	31	20	45	44
13%	13% 100%	- -	16% 88% <sup>d</sup>	7% 12%	15% 95% <sup>f</sup>	6% 5%	15% 91% <sup>hij</sup>	9% 6%	5% 2%	5% 1%	16% 5%	10% 8%	11% 6%	17% 9%	20% 13% <sup>lmq</sup>	16% 11%	11% 7%	15% 16%	17% 15% <sup>l</sup>
692	692	-	600	92	649	43	569	51	46	26	23	79	63	52	39	60	62	93	99
33%	33% 100%	- -	38% 87% <sup>d</sup>	17% 13%	35% 94% <sup>f</sup>	16% 6%	32% 82%	28% 7%	35% 7%	51% 4% <sup>ghi</sup>	26% 3%	33% 11% <sup>o</sup>	39% 9% <sup>o</sup>	34% 8% <sup>c</sup>	21% 6%	30% 9%	34% 9% <sup>o</sup>	32% 13% <sup>o</sup>	38% 14% <sup>o</sup>
60	60	-	55	5	58	3	49	6	5	*	1	1	9	4	5	12	7	4	6
3%	3% 100%	- -	3% 92% <sup>d</sup>	1% 8%	3% 96%	1% 4%	3% 81%	3% 10%	4% 8%	1% 1%	1% 2%	* 1%	6% 16% <sup>lr</sup>	3% 7%	3% 8%	6% 21% <sup>lr</sup>	4% 11% <sup>l</sup>	1% 6%	2% 9%
11	11	-	11	-	11	-	10	1	-	-	1	-	2	1	-	3	-	2	-
*	* 100%	- -	1% 100%	- -	1% 100%	- -	1% 91%	1% 9%	- -	- -	1% 10%	- -	2% 23%	1% 10%	- -	2% 31%	- -	1% 16%	- -
260	260	-	237	23	248	12	214	26	15	4	7	27	13	15	40	23	21	36	32
12%	12% 100%	- -	15% 91% <sup>d</sup>	4% 9%	13% 95% <sup>f</sup>	4% 5%	12% 83%	15% 10%	12% 6%	8% 2%	8% 3%	11% 11%	8% 5%	10% 6%	21% 15% <sup>kimnpqrs</sup>	12% 9%	12% 8%	12% 14%	12% 12%
117	117	-	110	7	116	1	100	9	5	3	3	8	10	6	8	13	23	15	13
6%	6% 100%	- -	7% 94% <sup>d</sup>	1% 6%	6% 95% <sup>f</sup>	1% 1%	6% 85%	5% 8%	4% 5%	7% 3%	4% 3%	3% 7%	6% 8%	4% 5%	4% 7%	7% 11%	13% 20% <sup>klnors</sup>	5% 13%	5% 11%
61	61	-	55	7	58	3	51	7	2	1	5	5	5	2	9	8	7	5	6
3%	3% 100%	- -	3% 89% <sup>d</sup>	1% 11%	3% 95%	1% 5%	3% 83%	4% 11%	2% 3%	3% 2%	6% 8%	2% 7%	3% 8%	1% 3%	5% 14%	4% 13%	4% 11%	2% 9%	2% 10%
18	18	-	18	-	18	-	15	2	-	-	1	1	1	1	2	4	2	2	1
1%	1% 100%	- -	1% 100% <sup>d</sup>	- -	1% 100%	- -	1% 86%	1% 14%	- -	- -	1% 6%	* 6%	1% 5%	1% 8%	1% 11%	2% 24%	1% 12%	1% 10%	* 5%
10	10	-	9	1	9	1	9	1	-	*	2	2	-	1	1	-	1	1	-
*	* 100%	- -	1% 87%	* 13%	* 87%	* 13%	1% 87%	1% 11%	- -	- 2%	2% 20% <sup>s</sup>	1% 24%	- -	1% 9%	1% 13%	- -	1% 9%	* 13%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 24

Absolutes/col percents/row percents 19 Apr 2018

**QA7: Has the [TV SERVICE] set-top box receiver been connected to your broadband service in the last 12 months? - % yes****Base: All with home broadband service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2172	414	1758	1087	851	226	442	1479	1121	992	1007	1758	414
		19%	81%	50%	39%	10%	20%	68%	52%	46%	46%	81%	19%
Weighted base	2128	366	1762	1024	842	219	448	1428	1089	978	973	1705	423
		17%	83%	48%	40%	10%	21%	67%	51%	46%	46%	80%	20%
Effective base	1836	331	1506	902	724	186	382	1241	958	827	860	1490	347
Virgin Media	287	18	269	24	86	6	-	287	176	111	162	287	-
	13%	5%	15%	2%	10%	3%	-	20%	16%	11%	17%	17%	-
		6%	94%a	8%f	30%cef	2%f	-	100%cdelf	61%l	39%	56%l	100%l	-
Sky Satellite TV	692	114	577	692	165	14	-	662	425	267	401	692	-
	33%	31%	33%	68%	20%	7%	-	46%	39%	27%	41%	41%	-
		17%	83%	100%defg	24%ef	2%f	-	96%def	61%l	39%	58%l	100%l	-
Freesat Satellite TV	60	17	43	60	20	4	-	19	46	14	44	60	-
	3%	5%	2%	6%	2%	2%	-	1%	4%	1%	5%	4%	-
		28%b	72%	100%defg	34%f	7%f	-	32%f	76%l	24%	74%l	100%l	-
Other Satellite TV	11	3	7	11	4	5	-	8	10	1	10	11	-
	*	1%	*	1%	1%	2%	-	1%	1%	*	1%	1%	-
		31%	69%	100%f	42%	44%dfg	-	76%	93%l	7%	93%l	100%	-
Freeview	260	45	215	78	260	42	129	113	203	57	192	260	-
	12%	12%	12%	8%	31%	19%	29%	8%	19%	6%	20%	15%	-
		17%	83%	30%	100%ceg	16%cg	50%ceg	43%	78%l	22%	74%l	100%l	-
YouView from BT TV	117	26	91	13	39	117	-	117	76	41	68	117	-
	6%	7%	5%	1%	5%	54%	-	8%	7%	4%	7%	7%	-
		22%	78%	11%f	33%cf	100%cdfg	-	100%cdf	65%l	35%	58%l	100%l	-
YouView from TalkTalk TV	61	10	52	11	22	61	-	61	31	31	31	61	-
	3%	3%	3%	1%	3%	28%	-	4%	3%	3%	3%	4%	-
		16%	84%	18%f	35%cf	100%cdfg	-	100%cf	50%	50%	50%	100%l	-
YouView (from a retailer)	18	4	14	5	11	18	-	4	16	1	16	18	-
	1%	1%	1%	1%	1%	8%	-	*	2%	*	2%	1%	-
		23%	77%	30%	65%fg	100%cdfg	-	23%	92%l	8%	92%l	100%	-
EE TV	10	1	9	2	2	1	-	10	8	2	7	10	-
	*	*	1%	*	*	*	-	1%	1%	*	1%	1%	-
		10%	90%	21%	24%	10%	-	100%	77%	23%	64%	100%	-

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 24

**QA7: Has the [TV SERVICE] set-top box receiver been connected to your broadband service in the last 12 months? - % yes****Base: All with home broadband service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2172	1379 63%	1007 46%	759 35%	619 28%	522 24%	292 13%	317 15%	194 9%	1758 81%	402 19%	481 22%	187 9%	692 32%	1480 68%
Weighted base	2128	1341 63%	973 46%	733 34%	563 26%	514 24%	280 13%	298 14%	189 9%	1705 80%	404 19%	471 22%	188 9%	688 32%	1440 68%
Effective base	1836	1164	860	655	520	455	246	272	172	1490	343	415	163	596	1240
Virgin Media	287	287	162	115	106	98	47	55	37	287	43	66	30	89	198
	13%	21%	17%	16%	19%	19%	17%	18%	19%	17%	11%	14%	16%	13%	14%
	100%nou	56%	40%	37%	34%	17%	19%	13%	100%	15%	23%	11%	31%	69%	
Sky Satellite TV	692	692	401	343	209	199	120	123	98	692	112	159	67	218	474
	33%	52%	41%	47%	37%	39%	43%	41%	52%	41%	28%	34%	36%	32%	33%
	100%nopgrsu	58%	50%npqu	30%	29%	17%	18%	14%npqsu	100%	16%	23%	10%	32%	68%	
Freesat Satellite TV	60	60	44	19	22	22	16	13	11	60	15	15	6	22	38
	3%	4%	5%	3%	4%	4%	6%	4%	6%	4%	4%	3%	3%	3%	3%
	100%o	74%o	32%	37%	37%	26%o	22%	18%o	100%	26%	24%	9%	36%	64%	
Other Satellite TV	11	11	10	8	4	3	5	8	3	11	4	5	5	7	4
	*	1%	1%	1%	1%	1%	2%	3%	2%	1%	1%	1%	3%	1%	*
	100%	93%	76%	37%	28%	43%	76%mnpu	33%	100%	35%	50%z	50%z	65%z	35%	
Freeview	260	260	192	112	108	93	61	60	38	260	69	86	40	114	146
	12%	19%	20%	15%	19%	18%	22%	20%	20%	15%	17%	18%	21%	17%	10%
	100%ou	74%ou	43%	41%u	36%	24%ou	23%u	15%	100%	26%z	33%z	16%z	44%z	56%	
YouView from BT TV	117	117	68	55	54	37	23	25	18	117	29	30	16	49	68
	6%	9%	7%	8%	10%	7%	8%	8%	9%	7%	7%	6%	8%	7%	5%
	100%	58%	47%	46%u	32%	20%	21%	15%	100%	25%	26%	13%	42%z	58%	
YouView from TalkTalk TV	61	61	31	29	18	19	13	15	11	61	14	23	10	26	35
	3%	5%	3%	4%	3%	4%	5%	5%	6%	4%	3%	5%	5%	4%	2%
	100%	50%	47%	29%	32%	21%	24%	17%	100%	22%	37%z	16%	43%	57%	
YouView (from a retailer)	18	18	16	12	8	7	8	9	6	18	5	4	2	6	12
	1%	1%	2%	2%	1%	1%	3%	3%	3%	1%	1%	1%	1%	1%	1%
	100%	92%	66%	44%	40%	43%u	49%u	35%u	100%	27%	22%	13%	31%	69%	
EE TV	10	10	7	5	6	4	6	4	2	10	5	6	2	7	3
	*	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	*
	100%	64%	53%	61%	39%	58%nu	44%	22%	100%	47%z	55%z	22%z	68%z	32%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OF COM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 25

Absolutes/col percents/row percents 19 Apr 2018

## **QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
TV SERVICE CONNECTED TO HOME BROADBAND	1341 56%	750 63%	591 50%	645 56%	696 57%	200 57%	264 67%	262 64%	255 62%	175 51%	186 38%	336 63%	409 56%	294 58%	302 49%	745 59%	596 53%	547 68%	794 50%	473 68%	868 51%	760 64%	579 49%
		56%	44%	48%	52%	15%h	20%cgh	20%cgh	19%gh	13%h	14%	25%jl	31%l	22%l	22%	56%nl	44%	41%pl	59%	35%rl	65%	57%il	43%
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	593 25%	296 25%	297 50%	303 26%	289 24%	68 19%	69 18%	85 21%	107 26%	111 32%	153 31%	146 27%	184 25%	127 25%	136 23%	329 26%	263 23%	165 20%	428 27%	145 21%	448 27%	291 25%	301 25%
		50%	50%	51%	49%	12%	12%	14%	18%cd	19%cde	26%cde	25%	31%	21%	23%	56%	44%	28%	72%ol	24%	76%ql	49%	51%
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	96 4%	53 4%	43 4%	37 3%	59 5%	17 5%	17 4%	16 4%	15 4%	18 5%	14 3%	15 3%	28 4%	25 5%	27 4%	44 3%	52 5%	34 4%	62 4%	28 4%	68 4%	36 3%	60 5%
		55%	45%	38%	62%	17%	18%	16%	16%	19%	14%	16%	30%	26%	28%	46%	54%	35%	65%	29%	71%	38%	62%sl
NO HOME BROADBAND SERVICE	258 11%	37 3%	221 19%	133 11%	125 10%	28 8%	17 4%	31 8%	18 5%	32 9%	132 27%	21 4%	65 9%	49 10%	123 20%	86 7%	172 15%	39 5%	219 14%	33 5%	225 13%	55 5%	199 17%
		14%	86%	52%	48%	11%cl	6%	12%	7%	12%df	51%cdetfg	8%	25%li	19%li	48%jkil	33%	67%km	15%	85%ol	13%	87%ql	21%	77%ts
DON'T KNOW THE TV SERVICE	46 2%	16 1%	30 3%	14 1%	32 3%	12 3%	10 3%	4 1%	4 1%	5 1%	10 2%	3 1%	17 7%	4 1%	22 4%	20 2%	26 2%	13 2%	33 2%	9 1%	38 2%	19 2%	27 2%
		34%	66%	31%	69%ka	27%af	22%	10%	9%	10%	22%	7%	37%li	8%	48%ikl	44%	56%	29%	71%	18%	82%	41%	59%
NO TV SET	72 3%	45 4%	28 2%	34 3%	39 3%	32 9%	13 3%	9 2%	7 2%	6 2%	5 1%	12 2%	37 5%	9 2%	14 2%	49 4%	24 2%	12 1%	60 4%	9 1%	63 4%	25 2%	46 4%
		62%	38%	47%	53%	44%defgh	18%h	12%	9%	8%	7%	16%	51%kl	13%	20%	67%nl	33%	17%	83%ol	13%	87%ql	35%	64%ss

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 25

**QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
TV SERVICE CONNECTED TO HOME BROADBAND	1341 56%	1341 63%	-	1176 73%	165 21%	1265 66%	76 16%	1128 57%	106 49%	72 51%	35 63%	46 47%	131 50%	106 54%	99 58%	119 58%	140 64%	128 64%	180 56%	179 59%
		100%b	-	88% <b>d</b>	12%	94% <b>f</b>	6%	84% <b>h</b>	8%	5%	3% <b>hi</b>	3%	10%	8%	7%	9%	10% <b>kl</b>	10% <b>kl</b>	13%	13% <b>l</b>
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	593 25%	593 28%	-	321 20%	272 35%	441 23%	152 32%	482 24%	56 26%	44 31%	10 19%	32 32%	91 34%	36 18%	47 28%	41 20%	44 20%	43 22%	84 26%	64 21%
		100%b	-	54%	46% <b>c</b>	74%	28% <b>e</b>	81%	10%	7% <b>gj</b>	2%	5% <b>mos</b>	15% <b>mopqrs</b>	6%	8%	7%	7%	7%	14%	11%
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	96 4%	96 5%	-	55 3%	41 5%	79 4%	17 4%	84 4%	8 4%	2 1%	3 5%	7 8%	10 4%	10 5%	3 2%	14 7%	9 4%	6 3%	17 5%	8 3%
		100%b	-	57%	43% <b>c</b>	82%	18%	87% <b>i</b>	8%	2%	3% <b>j</b>	8% <b>ns</b>	11%	10%	4%	14% <b>o</b>	9%	6%	18%	8%
NO HOME BROADBAND SERVICE	258 11%	-	248 100%	21 1%	237 31%	55 3%	203 43%	206 10%	36 16%	11 8%	5 9%	10 10%	23 9%	34 17%	17 10%	19 9%	20 9%	18 9%	27 8%	37 12%
		-	96% <b>a</b>	8%	92% <b>c</b>	21%	79% <b>e</b>	80%	14% <b>gj</b>	4%	2%	4%	9%	13% <b>lopqr</b>	7%	7%	8%	7%	11%	14%
DON'T KNOW THE TV SERVICE	46 2%	33 2%	13 5%	12 1%	34 4%	25 1%	21 4%	37 2%	2 1%	6 4%	1 3%	2 2%	3 1%	5 3%	3 2%	5 2%	11 5%	2 1%	5 1%	1 *
		72%	28% <b>a</b>	27%	73% <b>c</b>	54%	46% <b>e</b>	80%	4%	13% <b>gh</b>	3%	4%	7%	11% <b>s</b>	7%	11% <b>o</b>	24% <b>ls</b>	5%	10%	2%
NO TV SET	72 3%	59 3%	10 4%	28 2%	45 6%	52 3%	21 4%	59 3%	7 3%	6 4%	* *	1 1%	6 2%	8 4%	-	10 5%	6 3%	4 2%	9 3%	15 5%
		81%	14%	38%	62% <b>c</b>	72%	28%	82%	10%	8%	*	2%	8%	12% <b>n</b>	-	13% <b>n</b>	8%	5%	13% <b>n</b>	21% <b>n</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 25

**QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
TV SERVICE CONNECTED TO HOME BROADBAND	1341	204	1137	773	453	195	129	1120	837	504	780	1341	-
	56%	51%	57%	73%	44%	88%	21%	77%	75%	42%	80%	79%	-
		15%	85% <b>a</b>	58% <b>df</b>	34% <b>f</b>	15% <b>cdfg</b>	10%	84% <b>cd</b>	62% <b>i</b>	38%	58% <b>hi</b>	100% <b>l</b>	-
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	593	129	464	207	349	20	291	246	190	402	148	284	309
	25%	32%	23%	20%	34%	9%	46%	17%	17%	34%	15%	17%	45%
		22% <b>b</b>	78%	35% <b>e</b>	59% <b>ceg</b>	3%	49% <b>cddeg</b>	41% <b>e</b>	32%	68% <b>hj</b>	25%	48%	52% <b>k</b>
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	96	18	78	43	36	4	29	58	49	47	34	54	43
	4%	5%	4%	4%	3%	2%	5%	4%	4%	4%	3%	3%	6%
		19%	81%	45%	37%	4%	30%	61%	51%	49%	35%	56%	44% <b>k</b>
NO HOME BROADBAND SERVICE	258	32	226	34	189	3	180	31	31	210	-	-	258
	11%	8%	11%	3%	18%	1%	29%	2%	3%	18%	-	-	38%
		13%	87%	13%	73% <b>ceg</b>	1%	70% <b>cddeg</b>	12%	12% <b>j</b>	81% <b>hj</b>	-	-	100% <b>k</b>
DON'T KNOW THE TV SERVICE	46	11	35	-	-	-	-	-	10	36	9	24	22
	2%	3%	2%	-	-	-	-	-	1%	3%	1%	1%	3%
		24%	76%	-	-	-	-	-	21%	79% <b>hj</b>	20%	52%	48% <b>k</b>
NO TV SET	72	7	65	-	-	-	-	-	-	-	-	-	72
	3%	2%	3%	-	-	-	-	-	-	-	-	-	11%
		9%	91%	-	-	-	-	-	-	-	-	-	100% <b>k</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 25

**QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
TV SERVICE CONNECTED TO HOME BROADBAND	1341	1341 56%	780 80%	583 80%	437 78%	396 77%	225 81%	246 82%	169 89%	1341 79%	253 57%	319 63%	135 68%	454 60%	887 54%
		100% <b>nopqrstu</b>	58%	44%	33%	30%	17%	18%	13% <b>nopqrstu</b>	100%	19%	24% <b>z</b>	10% <b>vz</b>	34% <b>z</b>	66%
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	593	-	148	107	99	95	43	38	17	284	132	127	41	199	393
	25%	-	15%	15%	18%	18%	15%	13%	9%	17%	30%	25%	21%	27%	24%
		-	25% <b>mt</b>	18% <b>m</b>	17% <b>mt</b>	16% <b>mst</b>	7% <b>m</b>	6% <b>m</b>	3% <b>m</b>	48% <b>mt</b>	22% <b>xz</b>	21%	7%	34%	66%
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	96	-	34	28	20	13	7	9	*	54	15	19	10	28	68
	4%	-	3%	4%	4%	3%	3%	3%	*	3%	3%	4%	5%	4%	4%
		-	35% <b>mt</b>	29% <b>mt</b>	21% <b>mt</b>	14% <b>mt</b>	8% <b>mt</b>	10% <b>mt</b>	*	56% <b>mt</b>	15%	20%	11%	30%	70%
NO HOME BROADBAND SERVICE	258	-	-	-	-	-	-	-	-	-	42	34	11	64	195
	11%	-	-	-	-	-	-	-	-	-	9%	7%	6%	8%	12%
		-	-	-	-	-	-	-	-	-	16%	13%	4%	25%	75% <b>wxy</b>
DONT KNOW THE TV SERVICE	46	*	9	14	8	10	4	6	3	24	7	6	1	8	38
	2%	*	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%
		1%	20% <b>m</b>	31% <b>m</b>	16% <b>m</b>	23% <b>m</b>	10% <b>m</b>	12% <b>m</b>	5% <b>m</b>	52% <b>m</b>	14%	12%	2%	18%	82%
NO TV SET	72	-	-	-	-	-	-	-	-	-	-	-	-	-	72
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	4%
		-	-	-	-	-	-	-	-	-	-	-	-	-	100% <b>vwxyz</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 26

**QA8: Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels?**  
**SINGLE CODE**

**Base: All with a satellite TV service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1115	617 55%	498 45%	526 47%	589 53%	150 13%	202 18%	236 21%	210 19%	161 14%	156 14%	295 26%	346 31%	224 20%	250 22%	641 57%	474 43%	464 42%	651 58%	408 37%	707 63%	712 64%	402 36%
Weighted base	1058	561 53%	497 47%	518 49%	539 51%	147 14%	192 18%	204 19%	199 19%	164 15%	151 14%	252 24%	326 31%	243 23%	237 22%	578 55%	480 45%	425 40%	633 60%	368 35%	689 65%	597 56%	460 43%
Effective base	925	527	403	427	501	125	174	204	174	137	117	252	291	181	212	541	389	388	538	341	586	608	340
Receive subscription channels/ do not pay a monthly subscription fee	894 84%	464 83%	430 87%	436 84%	458 85%	124 84%	168 87%	191 94%	159 80%	132 81%	119 79%	222 88%	283 87%	198 82%	189 80%	506 88%	388 81%	376 89%	517 82%	335 91%	558 81%	531 89%	361 79%
		52%	48%	49%	51%	14%	19%h	21%cdfe	18%	15%	13%	25%l	32%l	22%	21%	57%n	43%	42%p	58%	38%r	62%	59%t	40%
Only receive free to air channels/ do not pay a monthly subscription fee	159 15%	92 16%	67 13%	79 15%	80 15%	22 15%	23 12%	13 6%	39 20%	31 19%	32 21%	29 12%	43 13%	42 17%	45 19%	72 12%	87 18%	48 11%	111 18%	33 9%	126 18%	65 11%	94 20%
		58%	42%	50%	50%	14%a	14%	8%	25%de	19%e	20%de	18%	27%	27%	28%l	45%	55%am	30%	70%o	21%	79%q	41%	59%u
Don't know	5 1%	5 1%	-	4 1%	2 *	2 1%	2 1%	-	1 1%	1 1%	-	-	-	2 1%	3 1%	-	5 1%	1 *	4 1%	-	5 1%	1 *	4 1%
		100%	-	71%	29%	29%	30%	-	25%	16%	-	-	-	46%	54%	-	100%am	16%	84%	-	100%	16%	84%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 26

**QA8: Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels?**  
**SINGLE CODE**

**Base: All with a satellite TV service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1115	1087 97%	26 2%	869 78%	246 22%	987 89%	128 11%	743 67%	110 10%	131 12%	131 12%	32 3%	103 9%	85 8%	66 6%	63 6%	66 6%	63 6%	126 11%	139 12%
Weighted base	1058	1024 97%	31** 3%**	820 77%	238 23%	928 88%	130 12%	857 81%	95 9%	73 7%	33* 3%*	37* 4%*	116* 11%*	90* 8%*	77* 7%*	68* 6%*	102* 10%*	81* 8%*	151 14%	135 13%
Effective base	925	902	22	725	200	822	105	691	101	121	83	30	97	81	62	60	62	59	118	134
Receive subscription channels/ pay a monthly subscription fee	894 84%	877 86%	16 52%	709 86%	185 78%	797 86%	96 74%	719 84%	84 89%	59 82%	31 93%	30 80%	103 89%	71 79%	68 89%	56 82%	78 76%	66 82%	128 85%	118 87%
		98%	2%	79% <b>d</b>	21%	89% <b>f</b>	11%	80%	9%	7%	3% <b>g</b>	3%	12% <b>p</b>	8%	8%	6%	9%	7%	14%	13%
Only receive free to air channels/ do not pay a monthly subscription fee	159 15%	142 14%	15 48%	109 13%	50 21%	127 14%	32 25%	134 16%	9 10%	13 18%	2 7%	8 20%	13 11%	18 20%	9 11%	11 16%	24 24%	15 18%	23 15%	15 11%
		89%	9%	69%	31% <b>c</b>	80%	20% <b>e</b>	84% <b>j</b>	6%	8% <b>j</b>	1%	5%	8%	11%	6%	7%	15% <b>ls</b>	9%	14%	10%
Don't know	5 1%	5 1%	-	2 *	4 2%	4 *	2 1%	4 *	2 2%	-	-	-	-	1 1%	-	1 -	-	-	-	2 1%
		100%	-	30%	70% <b>c</b>	71%	29%	71%	29%	-	-	-	-	16%	-	25%	-	-	-	30%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 26

**QA8: Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels?**

**SINGLE CODE**

**Base: All with a satellite TV service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1115	242 22%	873 78%	1115 100%	279 25%	31 3%	- -	961 86%	633 57%	482 43%	570 51%	962 86%	153 14%
Weighted base	1058	208 20%	849 80%	1058 100%	263 25%	29** 3%**	-** -	898 85%	598 57%	460 43%	533 50%	905 86%	153 14%
Effective base	925	190	736	925	228	28	-	796	530	396	475	800	126
Receive subscription channels/ pay a monthly subscription fee	894 84%	167 80%	727 86%	894 84%	216 82%	24 80%	- -	894 100%	508 85%	386 84%	460 86%	782 86%	112 73%
		19%	81%	100%	24%	3%	-	100%cd	57%	43%	51%	88%l	12%
Only receive free to air channels/ do not pay a monthly subscription fee	159 15%	40 19%	119 14%	159 15%	46 17%	6 20%	- -	4 *	87 14%	72 16%	71 13%	119 13%	40 26%
		25%	75%	100%g	29%g	4%	-	3%	54%	46%	45%	75%	25%k
Don't know	5 1%	2 1%	3 *	5 1%	2 1%	- -	- -	- -	3 1%	2 *	2 *	4 *	2 1%
		38%	62%	100%g	29%g	-	-	-	59%	41%	43%	68%	32%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 26

**QA8: Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels?****SINGLE CODE****Base: All with a satellite TV service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1115	821 74%	570 51%	462 41%	317 28%	270 24%	172 15%	181 16%	125 11%	962 86%	183 16%	244 22%	95 9%	337 30%	778 70%
Weighted base	1058	773 73%	533 50%	429 41%	276 26%	262 25%	161 15%	162 15%	118 11%	905 86%	181 17%	233 22%	91* 9%*	329 31%	728 69%
Effective base	925	680	475	391	262	234	143	155	111	800	156	208	80	288	637
Receive subscription channels/ pay a monthly subscription fee	894 84%	688 89%	460 86%	384 90%	235 85%	218 90%	135 84%	143 88%	107 90%	782 86%	142 79%	188 81%	78 86%	267 81%	626 86%
		77% <b>q</b>	51%	43% <b>q</b>	26%	24%	15%	16%	12%	88%	16%	21%	9%	30%	70% <b>v</b>
Only receive free to air channels/ do not pay a monthly subscription fee	159 15%	83 11%	71 13%	43 10%	40 15%	43 16%	24 15%	17 11%	11 10%	119 13%	39 21%	44 19%	12 14%	61 19%	98 13%
		52%	45%	27%	25%	27% <b>md</b>	15%	11%	7%	75%	24% <b>z</b>	27%	8%	39% <b>z</b>	61%
Don't know	5 1%	2 *	2 *	1 *	-	2 1%	2 1%	2 1%	-	4 *	-	1 *	-	1 *	4 1%
		30%	43%	25%	-	30%	30%	30%	-	68%	-	16%	-	16%	84%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 27  
**QA9: (SHOW SCREEN) 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Blu-ray player	517 22%	324 27%	193 16%	292 25%	225 18%	83 16% <b>h</b>	96 24% <b>h</b>	120 30% <b>fgh</b>	82 20% <b>h</b>	77 22% <b>h</b>	60 12%	156 29%	159 22%	96 19%	108 18%	314 25% <b>n</b>	203 18%	230 28%	287 18%	194 28%	324 19%	313 26%	204 17%
Amazon Fire TV digital media player or stick	361 15%	252 21%	109 9%	146 13%	215 18%	65 19%	77 20%	80 20%	72 18%	41 12%	26 7%	96 26% <b>l</b>	114 32% <b>l</b>	89 25% <b>l</b>	63 17%	209 58%	151 42%	180 50%	181 50%	160 44% <b>r</b>	201 56%	210 58% <b>t</b>	151 42%
Now TV digital media player	196 8%	149 12%	47 4%	80 7%	115 9%	36 10%	55 14%	36 9%	41 10%	21 6%	6 1%	46 24%	57 29%	48 24%	45 23%	103 53%	93 47%	99 50%	97 50%	88 45% <b>r</b>	107 55%	124 63% <b>t</b>	71 36%
Chromecast digital media player	155 7%	114 10%	42 3%	89 8%	67 5%	31 9%	40 10%	28 7%	29 7%	19 5%	8 2%	45 8%	59 8%	27 5%	24 4%	104 3%	51 33%	72 46% <b>p</b>	84 54%	60 39% <b>r</b>	95 61%	102 65% <b>t</b>	54 35%
Apple TV digital media player	94 4%	52 4%	43 4%	46 4%	48 4%	19 5%	23 6%	24 6%	15 4%	9 3%	5 1%	44 8%	25 3%	15 3%	11 2%	69 5%	26 2%	46 49% <b>p</b>	48 51%	42 45% <b>r</b>	52 55%	71 76% <b>t</b>	23 24%
Other digital media player	56 2%	39 3%	17 1%	26 2%	30 2%	5 2%	9 2%	9 2%	13 3%	10 3%	10 2%	12 2%	19 3%	9 2%	16 3%	31 2%	25 2%	19 33%	37 2%	17 2%	39 2%	24 43%	32 57%
Roku digital media player or stick	45 2%	35 3%	10 1%	20 2%	25 2%	10 3%	12 3%	10 3%	7 2%	5 2%	1 *	10 23%	16 35%	10 22%	9 19%	26 58%	19 42%	33 73% <b>p</b>	12 27%	27 59% <b>r</b>	19 41%	35 77% <b>t</b>	10 23%
None of these	1311 55%	518 43%	793 66%	652 56%	659 54%	162 12%	176 13%	182 14%	205 16%	203 15% <b>acdef</b>	383 16%	252 48%	388 53%	276 55%	394 64%	641 51%	670 60%	342 42%	969 61%	298 43%	1013 60%	558 47%	751 63%
Don't know	51 2%	34 3%	17 1%	18 2%	33 3%	13 4%	11 3%	7 2%	7 2%	2 1%	11 2%	6 11%	19 37%	15 30% <b>l</b>	11 22%	25 48%	26 52%	15 30%	36 70%	11 22%	40 78%	19 37%	29 58%
Net: Any	1024 43%	640 54%	383 32%	490 42%	534 44%	175 17% <b>gh</b>	205 20% <b>gh</b>	216 21% <b>gh</b>	197 19% <b>gh</b>	139 14% <b>h</b>	93 9%	272 27% <b>kl</b>	328 32% <b>l</b>	215 21% <b>l</b>	209 20%	600 59% <b>n</b>	424 41%	452 44% <b>p</b>	572 56%	389 38% <b>r</b>	635 62%	611 60% <b>t</b>	411 40%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 27

**QA9: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Blu-ray player	517 22%	510 24%	7 3%	438 27%	79 10%	482 25%	35 7%	450 23%	35 16%	23 17%	9 16%	31 31%	43 16%	37 19%	37 22%	46 22%	49 22%	59 30%	58 18%	91 30%
		99% <b>b</b>	1%	85% <b>d</b>	15%	93% <b>f</b>	7%	87% <b>hi</b>	7%	5%	2%	6% <b>lmr</b>	8%	7%	7%	9%	9%	11% <b>lmr</b>	11%	18% <b>lmr</b>
Amazon Fire TV digital media player or stick	361 15%	358 17%	3 1%	325 20%	36 5%	353 18%	7 2%	287 15%	39 18%	24 17%	11 21%	21 21%	49 19%	24 12%	32 19%	31 15%	34 16%	27 13%	33 10%	36 12%
		99% <b>b</b>	1%	90% <b>d</b>	10%	98% <b>f</b>	2%	79%	11%	7%	3%	6% <b>rs</b>	14% <b>rs</b>	7%	9% <b>r</b>	9%	10%	7%	9%	10%
Now TV digital media player	196 8%	195 9%	1 *	184 11%	12 2%	191 10%	5 1%	161 8%	18 8%	14 10%	3 6%	8 9%	18 7%	13 7%	16 9%	26 12%	25 12%	11 6%	17 5%	26 9%
		100% <b>b</b>	*	94% <b>d</b>	6%	98% <b>f</b>	2%	82%	9%	7%	2%	4%	9%	7%	8%	13% <b>qr</b>	13% <b>r</b>	6%	8%	13%
Chromecast digital media player	155 7%	154 7%	-	141 9%	14 2%	153 8%	2 *	123 6%	22 10%	5 4%	6 10%	8 8%	22 8%	7 4%	9 6%	14 7%	12 6%	9 5%	19 6%	22 7%
		99% <b>b</b>	-	91% <b>d</b>	9%	99% <b>f</b>	1%	79%	14% <b>gi</b>	4%	4% <b>f</b>	5%	14%	5%	6%	9%	8%	6%	12%	14%
Apple TV digital media player	94 4%	93 4%	-	86 5%	8 1%	93 5%	1 *	78 4%	11 5%	3 2%	2 4%	14 15%	6 2%	5 3%	5 3%	9 4%	6 3%	12 6%	11 3%	11 4%
		99% <b>b</b>	-	92% <b>d</b>	8%	99% <b>f</b>	1%	83%	12%	3%	2%	15% <b>lmnopq</b>	6%	5%	6%	9%	6%	12%	11%	11%
Other digital media player	56 2%	54 3%	2 1%	47 3%	9 1%	50 3%	6 1%	48 2%	3 1%	4 3%	1 2%	2 2%	2 1%	1 *	3 2%	15 7%	7 3%	5 2%	10 3%	4 1%
		97%	3%	84% <b>d</b>	16%	90%	10%	86%	5%	7%	2%	4%	4%	2%	5%	27% <b>lmnqs</b>	12%	8%	18%	7%
Roku digital media player or stick	45 2%	45 2%	-	41 3%	4 1%	42 2%	3 1%	36 2%	3 3%	5 3%	1 2%	3 3%	4 1%	1 *	3 2%	4 2%	6 3%	3 2%	5 2%	7 2%
		100%	-	91% <b>d</b>	9%	93% <b>f</b>	7%	80%	8%	10%	2%	8%	9%	2%	7%	8%	14%	7%	11%	15%
None of these	1311 55%	1075 51%	232 94%	701 44%	610 79%	910 48%	401 85%	1070 54%	127 59%	84 59%	30 55%	34 34%	152 58%	125 64%	92 54%	101 49%	112 52%	101 51%	202 63%	150 50%
		82%	18% <b>a</b>	53%	47% <b>c</b>	69%	31% <b>e</b>	82%	10%	6%	2%	3%	12% <b>k</b>	10% <b>kopqs</b>	7% <b>k</b>	8% <b>k</b>	9% <b>k</b>	8% <b>k</b>	15% <b>kopqs</b>	11% <b>k</b>
Don't know	51 2%	43 2%	4 2%	31 61%	20 3%	34 2%	17 4%	45 2%	5 2%	* 9%	1 1%	2 2%	5 2%	4 2%	2 1%	6 3%	2 1%	7 4%	12 23%	6 13%
		85%	8%	61%	39%	67%	33% <b>e</b>	89%	9%	1%	1%	3%	9%	7%	4%	11%	4%	14%	23%	13%
Net: Any	1024 43%	1010 47%	12 5%	878 55%	145 19%	970 51%	54 11%	857 43%	85 39%	57 40%	24 44%	63 64%	106 40%	67 34%	75 44%	101 49%	102 47%	92 46%	108 34%	144 48%
		99% <b>b</b>	1%	86% <b>d</b>	14%	95% <b>f</b>	5%	84%	8%	6%	2%	6% <b>lmnopq</b>	10%	7%	7% <b>r</b>	10% <b>mr</b>	10% <b>mr</b>	9% <b>mr</b>	11%	14% <b>mr</b>

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 27

**QA9: (SHOW SCREEN) 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Blu-ray player	517 22%	69 17%	448 23%	305 13%	199 87%a	61 59%df	70 38%f	400 12%df	327 27%	185 16%	306 31%	475 28%	43 6%
Amazon Fire TV digital media player or stick	361 15%	53 13%	308 15%	174 16%	166 16%	60 27%	65 10%	269 18%	229 20%	129 11%	217 22%	343 20%	18 3%
		15%	85%	48%f	46%f	17%cdfg	18%	74%f	63%l	36%	60%l	95%l	5%
Now TV digital media player	196 8%	30 7%	166 8%	93 9%	94 9%	40 18%	35 6%	139 10%	138 12%	55 5%	133 14%	190 11%	5 1%
		15%	85%	48%f	48%f	21%cdfg	18%	71%f	71%l	28%	68%l	97%l	3%
Chromecast digital media player	155 7%	21 5%	134 7%	86 8%	71 7%	18 8%	27 4%	110 8%	97 9%	56 5%	92 9%	149 9%	6 1%
		14%	86%	55%f	46%f	11%	17%	71%f	63%l	36%	59%l	96%l	4%
Apple TV digital media player	94 4%	16 4%	78 4%	54 5%	33 3%	18 8%	12 2%	70 5%	79 7%	14 1%	74 8%	90 5%	4 1%
		17%	83%	57%df	35%	19%df	13%	74%f	84%l	15%	78%l	95%l	5%
Other digital media player	56 2%	11 3%	45 2%	19 2%	21 2%	14 6%	10 2%	37 3%	34 3%	15 1%	29 3%	46 3%	10 2%
		20%	80%	33%	38%	25%cdfg	17%	66%	60%l	27%	52%l	81%	19%
Roku digital media player or stick	45 2%	6 2%	39 2%	23 2%	20 2%	11 5%	4 1%	34 2%	35 3%	10 1%	32 3%	44 3%	1 *
		14%	86%	51%f	45%f	25%cdfg	8%	75%f	78%l	22%	72%l	98%l	2%
None of these	1311 55%	230 58%	1081 54%	509 48%	606 59%	89 40%	442 70%	692 47%	458 41%	795 67%	362 37%	722 42%	590 87%
		18%	82%	39%e	46%ceg	7%	34%cddeg	53%	35%	61%h	28%	55%	45%k
Don't know	51 2%	11 3%	40 2%	21 2%	22 2%	2 1%	13 2%	23 2%	25 2%	22 2%	21 2%	35 2%	16 2%
		22%	78%	40%	42%	4%	26%	44%	48%	43%	42%	69%	31%
Net: Any	1024 43%	157 39%	866 44%	528 50%	404 39%	131 59%	173 28%	744 51%	637 57%	371 31%	590 61%	948 56%	75 11%
		15%	85%	52%df	39%f	13%cdfg	17%	73%df	62%l	36%	58%l	93%l	7%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 27

**QA9: (SHOW SCREEN) 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**

	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
517	396	306	241	161	151	113	111	189	475	92	126	50	167	350
22%	30%	31%	33%	29%	29%	40%	37%	28%	92%	21%	25%	25%	22%	21%
	77%	59%	47%u	31%	29%	22%mnopqu	21%mpqu	37%mnopqrsu		18%	24%	10%	32%	68%
361	259	217	195	295	124	86	90	44	343	75	117	52	146	215
15%	19%	22%	27%	52%	24%	31%	30%	23%	20%	17%	23%	26%	19%	13%
	72%	60%	54%mu	82%mnopqrstu	34%mn	24%mnmu	25%mnmu	12%	95%	21%	32%vz	14%vz	40%z	60%
196	157	133	118	162	98	52	59	23	190	49	69	36	89	107
8%	12%	14%	16%	29%	19%	19%	20%	12%	11%	11%	14%	18%	12%	7%
	80%	68%	60%mu	83%mnopqrstu	50%mntu	26%mu	30%mntu	12%	97%	25%z	35%z	18%vyz	46%z	54%
155	118	92	83	137	77	68	75	19	149	31	51	23	65	90
7%	9%	9%	11%	24%	15%	24%	25%	10%	9%	7%	10%	12%	9%	6%
	76%	59%	53%	89%mnnoqtu	49%mnmu	44%mnnoqtu	48%mnnoqtu	12%	96%	20%	33%z	15%z	42%z	58%
94	69	74	52	77	42	38	33	12	90	19	28	11	36	58
4%	5%	8%	7%	14%	8%	13%	11%	6%	5%	4%	6%	5%	5%	4%
	73%	78%mu	56%	82%mnnoqtu	45%mu	40%mnnoqtu	35%mnou	12%	95%	20%	30%	11%	38%	62%
56	41	29	17	36	11	6	4	3	46	18	19	6	27	29
2%	3%	3%	2%	6%	2%	2%	1%	1%	3%	4%	4%	3%	4%	2%
	73%	52%	30%	64%mnnoqrstu	20%	11%	7%	5%	81%	33%z	33%z	11%	47%z	53%
45	37	32	32	39	25	19	16	5	44	16	18	12	22	23
2%	3%	3%	4%	7%	5%	7%	5%	3%	3%	4%	4%	6%	3%	1%
	82%	72%	71%u	87%mntu	56%mu	42%mnmu	35%mu	11%	98%	36%z	40%z	26%z	50%z	50%
1311	565	362	238	-	169	54	57	-	722	240	225	84	373	938
55%	42%	37%	33%	-	33%	19%	19%	-	42%	54%	45%	42%	50%	57%
	43%nopqrst	28%prst	18%prst	-	13%prst	4%pt	4%pt	-	55%nopqrst	18%wx	17%	6%	28%	72%wxyz
51	22	21	20	-	13	6	7	-	35	10	9	5	14	38
2%	2%	2%	3%	-	3%	2%	2%	-	2%	2%	2%	3%	2%	2%
	43%p	42%p	38%pt	-	26%pt	11%p	13%pt	-	69%p	19%	19%	10%	26%	74%
1024	754	590	475	563	332	220	235	189	948	196	270	109	365	659
43%	56%	61%	65%	100%	64%	79%	79%	100%	56%	44%	53%	55%	49%	40%
	74%	58%mu	46%mu	55%mnopqrsu	32%mu	22%mnnoqu	23%mnnoqu	19%mnnoqrsu	93%	19%	26%vz	11%vz	36%z	64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 28

**QA10: 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 with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Blu-ray player	408 18%	251 22% 61%	158 14% 39%	233 21% 57% <b>b</b>	175 15% 43%	58 18% 14% <b>h</b>	82 22% 20% <b>h</b>	98 25% 24% <b>fgh</b>	69 17% 17% <b>h</b>	62 18% 15% <b>h</b>	40 8% 10%	126 24% 31% <b>ijkl</b>	117 17% 29%	74 15% 18%	91 20% 22%	243 15% 60% <b>n</b>	165 15% 40%	191 24% 47% <b>p</b>	218 14% 53%	161 23% 39% <b>r</b>	248 15% 61%	259 22% 64% <b>t</b>	149 13% 36%
Amazon Fire TV digital media player or stick	314 14%	218 19% 69%	96 8% 31%	125 11% 40%	189 16% 60% <b>a</b>	57 18% 15% <b>gh</b>	66 18% 21% <b>gh</b>	73 19% 23% <b>gh</b>	62 15% 20% <b>gh</b>	34 10% 11% <b>h</b>	22 5% 7%	84 16% 27% <b>l</b>	101 15% 32% <b>l</b>	76 15% 24% <b>l</b>	54 9% 17%	184 15% 59% <b>n</b>	130 12% 41%	159 20% 51% <b>p</b>	155 10% 49%	140 20% 45% <b>r</b>	174 11% 55%	186 16% 59% <b>t</b>	128 11% 41%
Now TV digital media player	153 7%	118 10% 77%	34 3% 23%	62 5% 40%	91 8% 60%	28 9% 18% <b>gh</b>	41 11% 27% <b>gh</b>	31 8% 20% <b>h</b>	36 9% 23% <b>gh</b>	15 4% 10% <b>h</b>	2 * 1%	36 7% 23%	42 6% 27%	35 7% 23%	40 7% 26%	78 6% 51%	75 7% 49%	82 10% 54% <b>p</b>	70 5% 46%	75 11% 49% <b>r</b>	78 5% 51%	96 8% 63% <b>t</b>	55 5% 36%
Chromecast digital media player	137 6%	102 9% 74%	35 3% 26%	76 7% 56%	60 5% 44%	24 8% 17% <b>h</b>	35 9% 26% <b>h</b>	26 7% 19% <b>h</b>	26 7% 19% <b>h</b>	18 5% 13% <b>h</b>	7 2% 5%	40 8% 29% <b>l</b>	53 8% 38% <b>l</b>	23 5% 17%	21 4% 15%	92 8% 68% <b>n</b>	44 4% 32%	63 8% 46% <b>p</b>	73 5% 54%	55 8% 40% <b>r</b>	82 5% 60%	94 8% 69% <b>t</b>	43 4% 31%
Apple TV digital media player	81 3%	43 4% 53%	38 3% 47%	39 3% 48%	42 4% 52%	16 5% 20% <b>h</b>	19 5% 23% <b>h</b>	23 6% 28% <b>gh</b>	13 3% 17% <b>h</b>	7 2% 8%	3 1% 4%	38 7% 47% <b>kl</b>	22 3% 28%	11 2% 14%	9 2% 11%	60 5% 75% <b>n</b>	20 2% 25%	42 5% 53% <b>p</b>	38 3% 47%	39 6% 48% <b>r</b>	42 3% 52%	63 5% 78% <b>t</b>	17 2% 22%
Other digital media player	44 2%	29 3% 65%	15 1% 35%	18 2% 41%	26 2% 59%	4 1% 8%	6 2% 13%	9 2% 20%	11 3% 25%	7 2% 16%	8 2% 17%	10 2% 21%	16 2% 37%	7 1% 16%	12 2% 26%	26 2% 58%	19 2% 42%	17 2% 38%	27 2% 62%	15 2% 34%	29 2% 66%	22 2% 49%	23 2% 51%
Roku digital media player or stick	35 2%	25 2% 71%	10 1% 29%	14 1% 41%	21 2% 59%	5 2% 15% <b>h</b>	9 2% 26% <b>h</b>	9 2% 25% <b>h</b>	7 2% 19% <b>h</b>	4 1% 12%	1 * 2%	9 2% 25%	14 2% 39%	8 2% 23%	4 1% 13%	22 2% 64%	13 1% 36%	27 3% 78% <b>p</b>	8 1% 22%	21 3% 61% <b>r</b>	13 1% 39%	27 2% 78% <b>t</b>	8 1% 22%
None of these	86 4%	47 4% 55%	38 3% 45%	45 4% 53%	40 3% 47%	13 4% 15%	13 4% 15%	13 3% 15%	13 3% 16%	14 4% 16%	19 4% 23%	21 4% 25%	26 4% 30% <b>l</b>	26 2% 15%	13 4% 55%	47 4% 45%	39 4% 45%	27 3% 31%	59 4% 69%	23 3% 27%	63 4% 73%	41 4% 48%	44 4% 52%
No devices in household/ DK	1300 56%	511 45% 39%	788 68% 61%	647 57% 50%	653 55% 50%	148 47% 11%	174 46% 13%	180 45% 14%	207 51% 16%	202 60% 16%	389 81% 9%	250 48% 19%	374 54% 29%	282 57% 22% <b>l</b>	395 66% 30% <b>ijkl</b>	623 51% 48%	677 62% 52% <b>m</b>	342 43% 26%	957 63% 74% <b>o</b>	298 43% 23%	1002 62% 77% <b>q</b>	555 48% 43%	744 65% 57% <b>s</b>
Net: Any	910 39%	577 51% 63%	332 29% 37%	432 38% 47%	478 40% 53%	150 48% 16% <b>gh</b>	189 50% 21% <b>gh</b>	200 51% 22% <b>gh</b>	177 44% 19% <b>gh</b>	121 36% 13% <b>h</b>	73 15% 8%	246 48% 27% <b>kl</b>	290 42% 32% <b>l</b>	186 37% 20%	188 31% 21%	536 44% 59% <b>n</b>	373 34% 41%	419 53% 46% <b>p</b>	491 32% 54%	361 53% 40% <b>r</b>	549 34% 60%	562 48% 62% <b>t</b>	347 30% 38%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 28

**QA10: 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 with any working TV set in the home**

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%	
2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%	
1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272	
408	403	6	356	52	390	18	362	24	18	4	21	36	36	29	36	37	50	47	69	
18%	19%	2%	23%	7%	21%	4%	19%	12%	13%	8%	22%	14%	19%	17%	18%	18%	26%	15%	24%	
	99%b	1%	87% <b>d</b>	13%	96% <b>f</b>	4%	89% <b>hij</b>	6%	4%	1%	5%	9%	9%	7%	9%	9%	12% <b>lr</b>	12%	17% <b>lr</b>	
314	312	2	289	25	309	5	248	34	21	11	16	47	23	32	27	27	24	27	26	
14%	15%	1%	18%	3%	17%	1%	13%	16%	16%	20%	17%	18%	12%	19%	14%	13%	12%	9%	9%	
	99% <b>b</b>	1%	92% <b>d</b>	8%	98% <b>f</b>	2%	79%	11%	7%	3% <b>g</b>	5% <b>r</b>	15% <b>rs</b>	7%	10% <b>rs</b>	9%	9%	8%	8%	8%	
153	152	1	147	5	153	-	124	14	12	3	5	13	10	14	24	15	10	11	22	
7%	7%	*	9%	1%	8%	-	7%	7%	9%	5%	6%	5%	5%	9%	12%	7%	5%	3%	8%	
	100% <b>b</b>	*	96% <b>d</b>	4%	100% <b>f</b>	-	81%	9%	8%	2%	4%	9%	6%	9% <b>r</b>	15% <b>lmqr</b>	10%	7%	7%	15% <b>r</b>	
137	135	-	122	14	134	2	107	21	4	5	7	22	6	9	12	8	8	16	19	
6%	7%	-	8%	2%	7%	1%	6%	10%	3%	9%	7%	9%	3%	6%	6%	4%	4%	5%	7%	
	99% <b>b</b>	-	90% <b>d</b>	10%	98% <b>f</b>	2%	78%	15% <b>gij</b>	3%	3% <b>f</b>	5%	16% <b>m</b>	4%	7%	8%	6%	6%	12%	14%	
81	81	-	73	8	79	1	69	8	2	2	12	4	5	4	9	6	10	10	9	
3%	4%	-	5%	1%	4%	*	4%	4%	2%	3%	13%	1%	3%	3%	4%	3%	5%	3%	3%	
	100% <b>b</b>	-	91% <b>d</b>	9%	98% <b>f</b>	2%	85%	10%	3%	2%	15% <b>lmnopqrs</b>	5%	6%	5%	11%	7%	13% <b>l</b>	12%	11%	
44	44	-	40	4	40	4	39	1	3	1	-	2	1	3	15	5	2	7	4	
2%	2%	-	3%	1%	2%	1%	2%	*	3%	1%	-	1%	1%	2%	8%	2%	1%	2%	1%	
	100%	-	91% <b>d</b>	9%	91%	9%	88%	2%	8%	2%	-	5%	2%	6%	34% <b>kilmnpqrs</b>	12%	4%	16%	9%	
35	35	-	32	3	34	1	30	3	2	*	3	4	-	2	3	5	3	5	5	
2%	2%	-	2%	*	2%	*	2%	1%	1%	1%	4%	1%	-	2	3	2%	2%	2%	2%	
	100%	-	93% <b>d</b>	7%	97% <b>f</b>	3%	86%	8%	5%	1%	10% <b>lm</b>	11%	-	7%	8%	13%	9%	15%	13%	
86	85	-	61	25	70	16	73	4	8	2	10	6	3	2	4	13	5	14	15	
4%	4%	-	4%	3%	4%	4%	4%	2%	6%	4%	10%	2%	2%	1%	2%	6%	3%	4%	5%	
	99% <b>b</b>	-	71%	29%	82%	18%	85%	4%	9% <b>h</b>	2%	12% <b>lmnoq</b>	7%	3%	2%	5%	15% <b>n</b>	6%	16%	18% <b>mn</b>	
1300	1072	226	711	589	903	397	1067	125	78	30	35	151	120	93	97	113	106	206	145	
56%	52%	96%	45%	81%	49%	89%	56%	60%	58%	55%	36%	59%	64%	55%	49%	53%	54%	66%	51%	
	82%	17% <b>a</b>	55%	45% <b>c</b>	69%	31% <b>e</b>	82%	10%	6%	2%	3%	12% <b>k</b>	9% <b>kos</b>	7% <b>k</b>	7%	9% <b>k</b>	8% <b>k</b>	16% <b>knopqrs</b>	11% <b>k</b>	
910	900	9	804	106	879	31	761	80	49	20	51	100	64	71	97	83	84	89	122	
39%	44%	4%	51%	15%	47%	7%	40%	38%	36%	38%	53%	39%	34%	42%	49%	39%	43%	29%	43%	
	99% <b>b</b>	1%	88% <b>d</b>	12%	97% <b>f</b>	3%	84%	9%	5%	2%	6% <b>lmr</b>	11% <b>r</b>	7%	8% <b>r</b>	11% <b>mr</b>	9% <b>r</b>	9% <b>r</b>	10%	13% <b>r</b>	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 28

Absolutes/col percents/row percents 19 Apr 2018

**QA10: 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 with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Blu-ray player	408	51	357	247	162	49	51	323	268	141	255	383	25
	18%	13%	19%	23%	16%	22%	8%	22%	24%	12%	26%	22%	4%
		12%	88%a	61%df	40%f	12%df	13%	79%df	66%l	34%	62%l	94%l	6%
Amazon Fire TV digital media player or stick	314	45	269	149	144	52	60	234	198	116	186	304	10
	14%	12%	14%	14%	14%	23%	9%	16%	18%	10%	19%	18%	2%
		14%	86%	48%f	46%f	16%cdfg	19%	75%f	63%l	37%	59%l	97%l	3%
Now TV digital media player	153	23	130	73	77	33	27	112	112	41	107	152	1
	7%	6%	7%	7%	7%	15%	4%	8%	10%	3%	11%	9%	*
		15%	85%	48%f	50%f	22%cdfg	18%	74%f	73%l	27%	70%l	100%l	*
Chromecast digital media player	137	20	116	78	62	16	24	97	88	49	83	132	4
	6%	5%	6%	7%	6%	7%	4%	7%	8%	4%	9%	8%	1%
		15%	85%	57%f	45%	12%	18%	71%f	64%l	36%	61%l	97%l	3%
Apple TV digital media player	81	13	68	46	30	15	10	61	69	12	66	79	1
	3%	3%	4%	4%	3%	7%	2%	4%	6%	1%	7%	5%	*
		16%	84%	58%f	37%	19%df	12%	76%f	85%l	15%	82%l	98%l	2%
Other digital media player	44	9	36	16	20	13	9	34	30	14	26	41	3
	2%	2%	2%	2%	2%	6%	1%	2%	3%	1%	3%	2%	1%
		19%	81%	37%	45%	30%cdfg	19%	76%	68%l	32%	58%l	93%l	7%
Roku digital media player or stick	35	3	32	16	16	8	4	26	26	9	24	35	-
	2%	1%	2%	1%	2%	4%	1%	2%	2%	1%	3%	2%	-
		8%	92%	45%	45%	23%f	11%	75%	76%l	24%	70%l	100%l	-
None of these	86	22	63	49	25	9	13	64	42	44	33	71	15
	4%	6%	3%	5%	2%	4%	2%	4%	4%	4%	3%	4%	2%
		26%b	74%	57%df	29%	10%	16%	74%df	49%	51%	39%	82%	18%
No devices in household/ DK	1300	235	1065	530	628	91	455	715	483	817	383	757	543
	56%	60%	56%	50%	61%	41%	72%	49%	43%	69%	39%	44%	90%
		18%	82%	41%e	48%ceg	7%	35%cddeg	55%e	37%	63%hj	29%	58%	42%k
Net: Any	910	132	778	473	372	121	156	674	589	321	551	869	40
	39%	34%	41%	45%	36%	54%	25%	46%	53%	27%	57%	51%	7%
		14%	86%a	52%df	41%f	13%cdfg	17%	74%df	65%l	35%	61%l	96%l	4%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 28

**QA10: 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 with any working TV set in the home**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%	
2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%	
1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303	
408	326	255	208	120	132	95	99	189	383	72	102	36	136	273	
18%	24%	26%	28%	21%	26%	34%	33%	100%	22%	16%	20%	18%	18%	18%	
	80%	62%pu	51%pu	29%	32%	23%mnnpqu	24%mnnpqu	46%mnopgrsu	94%	18%	25%	9%	33%	67%	
314	225	186	167	281	108	72	75	33	304	61	97	38	121	193	
14%	17%	19%	23%	50%	21%	26%	25%	18%	18%	14%	19%	19%	16%	12%	
	72%	59%	53%mu	89%mnogrstu	34%mm	23%mntu	24%mmu	11%	97%	20%	31%vz	12%z	38%z	62%	
153	125	107	95	138	79	43	47	20	152	36	54	27	70	82	
7%	9%	11%	13%	24%	15%	15%	16%	11%	9%	8%	11%	14%	9%	5%	
	82%	70%	62%mu	90%mnogrstu	52%mmu	28%mu	31%mmu	13%	100%	24%z	36%z	18%vz	46%z	54%	
137	104	83	75	128	64	62	68	16	132	30	43	19	57	80	
6%	8%	9%	10%	23%	12%	22%	23%	8%	8%	7%	8%	10%	8%	5%	
	76%	61%	55%	94%mnogtu	47%mmu	46%mnogtu	50%mnogtu	12%	97%	22%	31%z	14%z	42%z	58%	
81	61	66	48	70	38	36	30	12	79	14	26	8	31	49	
3%	5%	7%	7%	13%	7%	13%	10%	6%	5%	3%	5%	4%	4%	3%	
	76%	82%mu	60%	87%mnogtu	47%mu	44%mnogtu	38%mu	14%	98%	17%	32%	10%	39%	61%	
44	38	26	15	35	11	6	4	3	41	17	16	4	24	20	
2%	3%	3%	2%	6%	2%	2%	1%	1%	2%	4%	3%	2%	3%	1%	
	86%	58%	34%	79%mnogrstu	26%	14%	9%	6%	93%	39%z	37%z	10%	55%z	45%	
35	28	24	25	33	20	12	11	3	35	11	15	9	18	17	
2%	2%	3%	3%	6%	4%	4%	4%	2%	2%	3%	3%	5%	2%	1%	
	81%	70%	73%	94%mntu	56%u	35%mu	31%	9%	100%	32%z	42%z	26%z	50%z	50%	
86	52	33	22	-	14	9	9	-	71	17	13	10	24	62	
4%	4%	3%	3%	-	3%	3%	3%	-	4%	4%	3%	5%	3%	4%	
	61%pt	39%pt	25%pt	-	16%pt	11%pt	10%pt	-	82%pt	20%	16%	11%	28%	72%	
1300	587	383	258	-	183	60	64	-	757	250	235	89	387	913	
56%	44%	39%	35%	-	36%	21%	21%	-	44%	56%	47%	45%	51%	59%	
	45%nopqrst	29%prst	20%prst	-	14%prst	5%pt	5%pt	-	58%nopqrst	19%wx	18%	7%	30%	70%wxyz	
910	696	551	452	563	317	211	226	189	869	177	256	100	340	570	
39%	52%	57%	62%	100%	62%	75%	76%	100%	51%	40%	51%	50%	45%	37%	
	76%	61%mu	50%mu	62%mnopgrsu	35%mu	23%mnopgrsu	25%mnopgrsu	21%mnopgrsu	96%	19%	28%vz	11%vz	37%z	63%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 29

**QA11: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with any working TV set in the home and home broadband service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2113	1212 57%	901 43%	988 47%	1125 53%	286 14%	363 17%	412 19%	396 19%	304 14%	352 17%	546 26%	650 31%	417 20%	500 24%	1196 57%	917 43%	794 38%	1319 62%	698 33%	1415 67%	1285 61%	825 39%
Weighted base	2067	1117 54%	950 46%	1001 48%	1066 52%	295 14%	360 17%	367 18%	383 19%	309 15%	353 17%	500 24%	637 31%	453 22%	476 23%	1137 55%	929 45%	758 37%	1308 63%	657 32%	1410 68%	1109 54%	956 46%
Effective base	1784	1048	749	822	967	247	312	360	335	262	277	466	555	347	425	1020	767	679	1107	597	1189	1117	707
Amazon Fire TV digital media player or stick	275 13%	195 17% 71%	80 8% 29%	115 11% 42%	160 15% 58% <b>a</b>	50 17% 18% <b>gh</b>	61 17% 22% <b>gh</b>	61 17% 22% <b>gh</b>	56 15% 20% <b>h</b>	29 9% 11% <b>h</b>	17 6% 26% <b>l</b>	71 14% 26% <b>l</b>	94 15% 34% <b>l</b>	64 14% 23%	46 10% 17%	165 14% 60%	110 12% 40%	138 18% 50% <b>p</b>	137 10% 50%	121 18% 44% <b>r</b>	154 11% 56%	169 15% 61% <b>t</b>	106 11% 39%
Blu-ray player	189 9%	122 11% 64%	68 7% 36%	114 11% 60% <b>b</b>	75 7% 40%	34 12% 18% <b>h</b>	48 13% 29% <b>h</b>	40 11% 21% <b>h</b>	28 7% 15%	25 8% 13% <b>h</b>	14 4% 7%	67 13% 35% <b>jkl</b>	52 8% 27%	35 8% 18%	36 7% 19%	119 10% 63% <b>n</b>	71 8% 37%	100 13% 53% <b>p</b>	89 7% 47%	83 13% 44% <b>r</b>	106 8% 56%	131 12% 69% <b>t</b>	58 6% 31%
Now TV digital media player	130 6%	103 9% 80%	26 3% 20%	57 6% 44%	73 7% 56%	24 8% 19% <b>gh</b>	37 10% 29% <b>gh</b>	25 7% 19% <b>h</b>	30 8% 23% <b>gh</b>	11 4% 9% <b>h</b>	2 * 1%	31 6% 24%	38 6% 30%	28 6% 21%	32 7% 25%	70 6% 54%	60 6% 46%	69 9% 53% <b>p</b>	61 5% 47%	61 9% 47% <b>r</b>	68 5% 53%	84 8% 65% <b>t</b>	44 5% 34%
Chromecast digital media player	124 6%	90 8% 73%	34 4% 27%	71 7% 57%	53 5% 43%	22 7% 17% <b>h</b>	30 8% 24% <b>h</b>	25 7% 20% <b>h</b>	26 7% 21% <b>h</b>	16 5% 13% <b>h</b>	6 2% 5%	35 7% 28% <b>l</b>	50 8% 40% <b>l</b>	23 5% 19%	17 4% 13%	84 7% 68% <b>n</b>	40 4% 32%	55 4% 44%	69 5% 56%	48 7% 39%	76 5% 61%	86 8% 69% <b>t</b>	38 4% 31%
Apple TV digital media player	70 3%	38 3% 54%	32 3% 46%	36 4% 52%	34 3% 48%	12 4% 17% <b>h</b>	19 5% 27% <b>gh</b>	21 6% 30% <b>gh</b>	12 3% 17%	4 1% 5%	3 1% 5%	33 7% 48% <b>jkl</b>	20 3% 28%	9 2% 13%	8 2% 11%	53 5% 76% <b>n</b>	16 2% 24%	36 5% 51% <b>p</b>	34 3% 49%	33 5% 47% <b>r</b>	37 3% 53%	54 5% 77% <b>t</b>	16 2% 23%
Other digital media player	35 2%	22 2% 65%	12 1% 35%	17 2% 48%	18 2% 52%	2 1% 7%	6 2% 16%	6 2% 18%	9 2% 26%	5 2% 15%	6 2% 18%	8 2% 22%	13 2% 38%	7 2% 20%	7 1% 20%	21 2% 60%	14 2% 40%	14 2% 39%	21 2% 61%	13 2% 38%	22 2% 62%	19 2% 56%	15 2% 44%
Roku digital media player or stick	28 1%	19 2% 69%	9 1% 31%	13 1% 45%	16 1% 55%	2 1% 9%	8 2% 28% <b>h</b>	6 2% 22%	7 2% 23%	4 1% 15%	1 * 3%	8 2% 28% <b>l</b>	12 2% 42% <b>l</b>	7 2% 26% <b>l</b>	1 * 4%	20 2% 70%	8 1% 30%	20 3% 73% <b>p</b>	8 1% 27%	17 3% 60% <b>r</b>	11 1% 40%	23 2% 81% <b>t</b>	5 1% 19%
None of these	177 9%	89 8% 50%	89 9% 50%	91 9% 51%	87 8% 49%	21 7% 12%	22 6% 13%	42 12% 24% <b>d</b>	28 7% 16%	39 12% 22% <b>cdefm</b>	25 7% 14%	41 8% 23%	56 9% 31%	32 7% 18%	49 10% 27%	97 8% 54%	81 9% 46%	65 9% 37%	113 9% 63%	53 8% 30%	124 9% 70%	93 8% 52%	85 9% 48%
No devices in household/ DK	1072 52%	493 44% 46%	579 61% 54%	526 53% 49%	546 51% 51%	134 45% 12%	159 44% 15%	155 42% 15%	188 49% 18%	173 56% 16% <b>cde</b>	262 74% 24% <b>cdefg</b>	234 47% 22%	322 50% 30%	238 53% 22%	278 58% 26% <b>l</b>	555 49% 52%	516 56% 48% <b>m</b>	316 42% 29%	756 58% 71% <b>o</b>	275 42% 26%	797 57% 74% <b>o</b>	506 46% 47%	565 59% 53% <b>s</b>
Net: Any of these devices connected to broadband and TV set	694 34%	468 42% 68%	225 24% 32%	333 33% 48%	361 34% 52%	123 42% 18% <b>gh</b>	163 45% 24% <b>gh</b>	146 40% 21% <b>gh</b>	142 37% 21% <b>gh</b>	77 25% 11% <b>h</b>	43 12% 6%	194 39% 28% <b>l</b>	227 36% 33% <b>l</b>	147 33% 21%	126 26% 18%	421 37% 61% <b>n</b>	273 29% 39%	334 44% 48% <b>p</b>	359 27% 52%	291 44% 42% <b>r</b>	403 29% 58%	451 41% 65% <b>t</b>	242 25% 35%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 29

**QA11: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with any working TV set in the home and home broadband service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2113	2113 100%	-	1614 76%	499 24%	1870 88%	243 12%	1492 71%	195 9%	222 11%	204 10%	74 4%	208 10%	148 7%	133 6%	166 8%	124 6%	143 7%	243 12%	253 12%
Weighted base	2067	2067 100%	-**	1567 76%	500 24%	1813 88%	254 12%	1720 83%	173 8%	124 6%	50 2%	86* 4%*	235 11%	156 8%	152 7%	180 9%	194 9%	179 9%	286 14%	251 12%
Effective base	1784	1784	-	1369	416	1580	205	1386	180	205	142	71	195	140	126	159	117	132	229	241
Amazon Fire TV digital media player or stick	275 13%	275 100%	-	258 94% <b>d</b>	17 6%	272 99% <b>f</b>	2 1%	217 79%	29 11%	18 7%	10 4% <b>g</b>	15 5% <b>r</b>	41 15% <b>ra</b>	20 7%	30 11% <b>ors</b>	20 7%	24 9%	21 8%	24 9%	23 8%
Blu-ray player	189 9%	189 100%	-	168 89% <b>d</b>	22 11%	184 97% <b>f</b>	6 3%	164 86%	14 7%	10 5%	2 1%	15 8% <b>lmor</b>	16 8%	11 6%	14 7%	15 8%	18 9%	15 8%	20 10%	41 16% <b>r</b>
Now TV digital media player	130 6%	130 100%	-	126 97% <b>d</b>	4 3%	130 100% <b>f</b>	-	105 81%	12 9%	10 8%	3 2%	5 4%	11 9%	9 7%	12 9% <b>r</b>	15 12% <b>r</b>	15 11% <b>r</b>	9 7%	7 5%	21 16% <b>r</b>
Chromecast digital media player	124 6%	124 100%	-	114 92% <b>d</b>	10 8%	123 99% <b>f</b>	1 1%	98 79%	17 14% <b>gl</b>	4 3%	5 4% <b>l</b>	6 4%	22 18% <b>mq</b>	6 5%	9 6%	9 5%	8 4%	5 3%	14 11%	18 14%
Apple TV digital media player	70 3%	70 100%	-	65 93% <b>d</b>	5 7%	70 100% <b>f</b>	-	58 83%	8 12%	2 3%	2 2%	10 14% <b>lmnprs</b>	3 4%	4 6%	4 6%	9 12% <b>lp</b>	1 2%	10 15% <b>lp</b>	6 14%	3 9%
Other digital media player	35 2%	35 100%	-	32 91% <b>d</b>	3 9%	32 91% <b>f</b>	3 9%	31 88%	1 3%	3 7%	* 1%	- -	2 1%	1 3%	3 8%	11 31% <b>klmq</b>	4 10%	1 3%	6 18%	3 9%
Roku digital media player or stick	28 1%	28 100%	-	27 96% <b>d</b>	1 4%	27 96% <b>f</b>	1 4%	24 85%	2 7%	2 2%	* 1%	3 4% <b>m</b>	3 1%	- 9%	2 9%	2 7%	5 16%	3 11%	3 10%	3 11%
None of these	177 9%	177 100%	-	145 82%	32 18%	164 92% <b>f</b>	14 8%	158 89% <b>l</b>	10 5%	8 4%	1 1%	7 4%	11 5%	17 11%	14 9%	17 10%	15 9%	31 18% <b>lopra</b>	26 15%	19 11%
No devices in household/ DK	1072 52%	1072 100%	-	699 65%	373 35% <b>c</b>	865 81%	207 19% <b>e</b>	888 83%	91 8%	67 6%	26 2%	25 2%	130 55% <b>k</b>	92 59%	77 51%	81 45%	96 49%	90 50%	180 63%	117 46%
Net: Any of these devices connected to broadband and TV set	694 34%	694 100%	-	634 91% <b>d</b>	60 9%	680 98% <b>f</b>	14 2%	568 82%	65 9%	41 6%	19 3%	41 48% <b>mqr</b>	84 36% <b>r</b>	41 26%	56 37%	70 39%	65 34%	52 29%	61 21%	97 39%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 29

**QA11: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with any working TV set in the home and home broadband service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2113	406 19%	1707 81%	1087 51%	851 40%	226 11%	442 21%	1479 70%	1121 53%	992 47%	1007 48%	1758 83%	355 17%
Weighted base	2067	360 17%	1707 83%	1024 50%	842 41%	219 11%	448 22%	1428 69%	1089 53%	978 47%	973 47%	1705 82%	362 18%
Effective base	1784	325	1460	902	724	186	382	1241	958	827	860	1490	295
Amazon Fire TV digital media player or stick	275 13%	40 11%	234 14%	131 13%	124 15%	48 22%	50 11%	207 14%	180 17%	95 10%	172 18%	275 16%	-
		15%	85%	48%	45%	18% <b>cd</b>	18%	75%	66% <b>l</b>	34%	63% <b>l</b>	100% <b>l</b>	-
Blu-ray player	189 9%	19 5%	170 10%	118 12%	67 8%	33 15%	15 3%	159 11%	138 13%	52 5%	137 14%	189 11%	-
		10%	90% <b>a</b>	63% <b>df</b>	35% <b>f</b>	17% <b>df</b>	8%	84% <b>df</b>	73% <b>l</b>	27%	72% <b>l</b>	100% <b>l</b>	-
Now TV digital media player	130 6%	20 6%	109 6%	67 7%	65 8%	27 12%	21 5%	96 7%	98 9%	32 3%	95 10%	130 8%	-
		16%	84%	51%	50%	21% <b>c</b>	16%	74%	75% <b>l</b>	25%	73% <b>l</b>	100% <b>l</b>	-
Chromecast digital media player	124 6%	17 5%	107 6%	69 7%	54 6%	12 6%	21 5%	90 6%	79 7%	45 5%	76 8%	124 7%	-
		14%	86%	56%	43%	10%	17%	72%	64% <b>l</b>	36%	61% <b>l</b>	100% <b>l</b>	-
Apple TV digital media player	70 3%	11 3%	58 3%	42 4%	22 3%	11 5%	8 2%	55 4%	61 6%	9 1%	58 6%	70 4%	-
		16%	84%	61% <b>f</b>	32%	15% <b>f</b>	11%	80% <b>f</b>	87% <b>l</b>	13%	83% <b>l</b>	100% <b>l</b>	-
Other digital media player	35 2%	7 2%	28 2%	14 1%	15 2%	10 5%	8 2%	25 2%	24 2%	10 1%	22 2%	35 2%	-
		19%	81%	39%	44%	30% <b>cd</b>	22%	73%	70%	30%	64%	100% <b>l</b>	-
Roku digital media player or stick	28 1%	2 1%	26 2%	13 1%	12 1%	7 3%	4 1%	21 1%	22 2%	6 1%	20 2%	28 2%	-
		7%	93%	47%	42%	23%	14%	73%	79% <b>l</b>	21%	72% <b>l</b>	100% <b>l</b>	-
None of these	177 9%	29 8%	149 9%	96 9%	75 9%	15 7%	31 7%	135 9%	92 8%	85 9%	85 9%	152 9%	25 7%
		16%	84%	54%	42%	9%	17%	76%	52%	48%	48%	86%	14%
No devices in household/ DK	1072 52%	205 57%	866 51%	502 49%	446 53%	88 40%	282 63%	688 48%	458 42%	613 63%	383 39%	757 44%	315 87%
		19% <b>b</b>	81%	47% <b>e</b>	42% <b>eg</b>	8%	26% <b>cdeg</b>	64% <b>e</b>	43%	57% <b>h</b>	36%	71%	29% <b>k</b>
Net: Any of these devices connected to broadband and TV set	694 34%	101 28%	593 35%	361 35%	277 33%	101 46%	112 25%	517 36%	476 44%	218 22%	454 47%	694 41%	-
		15%	85% <b>a</b>	52% <b>f</b>	40% <b>f</b>	15% <b>cd</b>	16%	75% <b>f</b>	69% <b>l</b>	31%	65% <b>l</b>	100% <b>l</b>	-

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 29

**QA11: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with any working TV set in the home and home broadband service**

Total	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2113	1379 65%	1007 48%	759 36%	619 29%	522 25%	292 14%	317 15%	194 9%	1758 83%	402 19%	481 23%	187 9%	692 33%	1421 67%	
2067	1341 65%	973 47%	733 35%	563 27%	514 25%	280 14%	298 14%	189 9%	1705 82%	404 20%	471 23%	188 9%	688 33%	1379 67%	
1784	1164	860	655	520	455	246	272	172	1490	343	415	163	596	1188	
275	203	172	151	275	96	66	70	32	275	55	86	34	106	169	
13%	15%	18%	21%	49%	19%	24%	24%	17%	16%	14%	18%	18%	15%	12%	
13%	74%	63%	55% <b>mu</b>	100% <b>mnoqrstu</b>	35%	24% <b>mnu</b>	25% <b>mnu</b>	12%	100%	20%	31% <b>xz</b>	12% <b>xz</b>	39%	61%	
189	169	137	117	59	80	62	72	189	189	31	64	23	74	115	
9%	13%	14%	16%	10%	16%	22%	24%	100%	100%	8%	14%	12%	11%	8%	
9%	89%	72% <b>pu</b>	62% <b>pu</b>	31%	42% <b>pu</b>	33% <b>mnopqu</b>	38% <b>mnopqu</b>	100% <b>mnopqrs</b>	100%	16%	34% <b>vz</b>	12%	39%	61%	
130	104	95	83	130	69	34	38	19	130	32	50	25	63	66	
6%	8%	10%	11%	23%	13%	12%	13%	10%	8%	8%	11%	14%	9%	5%	
6%	81%	73%	64% <b>mu</b>	100% <b>mnoqrstu</b>	53% <b>mnu</b>	27% <b>mu</b>	29% <b>mu</b>	15%	100%	25% <b>xz</b>	39% <b>xz</b>	20% <b>vz</b>	49% <b>xz</b>	51%	
124	98	76	68	124	59	59	63	15	124	26	36	14	49	76	
6%	7%	8%	9%	22%	11%	21%	21%	8%	7%	7%	8%	8%	7%	5%	
7%	79%	61%	55%	100% <b>mnoqtu</b>	47% <b>mnu</b>	48% <b>mnoqtu</b>	51% <b>mnoqtu</b>	12%	100%	21%	29%	12%	39%	61%	
70	54	58	43	70	32	32	26	11	70	12	24	8	28	42	
3%	4%	6%	6%	12%	6%	11%	9%	6%	4%	3%	5%	4%	4%	3%	
3%	78%	83% <b>u</b>	62%	100% <b>mnoqtu</b>	46%	46% <b>mnoqtu</b>	38% <b>mu</b>	16%	100%	18%	34%	12%	40%	60%	
35	33	22	13	35	10	6	4	3	35	14	13	4	20	15	
2%	2%	2%	2%	6%	2%	2%	1%	1%	2%	3%	3%	2%	3%	1%	
2%	94%	64%	38%	100% <b>mnoqrstu</b>	28%	16%	11%	8%	100%	40% <b>xz</b>	39% <b>xz</b>	13%	58% <b>xz</b>	42%	
28	23	20	19	28	16	8	7	3	28	10	11	9	14	14	
1%	2%	2%	3%	5%	3%	3%	2%	2%	2%	3%	2%	5%	2%	1%	
1%	81%	72%	69%	100% <b>mno</b>	55%	28%	24%	11%	100%	36% <b>xz</b>	38%	32% <b>yz</b>	49%	51%	
177	124	85	59	-	40	21	18	-	152	25	29	7	46	131	
9%	9%	9%	8%	-	8%	8%	6%	-	9%	6%	6%	3%	7%	10%	
9%	70% <b>pt</b>	48% <b>pt</b>	33% <b>pt</b>	-	23% <b>pt</b>	12% <b>pt</b>	10% <b>pt</b>	-	86% <b>pt</b>	14%	17%	4%	26%	74% <b>wxy</b>	
1072	587	383	258	-	183	60	64	-	757	213	202	80	328	744	
52%	44%	39%	35%	-	36%	21%	21%	-	44%	53%	43%	42%	48%	54%	
52%	55% <b>nopqrst</b>	36% <b>prst</b>	24% <b>prst</b>	-	17% <b>prst</b>	6% <b>pt</b>	6% <b>pt</b>	-	71% <b>nopqrst</b>	20% <b>wx</b>	19%	7%	31%	69% <b>wxy</b>	
694	555	454	383	563	273	186	206	189	694	144	222	88	284	410	
34%	41%	47%	52%	100%	53%	66%	69%	100%	41%	36%	47%	47%	41%	30%	
34%	80%	65% <b>mu</b>	55% <b>mnu</b>	81% <b>mnoqrstu</b>	39% <b>mnu</b>	27% <b>mnoqu</b>	30% <b>mnoqu</b>	27% <b>mnoqrstu</b>	100%	21% <b>xz</b>	32% <b>vz</b>	13% <b>vz</b>	41% <b>xz</b>	59%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 30

**QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment?**  
**MULTI CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
PlayStation 4	428 18%	281 24%	147 12%	199 17%	229 19%	109 31%	130 33%	88 22%	74 18%	20 6%	6 1%	77 15%	135 18%	98 19%	118 19%	212 17%	216 15%	243 30%	185 12%	212 30%	216 13%	253 21%	176 15%
		66%	34%	47%	53%	26%efgh	30%efgh	21%gh	17%gh	5%h		2%	18%	31%	23%	28%	50%	57%p	43%	49%r	51%	59%t	41%
Nintendo Wii	341 14%	260 22%	80 7%	139 12%	201 16%	67 19%	45 11%	93 23%	66 16%	48 14%	22 4%	78 15%	98 13%	88 17%	77 13%	176 14%	165 15%	183 23%	158 10%	156 22%	185 11%	189 16%	152 13%
		76%	24%	41%	59%a	20%dh	13%h	27%dfgh	19%h	14%h		6%	23%	29%	26%i	23%	52%	54%p	46%	46%r	54%	55%t	45%
Xbox 360	334 14%	211 18%	123 10%	134 12%	200 16%	73 21%	69 18%	77 19%	70 17%	31 9%	15 3%	56 11%	104 14%	88 17%	86 14%	160 13%	173 15%	194 24%	140 9%	161 23%	173 10%	190 16%	142 12%
		63%	37%	40%	60%a	22%gh	21%gh	23%gh	21%gh	9%h		4%	17%	31%	26%i	26%	48%	58%p	42%	48%r	52%	57%t	43%
Xbox One	309 13%	193 16%	116 10%	129 11%	181 15%	67 19%	80 20%	85 21%	56 14%	20 6%	3 1%	61 12%	88 12%	83 16%	77 12%	149 12%	160 14%	200 25%	109 7%	176 25%	133 8%	191 16%	118 10%
		62%	38%	42%	58%a	22%gh	26%fgh	27%fgh	18%gh	6%h		1%	20%	29%	27%j	25%	48%	65%p	35%	57%r	43%	62%t	38%
PlayStation 3	253 11%	168 14%	85 7%	116 10%	137 11%	59 17%	67 17%	58 14%	46 11%	20 6%	3 1%	46 9%	80 11%	63 12%	63 10%	126 10%	126 11%	133 16%	119 8%	114 16%	139 8%	157 13%	96 8%
		66%	34%	46%	54%	23%fgh	26%fgh	23%gh	18%gh	8%h		1%	18%	32%	25%	50%	50%	53%p	47%	45%r	55%	62%t	38%
Nintendo Wii U	56 2%	43 4%	13 1%	24 2%	32 3%	12 3%	16 4%	14 3%	10 2%	3 1%	* 1%	18 3%	16 2%	13 3%	9 1%	34 3%	22 2%	39 5%	17 1%	33 5%	23 1%	32 3%	24 2%
		77%	23%	44%	56%	22%gh	29%gh	25%gh	18%h			1%	32%i	28%	24%	16%	60%	69%p	31%	58%r	42%	57%	43%
None of these	1300 54%	508 43%	791 66%	687 59%	613 50%	112 32%	125 32%	170 42%	199 49%	254 74%	440 90%	321 60%	390 53%	242 48%	347 56%	710 56%	589 53%	216 27%	1083 69%	194 28%	1106 66%	548 46%	750 63%
		39%	61%	53%b	47%	9%	10%	13%cd	15%cd	20%cd	34%cd	25%jk	30%	19%	27%k	55%	45%	17%	83%o	15%	85%q	42%	58%u
Don't know	35 1%	23 2%	12 1%	16 1%	19 2%	3 1%	7 2%	7 2%	6 2%	1 *	11 2%	5 1%	9 1%	8 2%	13 2%	14 1%	21 2%	10 1%	25 2%	6 1%	29 2%	14 1%	19 2%
		65%	35%	45%	55%	8%	19%	21%	18%	4%	31%g	16%	26%	23%	36%	41%	59%	28%	72%	17%	83%	40%	55%
Net: Any	1051 44%	662 55%	389 33%	458 39%	593 48%	236 67%	260 66%	229 56%	202 50%	89 26%	36 7%	204 38%	337 46%	256 51%	255 41%	541 43%	510 46%	583 72%	468 30%	498 71%	553 33%	626 53%	423 35%
		63%	37%	44%	56%a	22%efgh	25%efgh	22%gh	19%gh	8%h		3%	19%	32%i	24%il	24%	51%	55%p	45%	47%r	53%	60%t	40%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 30

**QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment?**  
**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
PlayStation 4	428	422	6	368	60	401	27	365	37	19	7	22	42	36	34	41	38	43	52	56
	18%	20%	3%	23%	8%	21%	6%	18%	17%	13%	13%	23%	16%	19%	20%	20%	17%	21%	16%	19%
		98%b	2%	86% <b>d</b>	14%	94% <b>f</b>	6%	85%	9%	4%	2%	5%	10%	8%	10%	9%	10%	12%	13%	13%
Nintendo Wii	341	329	8	297	44	323	18	274	35	24	7	12	35	28	28	30	37	20	45	39
	14%	15%	3%	17%	6%	17%	4%	14%	16%	17%	14%	13%	13%	14%	16%	14%	17%	10%	14%	13%
		97% <b>b</b>	2%	87% <b>d</b>	13%	95% <b>f</b>	5%	80%	10%	7%	2%	4%	10%	8%	8%	9%	11%	6%	13%	12%
Xbox 360	334	323	8	274	60	306	28	270	35	23	7	14	37	26	28	31	23	37	44	32
	14%	15%	3%	17%	8%	16%	6%	14%	16%	16%	12%	14%	14%	13%	17%	15%	10%	18%	14%	11%
		97% <b>b</b>	2%	82% <b>d</b>	18%	92% <b>f</b>	8%	81%	10%	7%	2%	4%	11%	8%	8%	9%	7%	11% <b>s</b>	13%	9%
Xbox One	309	305	4	260	49	293	16	258	23	18	11	15	45	19	33	28	29	22	38	30
	13%	14%	2%	16%	6%	15%	3%	13%	11%	13%	20%	16%	17%	10%	19%	14%	13%	11%	12%	10%
		99% <b>b</b>	1%	84% <b>d</b>	16%	95% <b>f</b>	5%	83%	7%	6%	4% <b>ph</b>	5%	14% <b>ms</b>	6%	11% <b>mqr</b> s	9%	9%	7%	12%	10%
PlayStation 3	253	247	6	210	43	238	15	207	21	18	6	9	29	13	25	27	28	18	19	40
	11%	12%	2%	13%	6%	12%	3%	10%	10%	13%	12%	9%	11%	6%	15%	13%	13%	9%	6%	13%
		98% <b>b</b>	2%	83% <b>d</b>	17%	94% <b>f</b>	6%	82%	8%	7%	3%	3%	11%	5%	10% <b>mr</b>	11% <b>mr</b>	11% <b>r</b>	7%	8%	16% <b>mr</b>
Nintendo Wii U	56	56	-	49	7	55	1	47	4	4	1	2	9	5	7	2	4	5	6	8
	2%	3%	-	3%	1%	3%	*	2%	2%	3%	2%	2%	3%	2%	4%	1%	2%	2%	2%	3%
		100% <b>b</b>	-	87% <b>d</b>	13%	98% <b>f</b>	2%	84%	8%	7%	2%	4%	15%	9%	12%	4%	6%	8%	11%	15%
None of these	1300	1072	224	719	581	917	383	1074	124	71	30	56	144	116	75	107	120	107	181	168
	54%	50%	91%	45%	75%	48%	81%	54%	57%	50%	55%	57%	55%	59%	45%	52%	55%	53%	56%	56%
		82%	17% <b>a</b>	55%	45% <b>c</b>	71%	29% <b>e</b>	83%	10%	5%	2%	4%	11%	9% <b>n</b>	6%	8%	9%	8%	14% <b>n</b>	13% <b>n</b>
Don't know	35	31	2	16	20	21	14	28	6	1	-	2	6	1	4	-	1	-	6	9
	1%	1%	1%	1%	3%	1%	3%	1%	3%	1%	-	2%	2%	1%	2%	-	1%	-	2%	3%
		89%	5%	45%	55% <b>c</b>	61%	39% <b>e</b>	80%	17%	3%	-	6%	16%	3%	10%	-	4%	-	17%	24% <b>oq</b>
Net: Any	1051	1025	22	876	175	976	75	871	87	69	25	40	113	78	90	100	95	93	135	124
	44%	48%	9%	54%	23%	51%	16%	44%	40%	49%	45%	41%	43%	40%	53%	48%	44%	47%	42%	41%
		97% <b>b</b>	2%	83% <b>d</b>	17%	93% <b>f</b>	7%	83%	8%	7%	2%	4%	11%	7%	9% <b>mrs</b>	10%	9%	9%	13%	12%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 30

**QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment?**  
**MULTI CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
PlayStation 4	428 18%	71 18% 17%	357 18% 83%	243 23% 57% <b>df</b>	149 14% 35% <b>f</b>	55 25% 13% <b>df</b>	58 9% 14%	335 23% 78% <b>df</b>	295 26% 69% <b>l</b>	127 11% 30%	270 28% 63% <b>l</b>	402 24% 94% <b>l</b>	26 4% 6%
Nintendo Wii	341 14%	67 17% 20%	273 14% 80%	175 17% 51% <b>f</b>	159 15% 47% <b>f</b>	55 25% 16% <b>cdfg</b>	57 9% 17%	247 17% 72% <b>f</b>	203 18% 59% <b>l</b>	135 11% 40%	183 19% 54% <b>l</b>	315 18% 92% <b>l</b>	26 4% 8%
Xbox 360	334 14%	63 16% 19%	271 14% 81%	179 17% 53% <b>f</b>	144 14% 43% <b>f</b>	46 21% 14% <b>df</b>	50 8% 15%	249 17% 75% <b>f</b>	192 17% 58% <b>l</b>	137 12% 41%	174 18% 52% <b>l</b>	304 18% 91% <b>l</b>	30 4% 9%
Xbox One	309 13%	47 12% 15%	263 13% 85%	170 16% 55% <b>df</b>	121 12% 39% <b>f</b>	40 18% 13% <b>df</b>	39 6% 13%	250 17% 81% <b>df</b>	209 19% 67% <b>l</b>	97 8% 31%	198 20% 64% <b>l</b>	296 17% 96% <b>l</b>	13 2% 4%
PlayStation 3	253 11%	45 11% 18%	208 10% 82%	138 13% 54% <b>f</b>	108 10% 43% <b>f</b>	35 16% 14% <b>df</b>	40 6% 16%	184 13% 73% <b>f</b>	152 14% 60% <b>l</b>	96 8% 38%	142 15% 56% <b>l</b>	232 14% 92% <b>l</b>	20 3% 8%
Nintendo Wii U	56 2%	17 4% 29% <b>b</b>	39 2% 71%	31 3% 55% <b>f</b>	22 2% 39% <b>f</b>	10 4% 17% <b>f</b>	6 1% 11%	41 3% 74% <b>f</b>	29 3% 51%	27 2% 49%	28 3% 51%	56 3% 100% <b>l</b>	- - -
None of these	1300 54%	202 51% 16%	1098 55% 84%	477 45% 37%	603 58% 46% <b>ceg</b>	93 42% 7%	455 72% 35% <b>cddeg</b>	666 46% 51%	456 41% 35%	791 67% 61% <b>hj</b>	367 38% 28%	727 43% 56%	573 84% 44% <b>k</b>
Don't know	35 1%	8 2% 22%	28 1% 78%	17 2% 49%	11 1% 30%	2 1% 5%	7 1% 20%	20 1% 57%	13 1% 37%	17 1% 50%	10 1% 29%	20 1% 57%	15 2% 43%
Net: Any	1051 44%	189 47% 18%	862 43% 82%	563 53% 54% <b>df</b>	418 41% 40% <b>f</b>	127 57% 12% <b>df</b>	166 26% 16%	774 53% 74% <b>df</b>	651 58% 62% <b>l</b>	379 32% 36%	595 61% 57% <b>l</b>	958 56% 91% <b>l</b>	93 14% 9%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 30

**QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment?**  
**MULTI CODE**

**Base: All respondents**

	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
428 18%	313 23%	270 28%	355 48%	169 30%	160 31%	97 35%	123 41%	60 32%	402 24%	81 18%	118 23%	53 26%	154 21%	274 17%
	73%	63% <b>mu</b>	83% <b>mnpqrstu</b>	39% <b>mu</b>	37% <b>mu</b>	23% <b>mnu</b>	29% <b>mnpqtu</b>	14% <b>mu</b>	94%	19%	27% <b>z</b>	12% <b>vz</b>	36% <b>z</b>	64%
341 14%	241 18%	183 19%	198 27%	148 26%	116 23%	63 23%	76 26%	38 20%	315 18%	65 15%	89 18%	36 18%	113 15%	228 14%
	71%	54%	58% <b>mnu</b>	44% <b>mnu</b>	34% <b>m</b>	19%	22% <b>mnu</b>	11%	92%	19%	26%	10%	33%	67%
334 14%	239 18%	174 18%	235 32%	131 23%	129 25%	66 24%	68 23%	43 22%	304 18%	67 15%	81 16%	34 17%	114 15%	219 13%
	72%	52%	70% <b>mnpqrstu</b>	39% <b>mnu</b>	39% <b>mnu</b>	20% <b>mnu</b>	20%	13%	91%	20%	24%	10%	34%	66%
309 13%	235 18%	198 20%	259 35%	124 22%	120 23%	59 21%	71 24%	48 25%	296 17%	47 10%	73 14%	33 16%	93 12%	216 13%
	76%	64%	84% <b>mnpqrstu</b>	40% <b>mu</b>	39% <b>mu</b>	19%	23% <b>mu</b>	16% <b>mu</b>	96%	15%	24%	11%	30%	70%
253 11%	185 14%	142 15%	182 25%	97 17%	85 16%	53 19%	68 23%	35 18%	232 14%	49 11%	77 15%	40 20%	93 12%	159 10%
	73%	56%	72% <b>mnpqu</b>	38% <b>u</b>	33%	21% <b>mu</b>	27% <b>mnpqu</b>	14%	92%	19%	30% <b>z</b>	16% <b>vvyz</b>	37%	63%
56 2%	42 3%	28 3%	51 7%	30 5%	28 5%	16 6%	16 5%	10 5%	56 3%	13 3%	12 2%	9 4%	19 2%	37 2%
	74%	51%	91% <b>mnu</b>	53% <b>mnu</b>	50% <b>mnu</b>	28% <b>mn</b>	29% <b>n</b>	17%	100%	23%	22%	16%	33%	67%
1300 54%	579 43%	367 38%	-	174 31%	157 31%	97 35%	69 23%	56 30%	727 43%	264 59%	232 46%	85 43%	399 53%	901 55%
	45% <b>nopqrst</b>	28% <b>opqst</b>	-	13% <b>os</b>	12% <b>os</b>	7% <b>os</b>	5% <b>o</b>	4% <b>o</b>	56% <b>nopqrst</b>	20% <b>wx</b>	18%	7%	31% <b>wx</b>	69% <b>wx</b>
35 1%	17 1%	10 1%	-	5 1%	5 1%	2 1%	3 1%	5 3%	20 1%	3 8%	4 13%	2 6%	6 16%	30 84%
	47% <b>o</b>	29% <b>o</b>	-	14% <b>o</b>	14% <b>o</b>	5% <b>o</b>	8% <b>o</b>	14% <b>o</b>	57% <b>o</b>					
1051 44%	745 56%	595 61%	733 100%	384 68%	352 69%	181 65%	227 76%	129 68%	958 56%	179 40%	268 53%	111 56%	347 46%	704 43%
	71%	57% <b>mu</b>	70% <b>mnpqrstu</b>	37% <b>mnu</b>	34% <b>mnu</b>	17% <b>mu</b>	22% <b>mnpqru</b>	12% <b>mu</b>	91%	17%	26% <b>vvyz</b>	11% <b>vvyz</b>	33%	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 31

Absolutes/col percents/row percents 19 Apr 2018

**QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months?**  
**MULTI CODE**

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
PlayStation 4	388 17%	261 23% 67%	127 11% 33%	182 16% 47%	205 17% 53%	94 30% 24%efgh	126 33% 33%efgh	83 21% 21%gh	62 16% 16%gh	16 5% 4%h	5 1% 1%	70 14% 18%	124 18% 32%	82 16% 21%	111 19% 29%l	194 16% 50%	193 18% 50%	226 29% 58%p	162 11% 42%	196 29% 51%r	191 12% 49%	227 20% 59%t	160 14% 41%
Xbox One	271 12%	167 15% 62%	104 9% 38%	116 10% 43%	155 13% 57%	59 19% 22%fgh	74 20% 27%fgh	76 19% 28%fgh	45 11% 17%gh	17 5% 6%h	1 * *	55 11% 20%	82 12% 30%	74 15% 27%l	60 10% 22%	137 11% 51%	134 12% 49%	176 22% 65%p	95 6% 35%	155 23% 57%r	116 7% 43%	173 15% 64%t	98 9% 36%
Xbox 360	239 10%	143 13% 60%	95 8% 40%	103 9% 43%	136 12% 57%	53 17% 22%fgh	51 14% 21%gh	59 15% 25%gh	44 11% 18%gh	19 6% 8%	13 3% 5%	39 8% 16%	76 11% 32%	64 13% 27%l	59 10% 25%	115 9% 48%	124 11% 52%	146 18% 61%p	93 6% 39%	122 18% 51%r	117 7% 49%	137 12% 57%t	102 9% 43%
Nintendo Wii	189 8%	145 13% 77%	44 4% 23%	86 8% 46%	103 9% 54%	41 13% 22%cdgh	21 6% 11%	58 15% 30%dfgh	34 8% 18%h	22 6% 11%h	14 3% 7%	48 9% 25%	52 7% 27%	42 8% 22%	48 8% 25%	100 8% 53%	89 8% 47%	105 13% 56%p	84 6% 44%	92 13% 49%r	97 6% 51%	113 10% 60%t	76 7% 40%
PlayStation 3	185 8%	125 11% 68%	60 5% 32%	93 8% 51%	91 8% 49%	47 15% 25%fgh	48 13% 26%fgh	39 10% 21%gh	31 8% 17%h	17 5% 9%h	3 1% 2%	34 7% 18%	57 8% 31%	47 9% 25%	47 8% 25%	91 7% 49%	94 9% 51%	87 11% 47%p	97 6% 53%	73 11% 40%r	111 7% 60%	118 10% 64%t	67 6% 36%
Nintendo Wii U	47 2%	36 3% 77%	11 1% 23%	20 2% 43%	27 2% 57%	9 3% 20%gh	14 4% 29%gh	13 3% 28%gh	9 2% 20%gh	1 * 2%	* 1% 1%	16 3% 35%	13 2% 27%	10 2% 20%	9 1% 18%	29 2% 61%	18 2% 39%	35 4% 74%p	12 1% 26%	30 4% 64%r	17 1% 36%	27 2% 58%	20 2% 42%
None of these	127 5%	66 6% 52%	61 5% 48%	52 5% 41%	75 6% 59%	21 7% 17%dh	11 3% 9%	29 7% 23%dh	35 9% 28%dh	22 7% 17%dh	8 2% 6%	31 6% 24%	37 5% 29%	31 6% 25%	28 5% 22%	68 6% 54%	59 5% 46%	57 7% 45%p	70 5% 55%	48 7% 38%r	79 5% 62%	75 6% 59%	52 5% 41%
No games consoles in household/DK	1278 55%	496 43% 39%	782 67% 61%	679 60% 53%b	599 51% 47%	95 30% 7%	119 32% 9%	168 42% 13%cd	200 50% 16%cde	250 74% 20%cdef	446 93% 35%cddef	315 61% 29%	368 53% 19%	245 49% 27%k	350 59% 27%k	682 56% 53%	595 54% 47%	217 27% 17%	1060 70% 63%o	193 28% 15%	1085 67% 85%q	539 46% 42%	736 64% 58%u
Net: Any	891 39%	569 50% 64%	322 28% 36%	392 35% 44%	499 42% 56%a	197 63% 22%efgh	244 65% 27%efgh	196 50% 22%fgh	164 41% 18%gh	63 19% 7%h	27 6% 3%	172 33% 19%	285 41% 32%l	215 43% 24%	219 37% 25%	457 38% 51%	434 40% 49%	513 65% 58%p	378 25% 42%	440 64% 49%r	451 28% 51%	541 47% 61%t	350 31% 39%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 31

Absolutes/col percents/row percents 19 Apr 2018

**QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months?**  
**MULTI CODE**

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
PlayStation 4	388	382 17%	5 1%	341 22%	47 6%	369 20%	19 4%	330 17%	33 16%	18 14%	6 12%	17 17%	38 15%	34 18%	32 19%	38 19%	32 15%	37 19%	48 15%	54 19%
		99%b		88% <b>d</b>		95% <b>f</b>	5%	85%	8%	5%	2%	4%	10%	9%	8%	10%	8%	10%	12%	14%
Xbox One	271	268 12%	3 1%	230 15%	41 6%	257 14%	14 3%	223 12%	21 10%	16 12%	10 19%	15 15%	38 15%	15 8%	29 17%	25 13%	20 12%	35 10%	22 11%	8 8%
		99%b		85% <b>d</b>	15%	95% <b>f</b>	5%	82%	8%	6%	4% <b>gh</b>	5% <b>s</b>	14% <b>s</b>	6%	11% <b>ms</b>	9%	9%	7%	13%	8%
Xbox 360	239	233 10%	5 2%	201 13%	38 5%	226 12%	13 3%	192 10%	26 13%	16 12%	4 8%	14 15%	29 11%	21 11%	17 10%	23 12%	13 6%	25 13%	32 10%	18 6%
		97% <b>b</b>		84% <b>d</b>	16%	94% <b>f</b>	6%	80%	11%	7%	2%	6% <b>ps</b>	12%	9%	7%	10%	6%	10% <b>s</b>	13%	8%
Nintendo Wii	189	183 8%	5 2%	168 9%	21 2%	184 10%	5 3%	152 8%	19 9%	16 12%	3 6%	6 3%	19 7%	15 8%	19 11%	19 10%	20 10%	11 6%	26 14%	17 9%
		97% <b>b</b>		89% <b>d</b>	11%	97% <b>f</b>	3%	80%	10%	8%	2%	6%	10%	8%	10%	10%	11%	6%	14%	9%
PlayStation 3	185	179 8%	6 3%	158 10%	27 4%	177 10%	7 2%	154 8%	16 7%	11 8%	4 2%	6 7%	19 8%	9 5%	20 12%	17 9%	23 11%	15 8%	14 4%	30 11%
		97% <b>b</b>		86% <b>d</b>	14%	96% <b>f</b>	4%	83%	8%	6%	2%	3%	10%	5%	11% <b>mr</b>	9%	12% <b>r</b>	8%	11% <b>c</b>	16% <b>mr</b>
Nintendo Wii U	47	47 2%	- -	40 3%	7 1%	46 2%	1 *	38 2%	4 2%	3 2%	1 2%	2 2%	5 2%	5 3%	6 3%	2 1%	2 1%	5 2%	6 2%	6 2%
		100% <b>b</b>		85% <b>d</b>	15%	98% <b>f</b>	2%	82%	9%	7%	2%	4%	10%	10%	12%	4%	3%	10%	14%	14%
None of these	127	121 5%	5 2%	96 6%	31 4%	105 6%	22 5%	99 7%	14 7%	10 8%	3 6%	4 4%	9 4%	7 4%	7 4%	13 7%	10 5%	12 6%	21 7%	16 6%
		96%	4%	75%	25%	82%	18%	78%	11%	8%	3%	3%	7%	6%	6%	10%	8%	10%	16%	12%
No games consoles in household/DK	1278	1058 55%	216 92%	711 45%	566 78%	897 48%	381 85%	1055 83%	124 59%	68 51%	30 55%	58 5%	145 11%	109 9%	79 6%	99 8%	120 9%	105 8%	177 14%	162 13%
		83%	17% <b>a</b>	56%	44% <b>c</b>	70%	30% <b>c</b>													
Net: Any	891	875 39%	15 2%	765 86%	126 14%	848 95%	43 5%	744 84%	70 8%	56 6%	21 2%	34 4%	103 12%	68 8%	82 9%	85 10%	79 9%	78 9%	112 13%	104 12%
		98% <b>b</b>		86% <b>d</b>		95% <b>f</b>									9% <b>mrs</b>					

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 31

Absolutes/col percents/row percents 19 Apr 2018

**QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months?**  
**MULTI CODE**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
PlayStation 4	388	64	323	226	136	50	50	309	277	111	252	372	15
	17%	16%	17%	21%	13%	22%	8%	21%	25%	9%	26%	22%	3%
		17%	83%	58%df	35%f	13%df	13%	80%df	71%l	29%	65%l	96%l	4%
Xbox One	271	42	229	154	105	37	34	222	187	84	176	265	6
	12%	11%	12%	15%	10%	17%	5%	15%	17%	7%	18%	16%	1%
		15%	85%	57%df	39%f	14%df	13%	82%df	69%l	31%	65%l	98%l	2%
Xbox 360	239	50	189	132	106	34	35	184	146	93	131	226	12
	10%	13%	10%	12%	10%	15%	6%	13%	13%	8%	13%	13%	2%
		21%	79%	55%f	45%f	14%df	15%	77%l	61%l	39%	55%l	95%l	5%
Nintendo Wii	189	40	149	101	93	37	29	139	121	67	110	180	9
	8%	10%	8%	10%	9%	17%	5%	10%	11%	6%	11%	11%	1%
		21%	79%	53%f	49%f	20%cdfg	15%	74%f	64%l	36%	58%l	95%l	5%
PlayStation 3	185	38	147	107	85	28	30	133	117	68	111	177	8
	8%	10%	8%	10%	8%	13%	5%	9%	10%	6%	11%	10%	1%
		20%	80%	58%f	46%f	15%f	16%	72%l	63%l	37%	60%l	96%l	4%
Nintendo Wii U	47	14	33	26	18	8	4	35	24	23	24	47	-
	2%	4%	2%	2%	2%	4%	1%	2%	2%	2%	2%	3%	-
		29%b	71%	55%f	39%	17%f	9%	74%f	51%	49%	51%	100%l	-
None of these	127	15	112	54	64	6	38	79	60	67	52	96	31
	5%	4%	6%	5%	6%	3%	6%	5%	5%	6%	5%	6%	5%
		12%	88%	43%	50%	5%	30%	62%	47%	53%	41%	76%	24%
No games consoles in household/DK	1278	203	1074	495	613	95	462	686	469	809	378	747	531
	55%	52%	56%	47%	59%	43%	74%	47%	42%	68%	39%	44%	88%
		16%	84%	39%	48%ceg	7%	36%cddeg	54%	37%	63%hj	30%	58%	42%k
Net: Any	891	170	721	503	348	119	126	688	586	306	539	853	38
	39%	44%	38%	48%	34%	54%	20%	47%	52%	26%	55%	50%	6%
		19%b	81%	56%df	39%f	13%df	14%	77%df	66%l	34%	60%l	96%l	4%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 31

**QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months?**

**MULTI CODE**

**Base: All with any working TV set in the home**

	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
388 17%	296 22% 76%	252 26%	344 47%	158 28%	151 29%	92 33%	116 39%	56 29%	372 22% 96%	72 16% 18%	104 21% 27% <b>z</b>	49 24% 13% <b>vz</b>	140 19% 36%	247 16% 64%
271 12%	210 16% 77%	176 18% 65%	250 34% 92% <b>mnpqrstu</b>	113 20% 42% <b>mu</b>	109 21% 40% <b>mu</b>	54 19% 20%	63 21% 23% <b>mu</b>	43 23% 16% <b>mu</b>	265 16% 98%	40 9% 15%	59 12% 22%	26 13% 10%	79 10% 29%	192 12% 71%
239 10%	180 13% 75%	131 13% 55%	190 26% 80% <b>mnpqrstu</b>	95 17% 40% <b>u</b>	96 19% 40% <b>mnu</b>	49 18% 21%	48 16% 20%	32 17% 13%	226 13% 95%	43 10% 18%	57 11% 24%	22 11% 9%	77 10% 32%	161 10% 68%
189 8%	149 11% 79%	110 11% 58%	128 17% 68% <b>mnu</b>	87 15% 46% <b>mnu</b>	74 14% 39% <b>u</b>	48 17% 25% <b>mnu</b>	50 17% 26% <b>mnu</b>	25 13% 13%	180 11% 95%	32 7% 17%	57 11% 30% <b>z</b>	23 11% 12%	66 9% 35%	123 8% 65%
185 8%	140 10% 76%	111 11% 60%	150 20% 81% <b>mnpqu</b>	70 12% 38%	68 13% 37%	44 16% 24% <b>mu</b>	56 19% 30% <b>mnpu</b>	31 16% 17% <b>mu</b>	177 10% 96%	33 7% 18%	53 10% 29% <b>z</b>	32 16% 17% <b>vvyz</b>	69 9% 37%	116 7% 63%
47 2%	34 3% 73%	24 2% 51%	45 6% 95% <b>mnu</b>	26 5% 55% <b>mnu</b>	21 4% 45%	11 4% 24%	12 4% 25%	9 5% 19%	47 3% 100%	12 3% 25%	10 2% 22%	7 3% 15%	17 2% 36%	30 2% 64%
127 5%	66 5% 52% <b>or</b>	52 5% 41% <b>or</b>	- - - 27% <b>or</b>	34 6% 18% <b>or</b>	23 5% 18% <b>or</b>	4 2% 3% <b>o</b>	11 4% 9% <b>o</b>	9 5% 7% <b>o</b>	96 6% 76% <b>or</b>	25 6% 20%	33 7% 26%	9 5% 7%	42 6% 33%	85 5% 67%
1278 55%	596 44% 47% <b>nopqrst</b>	378 39% 30% <b>opqrs</b>	- - - 14% <b>os</b>	179 32% 13% <b>os</b>	162 31% 13% <b>os</b>	99 35% 8% <b>os</b>	72 24% 6% <b>o</b>	61 32% 5% <b>o</b>	747 44% 58% <b>nopqrst</b>	267 60% 21% <b>wx</b>	237 47% 19%	88 44% 7%	405 54% 32% <b>wx</b>	873 56% 68% <b>wx</b>
891 39%	675 50% 76%	539 55% 60% <b>mu</b>	733 100% 82% <b>mnpqrstu</b>	348 62% 39% <b>mnu</b>	328 64% 37% <b>mnu</b>	176 63% 20% <b>mnu</b>	216 72% 24% <b>mnpqrstu</b>	120 63% 13% <b>mu</b>	853 50% 96%	151 34% 17%	232 46% 26% <b>vz</b>	102 51% 11% <b>vvyz</b>	302 40% 34% <b>v</b>	589 38% 66%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 32

**QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?**

**IF NECESSARY – This would include playing games**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with any working TV set in the home and home broadband service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2113	1212 57%	901 43%	988 47%	1125 53%	286 14%	363 17%	412 19%	396 19%	304 14%	352 17%	546 26%	650 31%	417 20%	500 24%	1196 57%	917 43%	794 38%	1319 62%	698 33%	1415 67%	1285 61%	825 39%
Weighted base	2067	1117 54%	950 46%	1001 48%	1066 52%	295 14%	360 17%	367 18%	383 19%	309 15%	353 17%	500 24%	637 31%	453 22%	476 23%	1137 55%	929 45%	758 37%	1308 63%	657 32%	1410 68%	1109 54%	956 46%
Effective base	1784	1048	749	822	967	247	312	360	335	262	277	466	555	347	425	1020	767	679	1107	597	1189	1117	707
PlayStation 4	335 16%	232 21% 69%	103 11% 31%	165 16% 49%	169 16% 51%	77 26% 23% <b>fgh</b>	111 31% 33% <b>efgh</b>	71 19% 21% <b>gh</b>	59 15% 18% <b>gh</b>	12 4% 3%	5 1% 2%	61 12% 18%	106 17% 32% <b>i</b>	71 16% 21%	96 20% 29% <b>l</b>	167 15% 50%	167 18% 50%	196 26% 59% <b>p</b>	138 11% 41%	172 26% 51% <b>r</b>	163 12% 49%	202 18% 60% <b>t</b>	133 14% 40%
Xbox One	246 12%	154 14% 62%	92 10% 38%	109 11% 44%	137 13% 56%	53 18% 21% <b>fgh</b>	67 18% 27% <b>fgh</b>	69 19% 28% <b>fgh</b>	42 11% 17% <b>gh</b>	15 5% 6% <b>h</b>	1 * *	51 10% 21%	78 12% 32%	64 14% 26%	53 11% 22%	129 11% 52%	117 13% 48%	158 21% 64% <b>p</b>	88 7% 36%	137 26% 56% <b>r</b>	109 8% 44%	159 14% 64% <b>t</b>	88 9% 36%
Xbox 360	164 8%	105 9% 64%	59 6% 36%	80 8% 49%	85 8% 51%	39 13% 24% <b>fgh</b>	36 10% 22% <b>gh</b>	41 11% 25% <b>gh</b>	30 8% 18% <b>gh</b>	12 4% 7%	5 1% 3%	25 5% 15%	59 9% 36% <b>i</b>	43 9% 26% <b>i</b>	37 8% 22%	85 7% 51%	80 9% 49%	99 13% 60% <b>p</b>	66 5% 40%	78 12% 47% <b>r</b>	87 6% 53%	99 9% 60%	65 7% 40%
PlayStation 3	130 6%	94 8% 72%	37 4% 28%	68 7% 52%	63 6% 46%	34 11% 25% <b>fgh</b>	40 11% 30% <b>fgh</b>	26 7% 20% <b>gh</b>	19 5% 14% <b>h</b>	10 3% 7% <b>h</b>	2 1% 2%	26 5% 20%	46 7% 35%	28 6% 21%	31 7% 24%	72 6% 55%	59 6% 45%	67 9% 51% <b>p</b>	64 5% 49%	54 8% 41% <b>r</b>	77 5% 59%	88 8% 68% <b>t</b>	42 4% 32%
Nintendo Wii	86 4%	69 6% 80%	17 2% 20%	43 4% 50%	43 4% 50%	16 5% 19% <b>h</b>	13 4% 15% <b>h</b>	27 7% 32% <b>dfh</b>	15 4% 17% <b>h</b>	13 4% 15% <b>h</b>	2 1% 2%	26 5% 30%	22 3% 26%	20 4% 23%	19 4% 22%	48 4% 55%	38 4% 45%	48 6% 57% <b>p</b>	37 3% 43%	43 7% 51% <b>r</b>	42 3% 49%	55 5% 64%	31 3% 36%
Nintendo Wii U	37 2%	28 3% 78%	8 1% 22%	16 2% 44%	20 2% 56%	7 2% 18% <b>gh</b>	12 3% 33% <b>gh</b>	10 3% 27% <b>gh</b>	7 2% 20% <b>gh</b>	- - -	* - 1%	11 2% 31%	9 1% 26%	9 2% 25%	7 1% 18%	21 2% 57%	16 2% 43%	27 4% 74% <b>p</b>	10 1% 26%	24 4% 67% <b>r</b>	12 1% 33%	21 2% 57%	16 2% 43%
None of these	131 6%	74 7% 56%	57 6% 44%	42 4% 32%	89 8% 68% <b>a</b>	24 8% 18% <b>h</b>	22 6% 18% <b>h</b>	24 7% 19%	31 8% 24% <b>h</b>	15 5% 11%	14 4% 11%	23 5% 17%	30 5% 23%	37 8% 28% <b>ij</b>	40 8% 31% <b>ij</b>	53 5% 41%	77 8% 59% <b>m</b>	65 9% 50% <b>p</b>	65 5% 50%	57 9% 44% <b>r</b>	74 5% 56%	61 6% 47%	69 7% 53%
No games consoles in household/DK	1058 51%	479 43% 45%	580 61% 55%	562 56% 63% <b>b</b>	496 47% 47%	79 27% 7%	110 30% 10%	145 40% 14% <b>cd</b>	183 48% 17% <b>cde</b>	222 72% 21% <b>cdef</b>	318 90% 30% <b>cdef</b>	297 59% 28% <b>kl</b>	323 51% 30%	201 44% 19%	238 50% 22%	619 54% 59% <b>n</b>	439 47% 41%	196 26% 18%	862 66% 82% <b>o</b>	175 27% 17%	884 63% 83% <b>q</b>	492 44% 46%	564 59% 53% <b>s</b>
Net: Any consoles connected to broadband and TV set	733 35%	482 43% 66%	251 26% 34%	337 34% 46%	396 37% 54%	166 56% 23% <b>efgh</b>	213 59% 29% <b>efgh</b>	165 45% 22% <b>fgh</b>	131 34% 18% <b>gh</b>	46 15% 6% <b>h</b>	12 3% 2%	145 29% 20%	243 38% 33% <b>i</b>	174 38% 24% <b>i</b>	171 36% 23% <b>i</b>	388 34% 53%	345 37% 47%	434 57% 59% <b>p</b>	299 23% 41%	371 57% 51% <b>r</b>	362 26% 49%	466 42% 64% <b>t</b>	267 28% 36%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 32

**QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?**

**IF NECESSARY – This would include playing games**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with any working TV set in the home and home broadband service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2113	2113	-	1614	499	1870	243	1492	195	222	204	74	208	148	133	166	124	143	243	253
		100%	-	76%	24%	88%	12%	71%	9%	11%	10%	4%	10%	7%	6%	8%	6%	7%	12%	12%
Weighted base	2067	2067	-**	1567	500	1813	254	1720	173	124	50	86*	235	156	152	180	194	179	286	251
		100%	-**	76%	24%	88%	12%	83%	8%	6%	2%	4%*	11%	8%	7%	9%	9%	9%	14%	12%
Effective base	1784	1784	-	1369	416	1580	205	1386	180	205	142	71	195	140	126	159	117	132	229	241
PlayStation 4	335	335	-	298	37	322	12	287	25	17	6	15	35	26	27	34	31	30	42	47
	16%	16%	-	19%	7%	18%	5%	17%	15%	13%	12%	17%	15%	16%	18%	19%	16%	17%	15%	19%
	100%	-		89% <b>d</b>	11%	96% <b>f</b>	4%	86%	8%	5%	2%	4%	10%	8%	8%	10%	9%	9%	13%	14%
Xbox One	246	246	-	210	36	235	11	203	20	14	9	14	35	15	28	20	21	17	34	18
	12%	12%	-	13%	7%	13%	4%	12%	12%	11%	19%	16%	15%	10%	18%	11%	11%	10%	12%	7%
	100%	-		85% <b>d</b>	15%	95% <b>f</b>	5%	83%	8%	6%	4% <b>gl</b>	6% <b>s</b>	14% <b>ss</b>	6%	11% <b>qs</b>	8%	9%	7%	14%	7%
Xbox 360	164	164	-	143	21	158	7	131	18	13	3	11	19	17	10	12	6	22	20	14
	8%	8%	-	9%	4%	9%	3%	8%	11%	10%	6%	12%	8%	11%	7%	7%	3%	12%	7%	5%
	100%	-		87% <b>d</b>	13%	96% <b>f</b>	4%	79%	11%	8%	2%	7% <b>ps</b>	12%	10% <b>pp</b>	6%	7%	4%	15% <b>aps</b>	12%	8%
PlayStation 3	130	130	-	114	17	128	2	108	11	8	3	5	15	6	13	11	14	7	12	25
	6%	6%	-	7%	3%	7%	1%	6%	7%	6%	6%	5%	6%	4%	9%	6%	7%	4%	4%	10%
	100%	-		87% <b>d</b>	13%	98% <b>f</b>	2%	83%	9%	6%	2%	3%	12%	5%	10%	8%	11%	6%	9%	19% <b>mqr</b>
Nintendo Wii	86	86	-	77	8	83	3	68	10	6	2	4	11	8	6	5	9	4	13	8
	4%	4%	-	5%	2%	5%	1%	4%	6%	5%	3%	4%	5%	5%	4%	3%	5%	2%	4%	3%
	100%	-		90% <b>d</b>	10%	97% <b>f</b>	3%	79%	11%	8%	2%	4%	13%	9%	7%	5%	11%	5%	15%	9%
Nintendo Wii U	37	37	-	31	6	36	1	31	3	2	*	2	4	4	3	1	2	5	5	5
	2%	2%	-	2%	1%	2%	*	2%	2%	2%	1%	2%	2%	3%	2%	1%	1%	3%	2%	2%
	100%	-		85%	15%	97%	3%	84%	9%	6%	1%	5%	11%	11%	9%	3%	4%	12%	15%	13%
None of these	131	131	-	113	17	121	10	104	13	11	3	2	11	8	9	19	17	11	17	10
	6%	6%	-	7%	3%	7%	4%	6%	7%	9%	6%	2%	5%	5%	6%	11%	9%	6%	6%	4%
	100%	-		87% <b>d</b>	13%	93%	7%	79%	10%	8%	2%	1%	8%	6%	7%	15% <b>kis</b>	13%	8%	13%	8%
No games consoles in household/DK	1058	1058	-	700	358	860	199	882	93	58	25	48	126	80	66	83	103	90	153	133
	51%	51%	-	45%	72%	47%	78%	51%	54%	47%	51%	55%	54%	51%	43%	46%	53%	50%	53%	53%
	100%	-		66%	34% <b>c</b>	81%	19% <b>e</b>	83%	9%	5%	2%	5%	12%	8%	6%	8%	10%	9%	14%	13%
Net: Any consoles connected to broadband and TV set	733	733	-	637	96	704	29	618	54	43	18	32	89	57	68	62	60	65	94	90
	35%	35%	-	41%	19%	39%	11%	36%	31%	35%	36%	37%	38%	36%	45%	35%	31%	36%	33%	36%
	100%	-		87% <b>d</b>	13%	96% <b>f</b>	4%	84%	7%	6%	2%	4%	12%	8%	9% <b>pr</b>	9%	8%	9%	13%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 32

**QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?**

**IF NECESSARY – This would include playing games**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with any working TV set in the home and home broadband service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2113	406 19%	1707 81%	1087 51%	851 40%	226 11%	442 21%	1479 70%	1121 53%	992 47%	1007 48%	1758 83%	355 17%
Weighted base	2067	360 17%	1707 83%	1024 50%	842 41%	219 11%	448 22%	1428 69%	1089 53%	978 47%	973 47%	1705 82%	362 18%
Effective base	1784	325	1460	902	724	186	382	1241	958	827	860	1490	295
PlayStation 4	335 16%	57 16% 17%	277 16% 83%	197 19% <b>59%df</b>	117 14% <b>35%f</b>	46 21% <b>14%df</b>	41 9% 12%	267 19% <b>80%df</b>	246 23% <b>73%l</b>	89 9% 27%	228 23% <b>68%l</b>	335 20% <b>100%l</b>	- - -
Xbox One	246 12%	32 9% 13%	214 13% 87%	143 14% <b>58%f</b>	93 11% <b>38%f</b>	35 16% <b>14%f</b>	31 7% 12%	202 14% <b>82%df</b>	173 16% <b>70%l</b>	73 7% 30%	164 17% <b>67%l</b>	246 14% <b>100%l</b>	- - -
Xbox 360	164 8%	31 9% 19%	134 8% 81%	95 9% <b>58%f</b>	69 8% 42%	27 12% <b>16%f</b>	23 5% 14%	127 9% <b>77%l</b>	103 9% <b>62%l</b>	62 6% 38%	96 10% <b>59%l</b>	164 10% <b>100%l</b>	- - -
PlayStation 3	130 6%	24 7% 18%	106 6% 82%	79 8% <b>61%f</b>	63 7% 48%	17 8% 13%	21 5% 16%	91 6% 70%	85 8% <b>65%l</b>	45 5% 35%	82 8% <b>63%l</b>	130 8% <b>100%l</b>	- - -
Nintendo Wii	86 4%	13 4% 16%	72 4% 84%	49 5% 57%	42 5% 48%	18 8% <b>21%f</b>	11 3% 13%	68 5% 80%	58 5% <b>68%l</b>	27 3% 32%	56 6% <b>65%l</b>	86 5% <b>100%l</b>	- - -
Nintendo Wii U	37 2%	11 3% 29%	26 2% 71%	22 2% 61%	14 2% 39%	5 2% 15%	3 1% 9%	27 2% 74%	21 2% 57%	16 2% 43%	21 2% 57%	37 2% <b>100%l</b>	- - -
None of these	131 6%	38 10% <b>29%b</b>	93 5% 71%	65 6% 50%	57 7% 44%	19 8% <b>14%f</b>	19 4% 15%	98 7% 75%	73 7% 56%	57 6% 44%	64 7% 49%	109 6% 84%	21 6% 16%
No games consoles in household/DK	1058 51%	172 48% 16%	886 52% 84%	467 46% 44%	439 52% <b>41%ceg</b>	94 43% 9%	296 66% <b>28%cddeg</b>	661 46% 62%	445 41% 42%	613 63% <b>58%hj</b>	378 39% 36%	747 44% 71%	312 86% <b>29%k</b>
Net: Any consoles connected to broadband and TV set	733 35%	132 37% 18%	601 35% 82%	429 42% <b>58%df</b>	275 33% <b>37%f</b>	97 45% <b>13%df</b>	93 21% 13%	577 40% <b>79%df</b>	500 46% <b>68%l</b>	233 24% 32%	468 48% <b>64%l</b>	733 43% <b>100%l</b>	- - -

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 32

**QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?**

**IF NECESSARY – This would include playing games**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with any working TV set in the home and home broadband service**

	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)					
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total	2113	1379 65%	1007 48%	759 36%	619 29%	522 25%	292 14%	317 15%	194 9%	1758 83%	402 19%	481 23%	187 9%	692 33%	1421 67%
2067	1341 65%	973 47%	733 35%	563 27%	514 25%	280 14%	298 14%	189 9%	1705 82%	404 20%	471 23%	188 9%	688 33%	1379 67%	
1784	1164	860	655	520	455	246	272	172	1490	343	415	163	596	1188	
335	264	228	335	142	139	86	112	53	335	65	96	45	127	208	
16%	20% 79%	23%	46%	25%	27%	31%	37%	28%	20%	16% 19%	20% 29%	24% 13%	18% 38%	15% 62%	
246	193	164	246	108	103	50	59	42	246	37	52	24	72	174	
12%	14% 78%	17% 67%	34% 100%	19% 44%	20% 42%	18% 20%	20% 24%	22% 17%	14% 100%	9% 15%	11% 21%	13% 10%	10% 29%	13% 71%	
164	141	96	164	70	83	41	42	26	164	30	43	19	58	106	
8%	11% 86%	10% 59%	22% 100%	12% 43%	16% 51%	15% 25%	14% 26%	14% 16%	10% 100%	7% 18%	9% 26%	10% 12%	8% 35%	8% 65%	
130	106	82	130	56	56	38	50	27	130	22	36	24	49	81	
6%	8% 81%	8% 63%	18% 100%	10% 43%	11% 43%	14% 29%	17% 38%	15% 21%	8% 100%	6% 17%	8% 28%	13% 18%	7% 38%	6% 62%	
86	73	56	86	52	40	28	34	20	86	15	29	17	36	50	
4%	5% 85%	6% 65%	12% 100%	9% 60%	8% 47%	10% 32%	11% 40%	11% 23%	5% 100%	4% 18%	6% 34%	9% 19%	5% 42%	4% 58%	
37	28	21	37	19	20	9	10	8	37	9	9	5	14	23	
2%	2% 77%	2% 57%	5% 100%	3% 52%	4% 54%	3% 26%	4% 29%	4% 21%	2% 100%	2% 25%	2% 24%	3% 15%	2% 38%	2% 62%	
131	86	64	-	39	27	9	7	3	109	21	31	7	38	93	
6%	6% 66%	7% 49%	- corst	7% 30%	5% 21%	3% 7%	2% 5%	2% 2%	6% 84%	5% 16%	6% 23%	3% 5%	5% 29%	7% 71%	
1058	596	378	-	179	162	99	72	61	747	226	206	77	344	714	
51%	44%	39%	-	32%	31%	35%	24%	32%	44%	56%	44%	41%	50%	52%	
	56%	36%	-	17%	15%	9%	7%	6%	71%	21%	19%	7%	33%	67%	
733	583	468	733	307	298	166	208	117	733	128	198	96	261	473	
35%	44% 80%	48% 64%	100% 100%	55% 42%	58% 41%	59% 23%	70% 28%	62% 16%	43% 100%	32% 17%	42% 27%	51% 13%	38% 36%	34% 64%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 33

**QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?**

**IF NECESSARY – This would include playing games**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with games console and have working TV /connected to broadband**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	759	521 69%	238 31%	343 45%	416 55%	166 22%	209 28%	184 24%	136 18%	47 6%	17 2%	172 23%	248 33%	168 22%	171 23%	420 55%	339 45%	454 60%	305 40%	396 52%	363 48%	535 70%	224 30%
Weighted base	733	482 66%	251 34%	337 46%	396 54%	166 23%	213 29%	165 22%	131 18%	46* 6%*	12** 2%**	145 20%	243 33%	174 24%	171 23%	388 53%	345 47%	434 59%	299 41%	371 51%	362 49%	466 64%	267 36%
Effective base	655	453	204	289	366	142	184	161	117	40	13	150	216	142	150	364	292	392	262	344	312	470	199
PlayStation 4	335 46%	232 48% 69%	103 41% 31%	165 49% 49%	169 43% 51%	77 46% 23%g	111 52% 33%g	71 43% 21%g	59 45% 18%g	12 25% 3%	5 46% 2%	61 42% 18%	106 44% 32%	71 41% 21%	96 57% 29% <b>ijkl</b>	167 43% 50%	167 49% 50%	196 45% 59%	138 46% 41%	172 46% 51%	163 45% 49%	202 43% 60%	133 50% 40%
Xbox One	246 34%	154 32% 62%	92 37% 38%	109 32% 44%	137 35% 56%	53 32% 21%	67 31% 27%	69 42% 28% <b>d</b>	42 32% 17%	15 33% 6%	1 7% *	51 35% 21%	78 32% 32%	64 37% 26%	53 31% 22%	129 33% 52%	117 34% 48%	158 36% 64%	88 29% 36%	137 37% 56%	109 30% 44%	159 34% 64%	88 33% 36%
Xbox 360	164 22%	105 22% 64%	59 24% 36%	80 24% 49%	85 21% 51%	39 24% 24%	36 17% 22%	41 25% 25%	30 23% 18%	12 25% 7%	5 46% 3%	25 17% 15%	59 24% 36%	43 25% 26%	37 22% 22%	85 22% 51%	80 23% 49%	99 23% 60%	66 22% 40%	78 21% 47%	87 24% 53%	99 21% 60%	65 25% 40%
PlayStation 3	130 18%	94 19% 72%	37 15% 28%	68 20% 52%	63 16% 48%	34 20% 26%	40 19% 30%	26 16% 20%	19 14% 14%	10 21% 7%	2 18% 2%	26 18% 20%	46 19% 35%	28 16% 21%	31 18% 24%	72 18% 55%	59 17% 45%	67 15% 51%	64 21% 49%	54 15% 41%	77 21% 59% <b>qd</b>	88 19% 68%	42 16% 32%
Nintendo Wii	86 12%	69 14% 80%	17 7% 20%	43 13% 50%	43 11% 50%	16 10% 19%	13 6% 15%	27 17% 32% <b>d</b>	15 11% 17%	13 28% 15% <b>cdi</b>	2 15% 2%	26 18% 30% <b>i</b>	22 9% 26%	20 11% 23%	19 11% 22%	48 12% 55%	38 11% 45%	48 11% 57%	37 12% 43%	43 12% 51%	42 12% 49%	55 12% 64%	31 12% 36%
Nintendo Wii U	37 5%	28 6% 78%	8 3% 22%	16 5% 44%	20 5% 56%	7 4% 18%	12 6% 33%	10 6% 27%	7 6% 20%	- - -	* 4% 1%	11 8% 31%	9 4% 26%	9 5% 25%	7 4% 18%	21 5% 57%	16 5% 43%	27 6% 74%	10 3% 26%	24 7% 67%	12 3% 33%	21 4% 57%	16 6% 43%
Net: Any consoles connected to broadband and TV set	733 100%	482 100% 66%	251 100% 34%	337 100% 46%	396 100% 54%	166 100% 23%	213 100% 29%	165 100% 22%	131 100% 18%	46 100% 6%	12 100% 2%	145 100% 20%	243 100% 33%	174 100% 24%	171 100% 23%	388 100% 53%	345 100% 47%	434 100% 59%	299 100% 41%	371 100% 51%	362 100% 49%	466 100% 64%	267 100% 36%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 33

**QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?**

**IF NECESSARY – This would include playing games**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with games console and have working TV /connected to broadband**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	759	759 100%	-	663 87%	96 13%	731 96%	28 4%	543 72%	66 9%	77 10%	73 10%	29 4%	79 10%	53 7%	62 8%	58 8%	38 5%	53 7%	79 10%	92 12%
Weighted base	733	733 100%	-**	637 87%	96* 13%*	704 96%	29** 4%**	618 84%	54* 7%*	43* 6%*	18* 2%*	32** 4%**	89* 12%*	57* 8%*	68* 9%*	62* 9%*	60* 8%*	65* 9%*	94* 13%*	90* 12%*
Effective base	655	655	-	572	83	631	24	515	61	70	70	28	75	51	60	56	36	51	76	88
PlayStation 4	335 46%	335 46% 100%	-	298 47% 89%	37 38% 11%	322 46% 96%	12 43% 4%	287 46% 86%	25 47% 8%	17 38% 5%	6 33% 2%	15 45% 4%	35 39% 10%	26 45% 8%	27 40% 8%	34 54% 10%	31 52% 9%	30 47% 9%	42 45% 13%	47 52% 14%
Xbox One	246 34%	246 34% 100%	-	210 33% 85%	36 37% 15%	235 33% 95%	11 39% 5%	203 33% 83%	20 37% 8%	14 32% 6%	9 52% 4%gi	14 42% 6%	35 40% 14%ss	15 27% 6%	28 40% 11%ss	20 33% 8%	21 35% 9%	17 26% 7%	34 37% 14%ss	18 20% 7%
Xbox 360	164 22%	164 22% 100%	-	143 23% 87%	21 22% 13%	158 22% 96%	7 24% 4%	131 21% 79%	18 34% 11%gi	13 29% 8%	3 15% 2%	11 33% 7%	19 21% 12%	17 29% 10%ps	10 15% 6%	12 20% 7%	6 10% 4%	22 34% 13%anps	20 21% 12%	14 15% 8%
PlayStation 3	130 18%	130 18% 100%	-	114 18% 87%	17 17% 13%	128 18% 98%	2 8% 2%	108 18% 83%	11 21% 9%	8 17% 6%	3 16% 2%	5 14% 3%	15 17% 12%	6 11% 5%	13 19% 10%	11 17% 8%	14 23% 11%	7 11% 6%	12 13% 9%	25 28% 19%mqr
Nintendo Wii	86 12%	86 12% 100%	-	77 12% 90%	8 9% 10%	83 12% 97%	3 10% 3%	68 11% 79%	10 18% 11%	6 15% 8%	2 8% 2%	4 12% 4%	11 13% 13%	8 14% 9%	6 9% 7%	5 7% 5%	9 16% 11%	4 7% 5%	13 14% 15%	8 9% 9%
Nintendo Wii U	37 5%	37 5% 100%	-	31 5% 85%	6 6% 15%	36 5% 97%	1 3% 3%	31 5% 84%	3 6% 9%	2 5% 6%	* 3% 1%	2 6% 5%	4 5% 11%	4 7% 11%	3 5% 9%	1 2% 3%	2 3% 4%	5 7% 12%	5 6% 15%	5 5% 13%
Net: Any consoles connected to broadband and TV set	733 100%	733 100% 100%	-	637 100% 87%	96 100% 13%	704 100% 96%	29 100% 4%	618 100% 84%	54 100% 7%	43 100% 6%	18 100% 2%	32 100% 4%	89 100% 12%	57 100% 8%	68 100% 9%	62 100% 9%	60 100% 8%	65 100% 9%	94 100% 13%	90 100% 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 33

**QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?****IF NECESSARY – This would include playing games****IF NECESSARY – This could be through a wired or Wi-Fi connection.****MULTI CODE****Base: All with games console and have working TV /connected to broadband**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	759	148 19%	611 81%	462 61%	278 37%	100 13%	92 12%	603 79%	524 69%	235 31%	492 65%	759 100%	-
Weighted base	733	132 18%	601 82%	429 58%	275 37%	97* 13%*	93* 13%*	577 79%	500 68%	233 32%	468 64%	733 100%	-**
Effective base	655	123	532	391	241	86	83	518	454	201	427	655	-
PlayStation 4	335 46%	57 44% 17%	277 46% 83%	197 46% 59%	117 43% 35%	46 47% 14%	41 44% 12%	267 46% 80%	246 49% 73% <b>l</b>	89 38% 27%	228 49% 68% <b>l</b>	335 46% 100%	-
Xbox One	246 34%	32 24% 13%	214 36% 87% <b>a</b>	143 33% 58%	93 34% 38%	35 36% 14%	31 33% 12%	202 35% 82%	173 35% 70%	73 31% 30%	164 35% 67%	246 34% 100%	-
Xbox 360	164 22%	31 23% 19%	134 22% 81%	95 22% 58%	69 25% 42%	27 28% 16%	23 24% 14%	127 22% 77%	103 21% 62%	62 26% 38%	96 21% 59%	164 22% 100%	-
PlayStation 3	130 18%	24 18% 18%	106 18% 82%	79 18% 61%	63 23% 48% <b>g</b>	17 17% 13%	21 22% 16%	91 16% 70%	85 17% 65%	45 19% 35%	82 18% 63%	130 18% 100%	-
Nintendo Wii	86 12%	13 10% 16%	72 12% 84%	49 11% 57%	42 15% 48%	18 18% 21%	11 12% 13%	68 12% 80%	58 12% 68%	27 12% 32%	56 12% 65%	86 12% 100%	-
Nintendo Wii U	37 5%	11 8% 29%	26 4% 71%	22 5% 61%	14 5% 39%	5 6% 15%	3 4% 9%	27 5% 74%	21 4% 57%	16 7% 43%	21 4% 57%	37 5% 100%	-
Net: Any consoles connected to broadband and TV set	733 100%	132 100% 18%	601 100% 82%	429 100% 58%	275 100% 37%	97 100% 13%	93 100% 13%	577 100% 79%	500 100% 68%	233 100% 32%	468 100% 64%	733 100% 100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 33

**QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?****IF NECESSARY – This would include playing games****IF NECESSARY – This could be through a wired or Wi-Fi connection.****MULTI CODE****Base: All with games console and have working TV /connected to broadband**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	759	604 80%	492 65%	759 100%	344 45%	301 40%	175 23%	220 29%	118 16%	759 100%	132 17%	204 27%	95 13%	267 35%	492 65%
Weighted base	733	583 80%	468 64%	733 100%	307 42%	298 41%	166 23%	208 28%	117 16%	733 100%	128 17%	198 27%	96* 13%*	261 36%	473 64%
Effective base	655	522	427	655	292	266	149	190	105	655	118	178	85	235	419
PlayStation 4	335	264	228	335	142	139	86	112	53	335	65	96	45	127	208
	46%	45% 79%	49% 68%	46% 100%	46% 43%	46% 41%	52% 26%	54% 33% <b>m</b>	45% 16%	46% 100%	51% 19%	49% 29%	47% 13%	49% 38%	44% 62%
Xbox One	246	193	164	246	108	103	50	59	42	246	37	52	24	72	174
	34%	33% 78%	35% 67%	34% 100%	35% 44%	35% 42%	30% 20%	28% 24%	36% 17%	34% 100%	29% 15%	27% 21%	25% 10%	28% 29%	37% 71% <b>wxy</b>
Xbox 360	164	141	96	164	70	83	41	42	26	164	30	43	19	58	106
	22%	24% 86%	21% 59%	22% 100%	23% 43%	28% 51% <b>n</b>	25% 25%	20% 26%	22% 16%	22% 100%	23% 18%	22% 26%	20% 12%	22% 35%	23% 65%
PlayStation 3	130	106	82	130	56	56	38	50	27	130	22	36	24	49	81
	18%	18% 81%	18% 63%	18% 100%	18% 43%	19% 43%	23% 29%	24% 38%	24% 21%	18% 100%	18% 17%	18% 28%	25% 18%	19% 38%	17% 62%
Nintendo Wii	86	73	56	86	52	40	28	34	20	86	15	29	17	36	50
	12%	13% 85%	12% 65%	12% 100%	12% 60% <b>ou</b>	13% 47%	17% 32%	16% 40%	17% 23%	12% 100%	12% 18%	15% 34%	17% 19%	14% 42%	11% 58%
Nintendo Wii U	37	28	21	37	19	20	9	10	8	37	9	9	5	14	23
	5%	5% 77%	4% 57%	5% 100%	6% 52%	7% 54%	6% 26%	5% 29%	7% 21%	5% 100%	7% 25%	4% 24%	6% 15%	5% 38%	5% 62%
Net: Any consoles connected to broadband and TV set	733	583	468	733	307	298	166	208	117	733	128	198	96	261	473
	100%	100% 80%	100% 64%	100% 100%	100% 42%	100% 41%	100% 23%	100% 28%	100% 16%	100% 100%	100% 17%	100% 27%	100% 13%	100% 36%	100% 64%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 34

**QA15: (SHOW SCREEN) 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 do you or anyone else in your household have at the moment?**

**MULTI CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Smartphone	1770 74%	983 82% 56%	788 66% 44%	826 71% 47%	945 77% 53% a	318 91% 18% fgh	336 86% 19% gh	357 88% 20% fgh	328 80% 19% gh	240 70% 14% h	193 40% 11%	425 80% 24% kl	592 80% 33% kl	360 71% 20% l	393 64% 22%	1017 80% 57% n	754 67% 43%	702 87% 40% p	1068 68% 60%	609 87% 34% r	1162 69% 66%	1009 85% 57% t	758 64% 43%
Laptop computer	1725 72%	999 84% 58%	726 61% 42%	804 75% 47%	921 75% 53% a	282 80% 16% gh	305 78% 18% gh	326 80% 19% gh	319 78% 19% gh	238 69% 14% h	254 52% 15%	438 83% 25% kl	577 78% 33% kl	351 69% 20% l	358 58% 21%	1015 80% 59% n	709 63% 41%	632 78% 37% p	1093 69% 63%	542 78% 31% r	1183 70% 69%	946 80% 55% t	776 65% 45%
Tablet computer	1471 62%	779 65% 53%	692 58% 47%	672 58% 46%	799 65% 54% a	218 62% 15% h	257 66% 17% h	283 70% 19% cgh	287 70% 19% cgh	213 62% 14% h	213 44% 14%	385 73% 28% jkl	476 65% 32% l	312 62% 21% l	297 48% 20%	862 68% 59% n	609 54% 41%	594 73% 40% p	876 56% 60%	518 74% 35% r	953 56% 65%	806 68% 55% t	563 45%
Desktop computer	850 36%	559 47% 66%	292 24% 34%	469 40% 55% b	381 31% 45%	100 29% 12%	115 29% 14%	149 37% 18% cd	164 40% 19% cd	151 44% 18% cdh	171 35% 20%	234 44% 27% jkl	262 36% 31% l	182 36% 21% l	172 28% 20%	496 39% 58% n	354 32% 42%	292 36% 34%	558 35% 66%	249 36% 29%	601 36% 71%	436 37% 51%	414 35% 49%
None of these	180 8%	4 * 2%	176 15% 98%	95 8% 52%	86 7% 48%	3 1% 2%	9 2% 5%	10 2% 5%	11 3% 6%	22 6% 12% cdefg	126 26% 70% cdefg	18 3% 10%	34 5% 19%	40 8% 22% ij	88 14% 49% ijk	52 4% 29%	128 11% 71% mn	17 2% 9%	164 10% 91% o	16 2% 9%	165 10% 91% o	29 2% 16%	151 13% 84% s
Don't know	8 *	6 * 76%	2 * 24%	2 * 24%	6 * 76%	1 * 9%	2 1% 31%	3 1% 37%	- 1% -	2 1% 24%	- - -	1 12%	2 24%	2 24%	3 40%	3 37%	5 63%	3 39%	5 61%	3 39%	5 61%	3 34%	3 40%
Net: Any	2198 92%	1183 99% 54%	1015 85% 46%	1064 92% 48%	1133 93% 52%	347 16% gh	380 17% gh	393 18% gh	397 18% gh	320 15% h	360 16%	511 96% 23% kl	699 95% 32% kl	464 92% 21% l	523 85% 24%	1211 96% 55% n	987 88% 45%	789 98% 36% p	1409 89% 64%	679 97% 31% r	1518 90% 69%	1156 97% 53% t	1038 87% 47%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 34

Absolutes/col percents/row percents 19 Apr 2018

**QA15: (SHOW SCREEN) 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 do you or anyone else in your household have at the moment?**

**MULTI CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Smartphone	1770	1698 74%	65 80%	1373 79%	398 72%	1607 72%	164 72%	1477 72%	150 74%	99 61%	45 71%	66 66%	201 75%	133 69%	125 74%	148 71%	172 79%	142 71%	249 77%	241 80%
		96%b	4%	78% <b>d</b>	22%	91% <b>f</b>	9%	83%	8%	6%	3% <b>h</b>	4%	11%	7%	7%	8%	10% <b>m</b>	8%	14% <b>m</b>	14% <b>kmoq</b>
Laptop computer	1725	1671 72%	46 97% <b>b</b>	1323 79%	402 72%	1541 72%	183 72%	1457 74%	133 61%	100 71%	34 62%	64 66%	196 75%	134 69%	116 69%	150 72%	171 79%	149 74%	232 72%	245 81%
		97% <b>b</b>	3%	77% <b>d</b>	23%	89% <b>f</b>	11%	84% <b>h</b>	8%	6% <b>h</b>	2%	4%	11%	8%	7%	9%	10% <b>k</b>	9%	13%	14% <b>kmmor</b>
Tablet computer	1471	1443 62%	25 98% <b>b</b>	1182 68%	288 98% <b>b</b>	1351 62%	120 62%	1227 62%	120 55%	85 61%	38 70%	59 60%	173 66%	104 53%	108 64%	120 58%	143 66%	121 60%	217 67%	183 61%
		98% <b>b</b>	2%	80% <b>d</b>	20%	92% <b>f</b>	8%	83% <b>h</b>	8%	6%	3% <b>h</b>	4%	12% <b>m</b>	7%	7%	8%	10% <b>m</b>	8%	15% <b>mo</b>	12%
Desktop computer	850	834 36%	15 98% <b>b</b>	646 40%	205 76% <b>d</b>	757 40%	94 20%	715 36%	72 33%	53 37%	10 18%	35 36%	87 33%	57 29%	69 40%	75 36%	79 36%	70 35%	129 40%	115 38%
		98% <b>b</b>	2%	76% <b>d</b>	24%	89% <b>f</b>	11%	84% <b>j</b>	9% <b>j</b>	6% <b>j</b>	1%	4%	10%	7%	8% <b>m</b>	9%	9%	8%	15% <b>m</b>	13% <b>m</b>
None of these	180	22 8%	159 1%	5 12%	175 88% <b>a</b>	5 3%	175 97% <b>c</b>	140 78%	27 15% <b>g</b>	10 7%	4 7%	10 10%	13 5%	23 12%	11 6%	22 10%	10 5%	15 8%	25 8%	11 4%
		12%	88% <b>a</b>	3%	97% <b>c</b>	3%	97% <b>e</b>	78%	15% <b>g</b>	5%	2%	6% <b>s</b>	7%	13% <b>lps</b>	6%	12% <b>ls</b>	6%	8%	14%	6%
Don't know	8	4 *	2 1%	2 24%	6 76% <b>c</b>	2 24%	6 76% <b>e</b>	7 91%	1 9%	- -	- -	- -	1 16%	- -	- -	- -	2 24%	- -	- -	4 52%
		48%	23%	24%	76% <b>c</b>	24%	76% <b>e</b>	91%	9%	-	-	-	16%	-	-	-	24%	-	-	52%
Net: Any	2198	2103 92%	87 96% <b>b</b>	1604 73% <b>d</b>	594 27%	1907 87% <b>f</b>	291 13%	1826 83% <b>h</b>	190 9%	131 6% <b>h</b>	51 2%	88 4%	248 11% <b>m</b>	172 8%	159 7%	186 8%	205 9% <b>m</b>	185 8%	297 14%	285 13% <b>mo</b>
		99%	35%	100%	77%	100%	62%	93%	87%	93%	93%	90%	95%	88%	94%	90%	95%	92%	92%	95%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 34

Absolutes/col percents/row percents 19 Apr 2018

**QA15: (SHOW SCREEN) 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 do you or anyone else in your household have at the moment?**

**MULTI CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Smartphone	1770	292	1478	846	714	193	368	1187	959	750	849	1421	349
	74%	73%	74%	80%	69%	87%	59%	81%	86%	63%	87%	83%	51%
		17%	83%	48% <b>df</b>	40% <b>f</b>	11% <b>cd</b>	21%	67% <b>df</b>	54% <b>i</b>	42%	48% <b>i</b>	80% <b>i</b>	20%
Laptop computer	1725	299	1426	845	695	170	360	1149	912	751	811	1362	362
	72%	75%	72%	80%	67%	77%	57%	79%	82%	63%	83%	80%	53%
		17%	83%	49% <b>df</b>	40% <b>f</b>	10% <b>df</b>	21%	67% <b>df</b>	53% <b>i</b>	44%	47% <b>i</b>	79% <b>i</b>	21%
Tablet computer	1471	264	1206	743	591	166	283	1029	835	604	753	1237	234
	62%	66%	61%	70%	57%	75%	45%	71%	75%	51%	77%	73%	34%
		18% <b>b</b>	82%	51% <b>df</b>	40% <b>f</b>	11% <b>df</b>	19%	70% <b>df</b>	57% <b>i</b>	41%	51% <b>i</b>	84% <b>i</b>	16%
Desktop computer	850	156	695	375	366	115	182	562	441	379	385	685	166
	36%	39%	35%	35%	36%	52%	29%	38%	39%	32%	40%	40%	24%
		18%	82%	44% <b>f</b>	43% <b>f</b>	14% <b>cd</b>	21%	66% <b>f</b>	52% <b>i</b>	45%	45% <b>i</b>	81% <b>i</b>	19%
None of these	180	28	152	24	133	-	128	26	11	165	2	9	171
	8%	7%	8%	2%	13%	-	20%	2%	1%	14%	*	1%	25%
		16%	84%	13% <b>e</b>	74% <b>ceg</b>	-	71% <b>cd</b>	14%	6% <b>j</b>	91% <b>h</b>	1%	5%	95% <b>k</b>
Don't know	8	2	6	2	2	-	1	3	1	4	1	2	5
	*	*	*	*	*	-	*	*	*	*	*	*	1%
		25%	75%	33%	25%	-	16%	39%	9%	54%	9%	33%	67% <b>k</b>
Net: Any	2198	368	1830	1031	896	222	499	1430	1108	1019	970	1693	505
	92%	92%	92%	97%	87%	100%	79%	98%	99%	86%	100%	99%	74%
		17%	83%	47% <b>df</b>	41% <b>f</b>	10% <b>cd</b>	23%	65% <b>df</b>	50% <b>i</b>	46%	44% <b>i</b>	77% <b>i</b>	23%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 34

**QA15: (SHOW SCREEN) 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 do you or anyone else in your household have at the moment?**

**MULTI CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Smartphone	1770 74%	1128 84% 64%	849 87% 48% <b>mqu</b>	664 91% 38% <b>mnu</b>	497 88% 28% <b>mqu</b>	424 82% 24%	255 91% 14% <b>mqu</b>	298 100% 17% <b>mnopqrstu</b>	170 90% 10% <b>qu</b>	1421 83% 80%	309 69% 17%	361 72% 20%	146 73% 8%	534 71% 30%	1236 76% 70% <b>vy</b>
Laptop computer	1725 72%	1071 80% 62%	811 83% 47% <b>mu</b>	631 86% 37% <b>mu</b>	480 85% 28% <b>mu</b>	466 91% 27% <b>mnoprstu</b>	237 85% 14%	263 88% 15% <b>mu</b>	155 82% 9%	1362 80% 79%	328 74% 19%	394 78% 23% <b>x</b>	159 80% 9% <b>x</b>	565 75% 33% <b>x</b>	1159 71% 67%
Tablet computer	1471 62%	989 74% 67%	753 77% 51% <b>qu</b>	544 74% 37%	436 77% 30% <b>qu</b>	357 69% 24%	280 100% 19% <b>mnopqrst</b>	236 79% 16% <b>qu</b>	147 78% 10% <b>q</b>	1237 73% 84%	295 66% 20% <b>x</b>	319 63% 22%	142 71% 10% <b>x</b>	486 65% 33%	985 60% 67%
Desktop computer	850 36%	520 39% 61%	385 40% 45%	290 40% 34%	242 43% 28% <b>rs</b>	251 49% 29% <b>mnoprstu</b>	98 35% 11%	103 35% 12%	73 39% 9%	685 40% 81%	191 43% 22% <b>x</b>	206 41% 24% <b>x</b>	82 41% 10%	300 40% 35% <b>x</b>	550 34% 65%
None of these	180 8%	8 1% 5% <b>o</b>	2 * 1%	- - -	- - -	- - -	- - -	- - -	1 1% 1% <b>o</b>	9 1% 5%	32 7% 18% <b>x</b>	27 5% 15%	4 2% 2%	46 6% 26% <b>x</b>	134 8% 74% <b>wx</b>
Don't know	8 *	2 * 24%	1 * 9%	- - -	- - -	- - -	- - -	- - -	- - -	2 * 33%	- - -	- - -	- - -	- - -	8 * 100%
Net: Any	2198 92%	1331 99% 61%	970 100% 44%	733 100% 33% <b>mtu</b>	563 100% 26% <b>m</b>	514 100% 23%	280 100% 13%	298 100% 14%	188 99% 9%	1693 99% 77%	414 93% 19%	478 95% 22% <b>x</b>	195 98% 9% <b>vyz</b>	705 94% 32%	1493 91% 68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 35

**QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?**  
**IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for.**

**MULTI CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Smartphone	1617 68%	897 75% 55%	721 60% 45%	733 63% 45%	884 72% 55%	298 85% 18% fgh	318 81% 20% fgh	335 83% 21% fgh	298 73% 18% gh	215 63% 13% h	153 9%	393 74% 24% kl	535 73% 33% kl	325 64% 20%	363 59% 22%	929 73% 57% n	689 61% 43%	660 82% 41% p	957 61% 59%	572 82% 35% r	1045 62% 65%	940 79% 58% t	675 57% 42%
Laptop computer	1601 67%	942 79% 59%	659 55% 41%	741 64% 46%	860 70% 54% a	260 74% 16% gh	288 74% 18% gh	305 75% 19% gh	297 73% 19% gh	220 64% 14% h	231 47%	412 78% 26% kl	541 74% 34% kl	327 65%	320 52% 20%	954 75% 60% n	647 58% 40%	593 73% 37% p	1008 64% 63%	510 73% 32% r	1091 65% 68%	890 75% 56% t	708 59% 44%
Tablet computer	1379 58%	725 61% 53%	654 55% 47%	621 53% 45%	758 62% 55% a	200 57% 14% h	243 62% 16% h	271 67% 20% ch	264 65% 19% ch	205 60% 15% h	196 40%	367 69% 27% jkl	443 60% 32% l	295 58%	274 45% 20%	810 64% 59% n	569 51% 41%	566 70% 41% p	812 52% 59%	493 71% 36% r	886 52% 64%	755 64% 55% t	623 45%
Desktop computer	773 32%	514 43% 66%	260 22% 34%	424 37% 55% b	349 28% 45%	90 26% 12%	105 27% 14%	128 32% 17%	154 38% 20% cd	138 40% 18% cdeh	158 32%	224 42% 29% jkl	235 32% 30% l	165 32%	150 24% 19%	459 36% 59% n	315 28% 41%	267 33% 35%	506 32% 65%	230 33% 30%	544 32% 70%	392 33% 51%	381 32% 49%
None of these	55 2%	14 1% 25%	42 3% 75%	31 3% 56%	24 2% 44%	4 1% 7%	8 2% 14%	11 3% 19%	8 2% 14%	4 1% 7%	22 4%	8 2% 15%	17 2% 30%	10 2%	20 3% 37%	25 2% 45%	31 3% 55%	16 2% 28%	40 3% 72%	12 2% 23%	43 3% 77%	20 2% 35%	36 3% 65% s
Don't know	12 1%	5 * 42%	7 1% 58%	8 1% 66%	4 * 34%	2 1% 19%	3 1% 21%	- * -	4 1% 34%	1 * 11%	2 * 16%	- * -	2 * 19%	3 * 20%	7 1% 61% l	2 * 19%	10 1% 81% m	4 1% 34%	8 1% 66%	4 1% 34%	8 1% 66%	3 * 20%	10 1% 80%
Net: Any connected to broadband	2130 89%	1164 98% 55%	966 81% 45%	1025 88% 48%	1105 90% 52%	341 97% 16% gh	370 94% 17% h	382 94% 18% h	386 95% 18% h	315 92% 15% h	337 69%	503 95% 24% kl	680 93% 32% l	452 89%	495 81% 23%	1184 94% 56% n	947 84% 44%	769 95% 36% p	1361 86% 64%	663 95% 31% r	1468 87% 69%	1134 95% 53% t	992 83% 47%
Net: None/DK devices in household	188 8%	10 1% 5%	178 15% 95%	96 8% 51%	92 7% 49%	3 1% 2%	11 3% 6%	12 3% 7%	11 3% 6%	24 7% 13% cdef	126 26% 67% cdef	19 4% 10%	36 5% 19%	42 8% 22% ij	91 15% 48% ijk	55 4% 29%	133 12% 71% m	20 2% 11%	168 11% 89% o	19 3% 10%	169 10% 90% q	32 3% 17%	154 13% 82% s

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 35

**QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?**  
**IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for.**

**MULTI CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Smartphone	1617 68%	1566 74%	46 19%	1282 80%	335 43%	1500 78%	117 25%	1351 68%	135 62%	90 64%	42 77%	59 60%	184 70%	117 60%	115 68%	139 67%	163 75%	125 62%	233 72%	216 72%
		97%b	3%	79% <b>d</b>	21%	93% <b>f</b>	7%	84%	8%	6%	3% <b>ghi</b>	4%	11% <b>m</b>	7%	7%	9%	10% <b>kmo</b>	8%	14% <b>kmq</b>	13% <b>kmq</b>
Laptop computer	1601 67%	1565 74%	28 11%	1252 78%	349 45%	1453 76%	148 31%	1359 69%	118 54%	92 66%	32 58%	54 55%	188 72%	126 65%	107 63%	141 68%	158 73%	138 69%	225 70%	222 74%
		98% <b>b</b>	2%	78% <b>d</b>	22%	91% <b>f</b>	9%	85% <b>hj</b>	7%	6% <b>h</b>	2%	3%	12% <b>k</b>	8%	7%	9%	10% <b>k</b>	9% <b>k</b>	14% <b>k</b>	14% <b>knn</b>
Tablet computer	1379 58%	1362 64%	13 5%	1121 70%	258 33%	1280 67%	98 21%	1153 58%	111 51%	36 56%	36 66%	49 50%	165 63%	100 51%	98 58%	109 52%	140 65%	118 59%	204 63%	170 57%
		99% <b>b</b>	1%	81% <b>d</b>	19%	93% <b>f</b>	7%	84% <b>h</b>	8%	6%	3% <b>h</b>	4%	12% <b>mc</b>	7%	7%	8%	10% <b>kmo</b>	9%	15% <b>kmo</b>	12%
Desktop computer	773 32%	767 36%	6 2%	599 37%	174 22%	704 37%	69 15%	654 33%	65 30%	46 33%	9 16%	30 31%	79 30%	55 28%	64 38%	64 31%	76 35%	67 33%	122 38%	97 32%
		99% <b>b</b>	1%	77% <b>d</b>	23%	91% <b>f</b>	9%	85% <b>j</b>	8% <b>j</b>	6% <b>j</b>	1%	4%	10%	7%	8%	8%	10%	9%	16% <b>nn</b>	13%
None of these	55 2%	36 2%	20 8%	8 *	48 6%	10 10%	46 10%	41 2%	10 5%	4 3%	1 2%	5 5%	7 3%	2 1%	7 4%	2 1%	- -	5 2%	3 1%	10 3%
		65%	35% <b>a</b>	14%	86% <b>c</b>	18%	82% <b>e</b>	73%	18% <b>g</b>	8%	2%	9% <b>pr</b>	12%	4%	12% <b>pr</b>	4%	- -	8% 5%	19% <b>pr</b>	15% <b>pr</b>
Don't know	12 1%	9 *	4 1%	2 *	10 1%	4 2%	9 2%	12 1%	- -	- -	* *	1 1%	2 1%	- -	- -	2 1%	2 1%	1 1%	1 *	1 *
		70%	30%	19%	81% <b>c</b>	30%	70% <b>ae</b>	98%	-	-	2%	11%	16%	-	-	20%	19%	12%	11%	10%
Net: Any connected to broadband	2130 89%	2058 97%	64 3%	1594 99%	537 69%	1894 99%	236 50%	1774 90%	180 83%	127 90%	50 91%	82 84%	240 91%	170 87%	152 90%	181 87%	203 93%	179 89%	293 91%	274 91%
		97% <b>b</b>	3%	75% <b>d</b>	25%	89% <b>f</b>	11%	83% <b>h</b>	8%	6% <b>h</b>	2%	4%	11%	8%	7%	9%	10% <b>k</b>	8%	14%	13%
Net: None/DK devices in household	188 8%	25 1%	161 65%	7 *	181 23%	7 *	181 38%	147 7%	27 13%	10 7%	4 7%	10 10%	14 5%	23 12%	11 6%	22 10%	12 5%	15 8%	25 8%	15 5%
		13%	85% <b>a</b>	4%	96% <b>c</b>	4%	96% <b>e</b>	78%	15% <b>gl</b>	5%	2%	5%	8%	12% <b>lps</b>	6%	11% <b>s</b>	6%	8%	13%	8%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 35

**QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?**  
**IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for.**

**MULTI CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Smartphone	1617	270	1347	781	644	177	328	1103	892	672	799	1326	291
	68%	68%	68%	74%	62%	80%	52%	76%	80%	57%	82%	78%	43%
		17%	83%	48%df	40%f	11%df	20%	68%df	55%l	42%	49%l	82%l	18%
Laptop computer	1601	279	1322	786	653	164	333	1070	849	696	764	1284	317
	67%	70%	67%	74%	63%	74%	53%	73%	76%	59%	78%	75%	47%
		17%	83%	49%df	41%f	10%df	21%	67%df	53%l	43%	48%l	80%l	20%
Tablet computer	1379	244	1135	707	562	153	265	968	795	553	721	1174	205
	58%	61%	57%	67%	54%	69%	42%	66%	71%	47%	74%	69%	30%
		18%	82%	51%df	41%f	11%df	19%	70%df	58%l	40%	52%l	85%l	15%
Desktop computer	773	145	629	342	337	104	164	510	407	338	358	633	140
	32%	36%	32%	32%	33%	47%	26%	35%	36%	28%	37%	37%	21%
		19%	81%	44%f	44%f	13%cdfg	21%	66%l	53%l	44%	46%l	82%l	18%
None of these	55	4	51	17	31	4	26	23	14	41	7	20	35
	2%	1%	3%	2%	3%	2%	4%	2%	1%	3%	1%	1%	5%
		7%	93%	30%	55%g	7%	46%cg	41%	26%	74%hj	12%	37%	63%k
Don't know	12	2	11	3	6	-	5	4	2	7	1	5	7
	1%	*	1%	*	1%	-	1%	*	*	1%	*	*	1%
		13%	87%	21%	48%	-	39%	30%	19%	60%	10%	41%	59%k
Net: Any connected to broadband	2130	363	1767	1012	860	218	468	1404	1091	971	962	1668	463
	89%	91%	89%	96%	83%	98%	75%	96%	97%	82%	99%	98%	68%
		17%	83%	47%df	40%f	10%df	22%	66%df	51%l	46%	45%hl	78%l	22%
Net: None/DK devices in household	188	30	158	27	135	-	129	29	12	169	3	12	176
	8%	8%	8%	3%	13%	-	21%	2%	1%	14%	*	1%	26%
		16%	84%	14%e	72%ceg	-	69%cddeg	15%	6%	90%hj	2%	6%	94%k

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 35

**QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?**  
**IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for.**

**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Smartphone	1617 68%	1059 79%	799 82%	637 87%	475 84%	396 77%	240 86%	290 97%	158 84%	1326 78%	280 63%	332 66%	134 67%	489 65%	1128 69%
		65%	49%qu	39%mnqu	29%mq	25%	15%mq	18%mnopqr	10%	82%	17%	21%	8%	30%	70%v
Laptop computer	1601 67%	1014 76%	764 78%	604 82%	459 88%	453 88%	222 79%	246 82%	148 78%	1284 75%	302 68%	360 71%	144 73%	520 69%	1081 66%
		63%	48%	38%mu	29%mu	28%mnoprstu	14%	15%mu	9%	80%	19%	22%z	9%	32%	68%
Tablet computer	1379 58%	947 71%	721 74%	523 71%	416 74%	337 65%	275 98%	227 76%	142 75%	1174 69%	272 61%	295 58%	135 68%	452 60%	927 57%
			69%q	52%qu	38%q	30%qu	24%	20%mnopqstu	16%qu	10%q	85%	20%	21%	10%wz	33%
Desktop computer	773 32%	480 36%	358 37%	271 37%	224 40%	232 45%	90 32%	96 32%	72 38%	633 37%	176 39%	185 37%	79 40%	276 37%	498 30%
		62%	46%	35%	29%rs	30%mnorsu	12%	12%	9%	82%	23%z	24%z	10%z	36%z	64%
None of these	55 2%	15 1%	7 1%	1 *	1 *	2 *	- -	- -	- -	20 1%	14 3%	12 2%	4 2%	19 3%	36 2%
		28%o	12%	2%	2%	4%	-	-	-	37%o	25%	23%	8%	35%	65%
Don't know	12 1%	2 *	1 *	4 1%	1 *	1 *	1 *	1 *	- *	5 *	2 *	3 1%	- *	3 *	9 1%
		20%	10%	31%	10%	11%	10%	10%	-	41%	16%	26%	-	26%	74%
Net: Any connected to broadband	2130 89%	1313 98%	962 99%	728 99%	561 100%	511 99%	279 100%	297 100%	188 99%	1668 98%	398 89%	462 92%	191 96%	682 91%	1448 89%
		62%	45%	34%mu	26%mu	24%u	13%	14%u	9%	78%	19%	22%	9%vyz	32%	68%
Net: None/DK devices in household	188 8%	10 1%	3 *	- -	- -	- -	- -	- -	1 1%	12 1%	32 7%	27 5%	4 2%	46 6%	142 9%
		5%op	2%	-	-	-	-	-	1%o	6%o	17%x	14%	2%	25%x	75%wx

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 36

Absolutes/col percents/row percents 19 Apr 2018

**QA16: 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Laptop computer	504	344 29%	160 13%	238 21%	266 22%	126 36%	114 29%	90 22%	86 21%	53 15%	35 7%	131 25%	167 23%	114 23%	91 15%	299 24%	205 18%	224 28%	280 18%	180 26%	323 19%	316 27%	187 16%
	21%	68%	32%	47%	53%	25%efgh	23%efgh	18%gh	17%h	10%h	7%	26%l	33%l	23%l	18%	59%n	41%	44%p	56%	36%r	64%	63%t	37%
Smartphone	374	252 21%	122 10%	181 16%	194 16%	87 25%	112 29%	82 20%	58 14%	26 7%	10 2%	90 17%	118 16%	84 17%	82 13%	208 16%	167 15%	204 25%	170 11%	168 24%	207 12%	239 20%	135 11%
	16%	67%	33%	48%	52%	23%fgh	30%efgh	22%fgh	15%gh	7%h	3%	24%	32%	23%	22%	56%	44%	55%p	45%	45%r	55%	64%t	36%
Tablet computer	343	204 17%	139 12%	173 15%	170 14%	60 17%	77 20%	68 17%	61 15%	41 12%	36 7%	99 19%	112 15%	68 13%	65 11%	211 17%	133 12%	167 21%	176 11%	142 20%	201 12%	202 17%	142 12%
	14%	59%	41%	50%	50%	18%h	22%gh	20%h	18%h	12%h	10%	29%kl	33%l	20%	19%	61%n	39%	49%p	51%	41%r	59%	59%t	41%
Desktop computer	205	149 12%	56 5%	120 10%	85 7%	32 9%	49 12%	37 9%	37 9%	25 7%	25 5%	51 10%	57 8%	58 11%	38 6%	108 9%	97 9%	87 11%	118 8%	137 10%	119 8%	86 10%	7%
	9%	73%	27%	58%h	42%	16%h	24%gh	18%h	18%h	12%	12%	28%l	28%	25%l	19%	53%	47%	42%p	58%	33%	67%	58%t	42%
None of these	1243	569 48%	674 56%	607 52%	636 52%	129 37%	163 42%	216 53%	243 60%	212 62%	279 57%	283 53%	384 52%	243 48%	333 54%	667 53%	576 51%	387 48%	855 54%	345 49%	898 53%	611 51%	630 53%
	52%	46%	54%	49%	51%	10%	13%	17%cd	20%cd	17%cde	22%cd	23%	31%	20%	27%	54%	46%	31%	69%o	28%	72%	49%	51%
Don't know	38	20 2%	18 2%	17 1%	21 2%	3 1%	8 2%	5 1%	7 2%	9 3%	5 1%	7 1%	5 1%	10 2%	16 3%	12 1%	26 2%	17 2%	21 1%	17 2%	21 1%	15 2%	23 2%
	2%	53%	47%	45%	55%	9%	21%	14%	19%	24%	13%	19%	13%	26%	42%j	32%	68%am	44%	56%	44%	56%	39%	61%
Net: Any connected to TV set	829	542 45%	287 24%	399 34%	430 35%	181 52%	192 49%	160 39%	138 34%	88 26%	70 14%	203 38%	269 37%	197 39%	160 26%	472 37%	357 32%	363 45%	466 30%	301 43%	528 31%	498 42%	330 28%
	35%	65%	35%	48%	52%	22%efgh	23%efgh	19%gh	17%gh	11%h	8%	24%l	32%l	24%l	19%	57%n	43%	44%p	56%	36%r	64%	60%t	40%
Net: None/DK devices in household	188	10 1%	178 15%	96 8%	92 7%	3 1%	11 3%	12 3%	11 3%	24 7%	126 26%	19 4%	36 5%	42 8%	91 15%	55 4%	133 12%	20 2%	168 11%	19 3%	169 10%	32 3%	154 13%
	8%	5%	95%	51%	49%	2%	6%	7%	6%	13%cd	67%cd	10%	19%	22%ij	48%ijk	29%	71%am	11%	89%o	10%	90%q	17%	82%u
Net: Devices in HH but No/DK TV in household or no home broadband	154	70 6%	83 7%	77 7%	77 6%	53 15%	25 6%	28 7%	19 5%	15 4%	13 3%	17 3%	65 9%	19 4%	53 9%	82 6%	72 6%	37 5%	116 7%	29 4%	124 7%	57 5%	95 8%
	6%	46%	54%	50%	50%	35%defg	17%h	18%h	12%	10%	8%	11%	42%ik	12%	35%ik	53%	47%	24%	76%o	19%	81%q	37%	62%u

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 36

**QA16: 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	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Laptop computer	504	494 23%	9 4%	446 28%	57 7%	487 25%	17 4%	429 22%	40 18%	28 20%	7 13%	26 26%	62 24%	27 14%	44 26%	45 22%	42 19%	50 25%	60 19%	73 24%
	21%	98%b	2%	89% <b>d</b>	11%	97% <b>f</b>	3%	85% <b>j</b>	8%	6%	1%	5% <b>m</b>	12% <b>m</b>	5%	9% <b>m</b>	9%	8%	10% <b>m</b>	12%	15% <b>m</b>
Smartphone	374	369 17%	5 2%	346 21%	29 4%	368 19%	7 1%	316 16%	28 13%	22 15%	9 16%	17 18%	54 21%	29 15%	21 12%	34 16%	36 17%	27 13%	43 13%	54 18%
	16%	99% <b>b</b>	1%	92% <b>d</b>	8%	98% <b>f</b>	2%	84% <b>j</b>	7%	6%	2%	5%	15% <b>nr</b>	8%	6%	9%	10%	7%	12%	14%
Tablet computer	343	340 16%	4 1%	316 20%	28 4%	332 17%	11 2%	285 14%	30 14%	20 14%	7 13%	10 10%	45 17%	22 11%	25 15%	38 18%	36 17%	31 15%	36 11%	43 14%
	14%	99% <b>b</b>	1%	92% <b>d</b>	8%	97% <b>f</b>	3%	83% <b>j</b>	9%	6%	2%	3%	13%	6%	7%	11% <b>r</b>	11%	9%	10%	13%
Desktop computer	205	205 10%	- -	165 10%	40 5%	196 10%	9 2%	172 9%	22 10%	9 7%	2 3%	9 9%	18 7%	15 7%	18 9%	19 9%	24 12%	18 9%	24 12%	28 14%
	9%	100% <b>b</b>	-	80% <b>d</b>	20%	96% <b>f</b>	4%	84% <b>j</b>	11% <b>j</b>	5%	1%	4%	9%	7%	9%	9%	9%	9%	12%	14%
None of these	1243	1174 55%	67 27%	809 50%	434 56%	1006 53%	236 50%	1029 52%	106 49%	73 52%	34 63%	41 42%	137 52%	103 52%	90 53%	104 50%	108 50%	98 49%	190 59%	159 53%
	52%	94% <b>b</b>	5%	65% <b>d</b>	35% <b>c</b>	81% <b>f</b>	19%	83% <b>j</b>	9%	6%	3% <b>gh</b>	3%	11%	8%	7%	8%	9%	8%	15% <b>k</b>	13%
Don't know	38	38 2%	- -	23 1%	15 2%	31 2%	7 2%	35 2%	- -	3 2%	1 1%	4 5%	2 1%	- -	1 2%	4 5%	10 5%	3 1%	7 2%	3 1%
	2%	100%	-	61%	39%	81%	19%	91%	-	7% <b>h</b>	2% <b>h</b>	12% <b>lmns</b>	6%	-	2%	11%	26% <b>lmns</b>	7%	19%	8%
Net: Any connected to TV set	829	815 38%	12 5%	728 45%	101 13%	801 42%	28 6%	691 35%	74 34%	49 35%	15 27%	41 41%	101 39%	59 30%	67 39%	69 33%	75 35%	80 40%	90 28%	110 36%
	35%	98% <b>b</b>	1%	88% <b>d</b>	12%	97% <b>f</b>	3%	83% <b>j</b>	9%	6%	2%	5% <b>r</b>	12% <b>r</b>	7%	8% <b>r</b>	8%	9%	10% <b>r</b>	11%	15% <b>r</b>
Net: None/DK devices in household	188	25 1%	161 65%	7 *	181 23%	7 *	181 38%	147 7%	27 13%	10 7%	4 7%	10 10%	14 5%	23 12%	11 6%	22 10%	12 5%	15 8%	25 8%	15 5%
	8%	13%	85% <b>a</b>	4%	96% <b>c</b>	4%	96% <b>e</b>	78% <b>g</b>	15% <b>gi</b>	5%	2%	5%	8%	12% <b>lps</b>	6%	11% <b>s</b>	6%	8%	13%	8%
Net: Devices in HH but No/DK TV in household or no home broadband	154	58 3%	87 35%	44 3%	110 14%	101 5%	52 11%	125 6%	18 8%	9 7%	1 2%	1 1%	15 6%	19 9%	8 5%	10 5%	13 6%	9 4%	15 5%	36 12%
	6%	38%	57% <b>a</b>	29%	71% <b>c</b>	66%	34% <b>e</b>	82% <b>j</b>	12% <b>j</b>	6%	1%	1%	10%	12% <b>kr</b>	5%	7%	8%	6%	10%	23% <b>klnopqr</b>

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

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 36

**QA16: 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Laptop computer	504	83	421	268	209	61	85	363	331	173	318	487	16
	21%	21%	21%	25%	20%	28%	14%	25%	30%	15%	33%	29%	2%
	16%	16%	84%	53%df	42%f	12%df	17%	72%df	66%l	34%	63%l	97%l	3%
Smartphone	374	58	317	197	150	57	57	285	282	92	274	368	7
	16%	14%	16%	19%	15%	26%	9%	20%	25%	8%	28%	22%	1%
	15%	15%	85%	53%df	40%f	15%cdf	15%	76%df	75%l	25%	73%l	98%l	2%
Tablet computer	343	53	290	188	144	51	52	256	256	87	247	338	6
	14%	13%	15%	18%	14%	23%	8%	18%	23%	7%	25%	20%	1%
	16%	16%	84%	55%df	42%f	15%df	15%	74%df	75%l	25%	72%l	98%l	2%
Desktop computer	205	38	167	98	84	40	33	149	136	69	122	204	1
	9%	10%	8%	9%	8%	18%	5%	10%	12%	6%	13%	12%	*
	19%	19%	81%	48%f	41%f	20%cdfg	16%	73%f	66%l	34%	60%l	100%l	*
None of these	1243	205	1038	571	541	110	344	793	517	726	418	842	401
	52%	52%	52%	54%	52%	50%	55%	54%	46%	61%	43%	49%	59%
	17%	17%	83%	46%	44%	9%	28%	64%	42%	58%hj	34%	68%	32%k
Don't know	38	11	27	17	16	3	11	24	20	18	16	28	10
	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	28%	28%	72%	44%	42%	9%	28%	62%	53%	47%	42%	73%	27%
Net: Any connected to TV set	829	142	687	432	330	106	143	599	560	268	526	807	21
	35%	36%	35%	41%	32%	48%	23%	41%	50%	23%	54%	47%	3%
	17%	17%	83%	52%df	40%f	13%df	17%	72%df	68%l	32%	63%l	97%l	3%
Net: None/DK devices in household	188	30	158	27	135	-	129	29	12	169	3	12	176
	8%	8%	8%	3%	13%	-	21%	2%	1%	14%	*	1%	26%
	16%	16%	84%	14%e	72%ceg	-	69%cddeg	15%	6%	90%hj	2%	6%	94%k
Net: Devices in HH but No/DK TV in household or no home broadband	154	14	140	17	60	3	55	16	22	61	-	-	154
	6%	3%	7%	2%	6%	1%	9%	1%	2%	5%	-	-	23%
	9%	9%	91%a	11%	39%ceg	2%	36%cddeg	11%	14%j	39%hj	-	-	100%k

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 36

**QA16: 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Laptop computer	504 21%	388 29% 77%	318 33%	282 39%	213 38%	427 83%	157 56%	167 56%	78 41%	487 29% 97%	105 24%	163 32%	61 31%	211 28%	293 18% 58%
Smartphone	374 16%	299 22% 80%	274 28%	245 33%	192 34%	190 37%	171 61%	298 100%	81 43%	368 22% 98%	73 16%	115 23%	44 22%	139 19%	235 14% 63%
			73%mu	65%mn	51%mn	51%mn	46%mnopqtu	80%mnopqtu	22%mnop		20%	31%vz	12%z	37%z	
Tablet computer	343 14%	273 20% 80%	247 25%	196 27%	174 31%	170 33%	280 100%	168 56%	64 34%	338 20% 98%	75 17%	92 18%	38 19%	125 17%	218 13% 64%
			72%mu	57%mu	51%mn	50%mnou	81%mnopqstu	49%mnopqtu	19%mn		22%	27%z	11%z	36%	
Desktop computer	205 9%	150 11% 73%	122 13%	113 15%	89 16%	181 35%	53 19%	56 19%	34 18%	204 12% 100%	41 9%	68 13%	30 15%	86 11%	119 7% 58%
			60%	55%mu	43%mu	88%mnoprstu	26%mn	28%mn	17%mu		20%	33%z	15%vz	42%z	
None of these	1243 52%	678 51%	418 43%	267 36%	190 34%	-	-	-	60 32%	842 49%	244 55%	230 46%	94 47%	375 50%	867 53%
									5%qrs	68%nopqrst	20%w				
Don't know	38 2%	14 1%	16 2%	11 2%	10 2%	-	-	-	1 1%	28 2%	8 2%	4 1%	4 2%	11 2%	27 2%
									3%	73%qrs	21%	9%	12%	30%	70%
Net: Any connected to TV set	829 35%	626 47% 75%	526 54%	443 60%	357 63%	514 100%	280 100%	298 100%	121 64%	807 47% 97%	161 36%	239 47%	96 48%	313 42%	516 32% 62%
			63%mu	54%mn	43%mn	62%mnop	34%mnop	36%mnop	15%mn		19%	29%vz	12%vz	38%z	
Net: None/DK devices in household	188 8%	10 1%	3 *	-	-	-	-	-	1 1%	12 1%	32 7%	27 5%	4 2%	46 6%	142 9%
			5%op	2%					1%o	6%o	17%x	14%	2%	25%x	75%wx
Net: Devices in HH but No/DK TV in household or no home broadband	154 6%	-	-	-	-	-	-	-	-	-	16 4%	11 2%	7 4%	25 3%	128 8%
											10%	7%	5%	17%	83%vvw

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 37

**QA16: 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 with devices used to go online either using Wi-Fi or plugged into the home broadband**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2171	1255 58%	916 42%	1005 46%	1166 54%	323 15%	374 17%	427 20%	398 18%	311 14%	338 16%	552 25%	687 32%	417 19%	515 24%	1239 57%	932 43%	805 37%	1366 63%	705 32%	1466 68%	1313 60%	854 39%
Weighted base	2130	1164 55%	966 45%	1025 48%	1105 52%	341 16%	370 17%	382 18%	386 18%	315 15%	337 16%	503 24%	680 32%	452 21%	495 23%	1184 56%	947 44%	769 36%	1361 64%	663 31%	1468 69%	1134 53%	992 47%
Effective base	1840	1087	765	840	1005	281	322	374	337	267	266	471	591	347	439	1061	782	689	1153	604	1238	1147	735
Laptop computer	498	343 23%	155 16%	236 23%	262 24%	126 37%	113 30%	89 23%	85 22%	53 17%	34 10%	130 26%	166 24%	114 25%	88 18%	296 25%	202 21%	220 29%	278 20%	177 27%	322 22%	314 28%	184 19%
		69%	31%	47%	53%	25%efgh	23%efgh	18%gh	17%h	11%h	7%	26%l	33%l	23%l	18%	59%	41%	44%p	56%	35%r	65%	63%t	37%
Smartphone	373	251 18%	122 13%	180 18%	194 18%	87 25%	111 30%	82 22%	58 15%	26 8%	10 3%	90 18%	118 17%	83 18%	82 17%	208 18%	165 17%	204 27%	169 12%	168 25%	205 14%	237 21%	135 14%
		67%	33%	48%	52%	23%fgh	30%efgh	22%fgh	15%gh	7%h	3%	24%	32%	22%	22%	56%	44%	55%p	45%	45%r	55%	64%t	36%
Tablet computer	342	203 16%	139 14%	172 17%	170 15%	60 18%	76 21%	68 18%	61 16%	41 13%	36 11%	99 20%	112 16%	67 15%	65 13%	211 18%	132 14%	167 22%	175 13%	142 21%	200 14%	201 18%	142 14%
		59%	41%	50%	50%	18%h	22%gh	20%h	18%	12%	10%	29%l	33%	20%	19%	62%n	38%	49%p	51%	42%r	58%	59%t	41%
Desktop computer	204	147 10%	56 6%	120 12%	84 8%	32 9%	49 13%	37 10%	36 9%	25 8%	25 7%	51 10%	57 8%	58 13%	37 8%	108 9%	95 10%	85 11%	118 9%	66 10%	137 9%	119 11%	84 8%
		13%	28%	59%ab	41%	16%	24%gh	18%	18%	12%	12%	25%	28%	29%j	18%	53%	47%	42%	58%	32%	68%	59%	41%
None of these	1188	555 48%	633 66%	576 56%	612 55%	126 37%	156 42%	206 54%	235 61%	209 66%	257 76%	276 55%	369 54%	233 52%	311 63%	644 54%	544 57%	373 48%	816 60%	333 50%	855 58%	594 52%	593 60%
		47%	53%	48%	52%	11%	13%	17%cd	20%cd	18%cd	22%cd	23%	31%	20%	26%ijk	54%	46%	31%	69%o	28%	72%q	50%	50%se
Don't know	34	18 2%	17 2%	15 1%	20 2%	3 1%	7 2%	5 1%	6 2%	8 3%	5 1%	7 1%	5 1%	9 2%	13 3%	12 1%	22 2%	16 2%	18 1%	16 2%	18 1%	14 1%	21 2%
		51%	49%	43%	57%	10%	20%	15%	17%	23%	15%	21%	15%	25%	39%j	36%	64%am	46%	54%	46%	54%	40%	60%
Net: Any connected to TV set	822	539 39%	283 29%	396 39%	426 39%	181 53%	190 51%	159 42%	136 35%	88 28%	68 20%	202 40%	268 39%	196 43%	157 32%	469 40%	353 37%	359 47%	463 34%	297 45%	525 36%	494 44%	327 33%
		66%	34%	48%	52%	22%efgh	23%efgh	19%gh	17%h	11%h	8%	25%l	33%l	24%l	19%	57%	43%	44%p	56%	36%r	64%	60%t	40%
Net: Devices in HH but No/DK TV in household or no home broadband	128	66 6%	62 6%	61 6%	67 6%	49 14%	22 6%	21 6%	17 4%	14 4%	5 1%	17 3%	55 8%	17 4%	39 8%	72 6%	56 6%	32 4%	96 7%	24 4%	104 7%	50 39%	77 8%
		52%	48%	48%	52%	39%defg	17%h	16%h	13%h	11%h	4%	13%	43%ik	13%	30%ik	56%	44%	25%	75%o	18%	82%q	39%	60%se

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 37

**QA16: 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 with devices used to go online either using Wi-Fi or plugged into the home broadband**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2171	2110 97%	55 3%	1637 75%	534 25%	1943 89%	228 11%	1539 71%	202 9%	227 10%	203 9%	71 3%	214 10%	160 7%	132 6%	167 8%	129 6%	143 7%	249 11%	274 13%	
Weighted base	2130	2058 97%	64* 3%*	1594 75%	537 25%	1894 89%	236 11%	1774 83%	180 8%	127 6%	50 2%	82* 4%*	240 11%	170 8%	152 7%	181 9%	203 10%	179 8%	293 14%	274 13%	
Effective base	1840	1785	50	1392	449	1648	193	1431	186	209	142	69	202	152	125	160	122	132	235	262	
Laptop computer	498	490 24%	7 1%	446 28%	52 10%	487 26%	12 2%	424 24%	40 22%	28 22%	7 14%	26 31%	60 25%	27 16%	44 29%	45 25%	42 20%	49 27%	59 20%	72 26%	
	23%	98%b		90%a		98%a		85%j				5%am	12%am	5%	9%am	9%	8%	10%am	12%	15%am	
Smartphone	373	368 18%	5 1%	345 22%	29 5%	367 19%	7 3%	315 18%	28 16%	22 17%	9 18%	17 21%	54 23%	29 17%	21 14%	34 19%	36 18%	27 15%	43 15%	53 19%	
	18%	99%		92%a		98%a		84%	7%	6%	2%	5%	15%nr	8%	6%	9%	10%	7%	12%	14%	
Tablet computer	342	338 16%	4 1%	314 20%	28 5%	331 17%	11 3%	284 16%	30 17%	20 16%	7 15%	10 12%	45 19%	22 13%	25 16%	38 21%	36 18%	31 17%	36 12%	42 15%	
	16%	99%b		92%a		97%a		83%	9%	6%	2%	3%	13%	6%	7%	11%r	11%	9%	10%	12%	
Desktop computer	204	204 10%	-	165 10%	39 7%	196 10%	8 3%	171 10%	22 12%	9 7%	2 4%	9 11%	18 8%	15 9%	18 12%	19 10%	24 12%	18 10%	23 8%	28 10%	
	10%	100%b		-	19%	96%a		84%j	11%j	5%	1%	4%	9%	7%	9%	9%	12%	9%	11%	14%	
None of these	1188	1140 56%	46 2%	801 55%	387 72%	997 53%	191 81%	989 56%	96 53%	69 55%	34 68%	37 45%	130 54%	100 59%	83 55%	102 56%	108 53%	93 52%	187 64%	150 55%	
	56%	96%	4%a	67%	33%a	84%	16%a	83%	8%	6%	3%gh	3%	11%	8%	7%	9%	9%	8%	16%klqs	13%	
Don't know	34	34 2%	-	22 1%	12 2%	28 1%	6 2%	31 2%	-	3 2%	1 1%	3 4%	2 1%	-	1 1%	2 1%	10 5%	3 2%	7 2%	3 1%	
	2%	100%		-	36%	83%	17%	90%	-	8%h	2%h	9%am	6%	-	3%	5%	29%lms	8%	21%	9%	
Net: Any connected to TV set	822	810 39%	10 1%	726 46%	96 18%	799 42%	23 3%	685 39%	74 41%	49 38%	15 30%	41 50%	99 41%	59 35%	67 44%	69 38%	75 37%	79 44%	89 30%	108 39%	
	39%	99%b		88%a		97%a		83%j	9%j	6%	2%	5%amr	12%r	7%	8%r	8%	9%	10%r	11%	13%r	
Net: Devices in HH but No/DK TV in household or no home broadband	128	56 3%	64 50%	44 3%	84 16%	101 5%	27 11%	103 6%	17 9%	8 6%	1 2%	1 2%	13 6%	16 10%	6 4%	10 6%	10 5%	5 3%	13 5%	27 10%	
	6%	44%	50%a	34%	66%a	79%	21%a	80%j	13%j	6%	1%	1%	10%	13%kq	4%	8%	8%	4%	10%	21%knq	

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 37

**QA16: 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 with devices used to go online either using Wi-Fi or plugged into the home broadband**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2171	411 19%	1760 81%	1073 49%	866 40%	225 10%	462 21%	1455 67%	1120 52%	987 45%	996 46%	1724 79%	447 21%
Weighted base	2130	363 17%	1767 83%	1012 47%	860 40%	218 10%	468 22%	1404 66%	1091 51%	971 46%	962 45%	1668 78%	463 22%
Effective base	1840	329	1512	891	740	187	402	1222	957	826	850	1462	380
Laptop computer	498	83	415	266	207	61	82	360	329	169	317	484	14
	23%	23%	23%	26%	24%	28%	18%	26%	30%	17%	33%	29%	3%
	17%	17%	83%	53%f	41%f	12% <b>f</b>	16%	72% <b>f</b>	66% <b>l</b>	34%	64% <b>l</b>	97% <b>l</b>	3%
Smartphone	373	58	316	197	148	57	57	284	281	92	273	367	7
	18%	16%	18%	19%	17%	26%	12%	20%	26%	9%	28%	22%	1%
	15%	85%		53%f	40%f	15% <b>cd</b> <b>f</b>	15%	76% <b>f</b>	75% <b>l</b>	25%	73% <b>l</b>	98% <b>l</b>	2%
Tablet computer	342	53	289	188	143	51	52	254	255	87	246	337	6
	16%	15%	16%	19%	17%	23%	11%	18%	23%	9%	26%	20%	1%
	16%	84%		55%f	42%f	15% <b>d</b> <b>f</b>	15%	74% <b>f</b>	75% <b>l</b>	25%	72% <b>l</b>	98% <b>l</b>	2%
Desktop computer	204	38	165	97	84	40	33	148	136	68	122	203	1
	10%	11%	9%	10%	10%	19%	7%	11%	12%	7%	13%	12%	*
	19%	81%		48%	41%	20% <b>cd</b> <b>f</b> <b>g</b>	16%	73% <b>f</b>	67% <b>l</b>	33%	60% <b>l</b>	100% <b>l</b>	*
None of these	1188	201	987	555	510	107	318	771	504	685	413	824	365
	56%	55%	56%	55%	59%	49%	68%	55%	46%	71%	43%	49%	79%
	17%	17%	83%	47%	43% <b>e</b>	9%	27% <b>cd</b> <b>e</b> <b>g</b>	65%	42%	58% <b>h</b> <b>j</b>	35%	69%	31% <b>k</b>
Don't know	34	9	25	16	15	3	9	22	19	15	16	25	9
	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	27%	73%		45%	43%	10%	27%	66%	55%	45%	46%	73%	27%
Net: Any connected to TV set	822	142	680	429	326	106	140	595	558	264	523	802	20
	39%	39%	38%	42%	38%	49%	30%	42%	51%	27%	54%	48%	4%
	17%	83%		52% <b>f</b>	40% <b>f</b>	13% <b>d</b> <b>f</b>	17%	72% <b>f</b>	68% <b>l</b>	32%	64% <b>l</b>	98% <b>l</b>	2%
Net: Devices in HH but No/DK TV in household or no home broadband	128	12	116	14	41	2	37	14	19	40	-	-	128
	6%	3%	7%	1%	5%	1%	8%	1%	2%	4%	-	-	28%
	9%	91% <b>a</b>		11%	32% <b>c</b> <b>e</b> <b>g</b>	1%	29% <b>c</b> <b>d</b> <b>e</b> <b>g</b>	11%	15% <b>j</b>	31% <b>h</b> <b>j</b>	-	-	100% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 37

**QA16: 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 with devices used to go online either using Wi-Fi or plugged into the home broadband**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2171	1355 62%	996 46%	755 35%	616 28%	518 24%	291 13%	316 15%	193 9%	1724 79%	398 18%	475 22%	190 9%	690 32%	1481 68%
Weighted base	2130	1313 62%	962 45%	728 34%	561 26%	511 24%	279 13%	297 14%	188 9%	1668 78%	398 19%	462 22%	191 9%	682 32%	1448 68%
Effective base	1840	1143	850	651	518	452	245	272	171	1462	341	410	165	595	1245
Laptop computer	498	385	317	280	212	424	157	167	78	484	102	158	60	206	292
	23%	29% 77%	33% 64%	38% 56% <b>mnu</b>	38% 43% <b>mu</b>	83% 85% <b>mno</b>	56% 31% <b>mno</b>	56% 33% <b>mno</b>	41% 16% <b>mu</b>	29% 97%	26% 21% <b>z</b>	34% 32% <b>vz</b>	31% 12% <b>z</b>	30% 41% <b>z</b>	20% 59%
Smartphone	373	298	273	245	190	190	170	297	81	367	73	115	44	139	234
	18%	23% 80%	28% 73% <b>mu</b>	34% 66% <b>mnu</b>	34% 51% <b>mnu</b>	37% 51% <b>mnu</b>	61% 45% <b>mno</b>	100% 80% <b>mno</b>	43% 22% <b>mno</b>	22% 98%	18% 20%	25% 31% <b>vz</b>	23% 12% <b>z</b>	20% 37% <b>z</b>	16% 63%
Tablet computer	342	272	246	196	173	170	279	166	64	337	75	92	38	125	217
	16%	21% 79%	26% 72% <b>mu</b>	27% 57% <b>mu</b>	31% 50% <b>mnu</b>	33% 50% <b>mno</b>	100% 81% <b>mno</b>	56% 49% <b>mno</b>	34% 19% <b>mu</b>	20% 98%	19% 22%	20% 27% <b>z</b>	20% 11%	18% 37%	15% 63%
Desktop computer	204	148	122	112	89	180	53	56	34	203	41	66	30	85	119
	10%	11% 73%	13% 60%	15% 55% <b>mu</b>	16% 44% <b>mu</b>	35% 88% <b>mno</b>	19% 26% <b>mnu</b>	19% 28% <b>mnu</b>	18% 17% <b>mu</b>	12% 100%	10% 20%	14% 33% <b>z</b>	16% 15% <b>z</b>	12% 42% <b>z</b>	8% 58%
None of these	1188	665	413	267	190	-	-	-	60	824	231	219	91	357	831
	56%	51% 56% <b>no</b>	43% 35% <b>op</b>	37% 23% <b>qrs</b>	34% 16% <b>qrs</b>	-	-	-	32% 5% <b>qrs</b>	49% 69% <b>no</b>	58% 19% <b>wx</b>	47% 18%	47% 8%	52% 30%	57% 70% <b>wxy</b>
Don't know	34	14	16	9	10	-	-	-	1	25	8	4	4	11	23
	2%	1% 42% <b>q</b>	2% 46% <b>qrs</b>	1% 26% <b>q</b>	2% 30% <b>qrs</b>	-	-	-	2% 3%	2% 73% <b>qs</b>	2% 23%	1% 10%	2% 13%	2% 33%	2% 67%
Net: Any connected to TV set	822	621	523	441	355	511	279	297	121	802	158	234	95	308	514
	39%	47% 76%	54% 64% <b>mu</b>	61% 54% <b>mnu</b>	63% 43% <b>mnu</b>	100% 62% <b>mno</b>	100% 34% <b>mno</b>	100% 36% <b>mno</b>	65% 15% <b>mnu</b>	48% 98%	40% 19%	51% 29% <b>vz</b>	50% 12% <b>vz</b>	45% 38% <b>z</b>	35% 62%
Net: Devices in HH but No/DK TV in household or no home broadband	128	-	-	-	-	-	-	-	-	-	11	6	5	18	111
	6%	-	-	-	-	-	-	-	-	-	3%	1%	3%	3%	8%
		-	-	-	-	-	-	-	-	-	9%	4%	4%	14%	86% <b>vwxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 38

**QA17: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Laptop computer	422 18%	293 25% 69%	130 11% 31%	204 18% 48%	219 18% 52%	109 31% 26%efgh	95 24% 23%fgh	77 19% 18%gh	69 17% 16%h	43 13% 10%h	29 7%	110 21% 26%l	145 20% 34%l	99 19% 23%l	69 11% 16%	255 20% 60%n	167 15% 40%	192 24% 45%p	231 15% 55%	150 22% 36%r	272 16% 64%t	272 23% 64%t	151 13% 36%
Smartphone	298 12%	204 17% 68%	94 8% 32%	140 12% 47%	158 13% 53%	72 20% 24%fgh	93 24% 31%efgh	66 16% 22%fgh	43 10% 14%gh	16 5% 5%h	9 2% 3%	77 14% 26%l	96 13% 32%	63 12% 21%	62 10% 21%	173 14% 58%	125 11% 42%	164 20% 55%p	135 9% 45%	133 19% 45%r	165 10% 55%	197 17% 66%t	100 8% 34%
Tablet computer	280 12%	168 14% 60%	112 9% 40%	142 12% 51%	137 11% 49%	49 14% 18%h	58 15% 21%gh	61 15% 22%gh	50 12% 18%h	31 9% 11%	31 6% 11%	89 17% 32%kl	89 12% 32%l	55 11% 20%	47 8% 17%	178 14% 64%n	102 9% 36%	134 17% 48%p	145 9% 52%	113 16% 40%r	167 10% 60%	170 14% 61%t	110 9% 39%
Desktop computer	174 7%	135 11% 77%	40 3% 23%	106 9% 61%b	68 6% 39%	28 8% 16%h	42 11% 24%gh	31 8% 16%h	32 8% 16%h	21 6% 12%	20 4% 12%	45 9% 26%l	49 7% 26%l	49 10% 28%l	32 5% 18%	94 7% 54%	80 7% 46%	71 9% 41%	103 7% 59%	56 8% 32%	118 7% 68%	100 8% 57%	74 6% 43%
None of these	68 3%	34 3% 50%	34 3% 50%	31 3% 46%	37 3% 54%	11 3% 17%	9 2% 13%	11 3% 16%	15 4% 23%	14 4% 20%	8 2% 12%	13 2% 19%	20 3% 29%	18 4% 27%	17 3% 25%	33 3% 48%	36 3% 52%	25 3% 37%	43 3% 63%	23 3% 34%	45 3% 66%	38 3% 56%	30 3% 44%
Don't know	15 1%	12 1% 76%	4 * 24%	4 * 24%	12 1% 76%	2 1% 13%	2 1% 15%	4 1% 25%h	5 1% 33%h	2 1% 14%	- - -	5 1% 30%	1 * 8%	7 1% 42%j	3 * 20%	6 * 38%	10 1% 62%	8 1% 51%	8 * 49%	7 1% 43%	9 1% 57%	7 1% 44%	9 1% 56%
Net: Any connected to broadband and TV set	732 31%	489 41% 67%	242 20% 33%	357 31% 49%	375 31% 51%	162 46% 22%efgh	179 46% 24%efgh	141 35% 19%gh	117 29% 16%gh	72 21% 10%h	60 12% 8%	183 35% 25%l	240 33% 33%l	171 34% 23%l	137 22% 19%	423 33% 58%n	309 28% 42%	327 40% 45%p	405 26% 55%	268 38% 37%r	464 27% 63%	448 38% 61%t	283 24% 39%
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1283 54%	589 49% 46%	694 58% 54%	626 54% 49%	657 54% 51%	135 38% 11%	171 44% 13%	221 55% 17%cd	251 61% 20%cd	221 64% 17%ccde	284 58% 22%cd	290 55% 23%	392 53% 31%	253 50% 20%	349 57% 27%k	681 54% 53%	602 54% 47%	404 50% 32%	879 56% 68%o	361 52% 28%	922 55% 72%	626 53% 49%	656 55% 51%
Net: None/DK devices in household (Q15)	188 8%	10 1% 5%	178 15% 95%	96 8% 51%	92 7% 49%	3 1% 2%	11 3% 6%	12 3% 7%	11 3% 6%	24 7% 13%cd	126 26% 67%cd	19 4% 10%	36 5% 19%	42 8% 22%ij	91 15% 48%ijk	55 4% 29%	133 12% 71%lm	20 2% 11%	168 11% 89%o	19 3% 10%	169 10% 90%q	32 3% 17%	154 13% 82%u
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	99 4%	59 5% 59%	40 3% 41%	46 4% 47%	53 4% 53%	37 10% 37%defg	19 5% 19%h	16 4% 16%	9 2% 9%	10 3% 10%	8 2% 8%	21 4% 21%	47 6% 47%kl	15 3% 15%	17 3% 17%	68 5% 68%n	32 3% 32%	25 3% 25%	75 5% 75%	20 3% 20%	79 5% 80%	38 3% 38%	60 5% 61%u

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 38

**QA17: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Laptop computer	422 18%	422 20%	-	374 23%	49 6%	411 21%	12 2%	363 18%	31 14%	22 16%	5 10%	23 23%	49 19%	19 10%	40 24%	35 17%	38 17%	44 22%	53 16%	63 21%
		100% <b>b</b>	-	88% <b>d</b>	12%	97% <b>f</b>	3%	86% <b>j</b>	7%	5%	1%	5% <b>m</b>	12% <b>m</b>	5%	10% <b>m</b>	8%	9%	11% <b>m</b>	12%	15% <b>m</b>
Smartphone	298 12%	298 14%	-	277 17%	21 3%	294 15%	5 1%	251 13%	23 10%	17 12%	7 13%	15 15%	48 18%	24 12%	17 10%	21 10%	29 14%	19 9%	33 10%	44 15%
		100% <b>b</b>	-	93% <b>d</b>	7%	98% <b>f</b>	2%	84% <b>j</b>	8%	6%	2%	5%	16% <b>noqr</b>	8%	6%	7%	10%	6%	11%	15%
Tablet computer	280 12%	280 13%	-	258 16%	22 3%	273 14%	6 1%	231 12%	27 12%	16 11%	6 11%	7 7%	39 15%	17 9%	20 12%	26 13%	33 15%	25 12%	27 8%	37 12%
		100% <b>b</b>	-	92% <b>d</b>	8%	98% <b>f</b>	2%	83% <b>j</b>	10%	6%	2%	3%	14% <b>r</b>	6%	7%	9%	12% <b>r</b>	9%	9%	13%
Desktop computer	174 7%	174 8%	-	139 9%	36 5%	168 9%	6 1%	145 7%	22 10%	6 4%	2 3%	9 9%	15 6%	13 7%	12 7%	11 5%	21 10%	16 8%	23 7%	25 8%
		100% <b>b</b>	-	80% <b>d</b>	20%	96% <b>f</b>	4%	83% <b>j</b>	12% <b>l</b>	4%	1%	5%	9%	8%	7%	6%	10%	9%	13%	14%
None of these	68 3%	68 3%	-	59 4%	9 1%	62 3%	6 1%	54 3%	4 2%	7 5%	2 4%	-	5 2%	10 5%	8 4%	11 5%	2 1%	9 4%	6 2%	5 2%
		100% <b>b</b>	-	87% <b>d</b>	13%	91% <b>f</b>	9%	80% <b>j</b>	6%	10%	3%	-	8%	14% <b>kps</b>	11%	15% <b>kps</b>	3%	13%	8%	7%
Don't know	15 1%	15 1%	-	13 1%	2 *	15 1%	1 *	14 1%	1 *	1 1%	-	-	3 1%	2 1%	-	1 1%	-	2 1%	4 1%	2 1%
		100%	-	85%	15%	95%	5%	89%	5%	5%	-	-	18%	10%	-	9%	-	10%	28%	13%
Net: Any connected to broadband and TV set	732 31%	732 34%	-	647 40%	84 11%	712 37%	19 4%	613 31%	66 30%	41 29%	13 23%	41 41%	86 33%	48 24%	59 35%	57 27%	72 33%	69 35%	80 25%	101 33%
		100% <b>b</b>	-	88% <b>d</b>	12%	97% <b>f</b>	3%	84% <b>j</b>	9%	6%	2%	6% <b>mon</b>	12%	7%	8% <b>m</b>	8%	10%	9% <b>m</b>	11%	14% <b>m</b>
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1283 54%	1214 57%	67 27%	832 52%	451 58%	1037 54%	246 52%	1066 54%	106 49%	76 54%	35 64%	46 47%	139 53%	103 52%	91 53%	108 52%	120 55%	100 50%	197 61%	162 54%
		95% <b>b</b>	5%	65%	35% <b>c</b>	81%	19%	83%	8%	6%	3% <b>gh</b>	4%	11%	8%	7%	8%	9%	8%	15% <b>kq</b>	13%
Net: None/DK devices in household (Q15)	188 8%	25 1%	161 65%	7 *	181 23%	7 *	181 38%	147 7%	27 13%	10 7%	4 7%	10 10%	14 5%	23 12%	11 6%	22 10%	12 5%	15 8%	25 8%	15 5%
		13%	85% <b>a</b>	4%	96% <b>c</b>	4%	96% <b>e</b>	78% <b>j</b>	15% <b>g</b>	5%	2%	5%	8%	12% <b>lps</b>	6%	11% <b>s</b>	6%	8%	13%	8%
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	99 4%	73 3%	20 8%	52 3%	47 6%	81 4%	18 4%	79 4%	13 6%	6 4%	1 2%	1 1%	15 6%	11 5%	1 1%	9 4%	11 5%	5 3%	10 3%	15 5%
		74%	20% <b>a</b>	53%	47% <b>c</b>	82%	18%	80%	13%	6%	1%	1%	15% <b>n</b>	11% <b>n</b>	1%	9%	11% <b>n</b>	5%	10%	16% <b>n</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 38

**QA17: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Laptop computer	422 18%	67 17%	356 18%	218 21%	176 17%	54 24%	67 11%	309 21%	283 25%	139 12%	275 28%	422 25%	-
		16%	84%	52%f	42%f	13%df	16%	73%df	67%l	33%	65%l	100%l	-
Smartphone	298 12%	47 12%	252 13%	162 15%	112 11%	48 22%	39 6%	231 16%	229 20%	69 6%	225 23%	298 17%	-
		16%	84%	54%df	38%f	16%cdfg	13%	78%df	77%l	23%	75%l	100%l	-
Tablet computer	280 12%	41 10%	239 12%	161 15%	112 11%	46 21%	33 5%	215 15%	213 19%	67 6%	206 21%	280 16%	-
		15%	85%	57%df	40%f	16%dfg	12%	77%df	76%l	24%	74%l	100%l	-
Desktop computer	174 7%	36 9%	139 7%	88 8%	70 7%	35 16%	25 4%	128 9%	116 10%	59 5%	104 11%	174 10%	-
		20%	80%	50%f	40%f	20%cdfg	14%	74%f	66%l	34%	60%l	100%l	-
None of these	68 3%	10 3%	58 3%	35 3%	24 2%	8 4%	11 2%	49 3%	39 3%	29 2%	35 4%	61 4%	7 1%
		15%	85%	52%	35%	12%	16%	73%	57%	43%	52%	90%l	10%
Don't know	15 1%	2 1%	13 1%	7 1%	7 1%	2 1%	4 1%	10 1%	9 1%	6 1%	8 1%	14 1%	1 *
		15%	85%	46%	43%	10%	28%	66%	59%	41%	54%	92%	8%
Net: Any connected to broadband and TV set	732 31%	127 32%	605 30%	385 36%	289 28%	97 44%	118 19%	536 37%	509 45%	223 19%	482 50%	732 43%	-
		17%	83%	53%df	40%f	13%df	16%	73%df	70%l	30%	66%l	100%l	-
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1283 54%	216 54%	1067 83%	588 46%	557 43%	114 9%	355 28%	816 64%	536 42%	744 63%	433 34%	870 68%	414 32%k
		17%	83%	46%	43%	9%	28%	64%	42%	58%hj	34%	68%	32%k
Net: None/DK devices in household (Q15)	188 8%	30 8%	158 8%	27 3%	135 13%	-	129 21%	29 2%	12 1%	169 14%	3 *	12 1%	176 26%
		16%	84%	14%e	72%ceg	-	69%cddeg	15%	6%	90%hj	2%	6%	94%k
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	99 4%	13 3%	87 4%	16 2%	19 2%	1 1%	10 2%	19 1%	14 1%	16 1%	11 1%	16 1%	83 12%
		13%	87%	16%	19%	1%	10%	19%	14%	17%	11%	16%	84%k

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 38

**QA17: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All respondents**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
<b>Total</b>															
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%	
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%	
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367	
422	333	275	256	193	422	141	151	70	422	81	133	53	170	252	
18%	25% 79%	28% 65%	35% 61% <b>mnu</b>	34% 46% <b>mnu</b>	82% 100% <b>mnoprstu</b>	50% 33% <b>mnopqtu</b>	51% 36% <b>mnopqtu</b>	37% 17% <b>mnu</b>	25% 100%	18% 19%	26% 32% <b>vz</b>	27% 13% <b>vz</b>	23% 40% <b>z</b>	15% 60%	
298	246	225	208	163	163	156	298	72	298	65	98	41	119	180	
12%	18% 82%	23% 75% <b>mu</b>	28% 70% <b>mnu</b>	29% 55% <b>mnu</b>	32% 55% <b>mnu</b>	56% 52% <b>mnopqqtu</b>	100% 100% <b>mnopqqtu</b>	38% 24% <b>mnopu</b>	17% 100%	15% 22%	19% 33% <b>z</b>	21% 14% <b>z</b>	16% 40% <b>z</b>	11% 60%	
280	225	206	166	153	150	280	156	62	280	61	77	30	101	179	
12%	17% 81%	21% 74% <b>mu</b>	23% 59% <b>mu</b>	27% 55% <b>mnu</b>	29% 54% <b>mnou</b>	100% 100% <b>mnopqstu</b>	52% 56% <b>mnopqstu</b>	33% 22% <b>mnou</b>	16% 100%	14% 22%	15% 27% <b>z</b>	15% 11%	13% 36%	11% 64%	
174	126	104	102	79	174	49	52	30	174	37	64	30	81	94	
7%	9% 72%	11% 60%	14% 58% <b>mu</b>	14% 45% <b>mu</b>	34% 100% <b>mnoprstu</b>	18% 28% <b>mnu</b>	17% 30% <b>mnu</b>	16% 17% <b>mu</b>	10% 100%	8% 21%	13% 36% <b>vz</b>	15% 17% <b>vz</b>	11% 46% <b>z</b>	6% 54%	
68	56	35	19	16	-	-	-	3	61	11	14	2	19	49	
3%	4% 82% <b>qrs</b>	4% 52% <b>qrs</b>	3% 28% <b>qrs</b>	3% 24% <b>qrs</b>	-	-	-	4% 4% <b>qrs</b>	4% 90% <b>qrs</b>	3% 17%	3% 20%	1% 2%	2% 27%	3% 73%	
15	7	8	6	2	-	-	-	2	14	6	5	-	6	9	
1%	1% 48%	1% 54% <b>q</b>	1% 38%	* 13%	-	-	-	1% 10%	1% 92%	1% 36%	1% 29%	-	1% 42%	1% 58%	
732	562	482	418	339	514	280	298	117	732	136	217	91	278	454	
31%	42% 77%	50% 66% <b>mu</b>	57% 57% <b>mnu</b>	60% 46% <b>mnu</b>	100% 70% <b>mnopqtu</b>	100% 38% <b>mnopqtu</b>	100% 41% <b>mnopqtu</b>	62% 16% <b>mnu</b>	43% 100%	30% 19%	43% 30% <b>vz</b>	46% 12% <b>vyz</b>	37% 38% <b>vz</b>	28% 62%	
1283	693	433	279	201	-	-	-	61	870	252	233	98	387	896	
54%	52% 54% <b>knopqrst</b>	45% 34% <b>opqrst</b>	38% 22% <b>qrs</b>	36% 16% <b>qrs</b>	-	-	-	32% 5% <b>qrs</b>	51% 68% <b>knopqrst</b>	57% 20% <b>w</b>	46% 18%	49% 8%	51% 30%	55% 70% <b>w</b>	
188	10	3	-	-	-	-	-	1	12	32	27	4	46	142	
8%	1% 5% <b>op</b>	* 2%	-	-	-	-	-	1% 1% <b>o</b>	1% 6% <b>o</b>	7% 17% <b>x</b>	5% 14%	2% 2%	6% 25% <b>x</b>	9% 75% <b>wx</b>	
99	13	11	11	6	-	-	-	5	16	9	10	4	15	84	
4%	1% 13% <b>q</b>	1% 11% <b>q</b>	1% 11% <b>qs</b>	1% 6% <b>q</b>	-	-	-	3% 5% <b>mqrstu</b>	1% 16% <b>q</b>	2% 9%	2% 10%	2% 4%	2% 15%	5% 85% <b>vwyv</b>	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 39

**QA17: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with devices in the household**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2235	1276 57%	959 43%	1041 47%	1194 53%	327 15%	384 17%	439 20%	410 18%	315 14%	360 16%	560 25%	706 32%	427 19%	542 24%	1266 57%	969 43%	826 37%	1409 63%	723 32%	1512 68%	1340 60%	891 40%
Weighted base	2198	1183 54%	1015 46%	1064 48%	1133 52%	347 16%	380 17%	393 18%	397 18%	320 15%	360 16%	511 23%	699 32%	464 21%	523 24%	1211 55%	987 45%	789 36%	1409 64%	679 31%	1518 69%	1156 53%	1038 47%
Effective base	1892	1104	801	869	1029	284	331	384	347	271	284	478	606	356	461	1082	813	707	1187	619	1276	1168	767
Laptop computer	422 19%	293 25% 69%	130 13% 31%	204 19% 48%	219 19% 52%	109 31%	95 25%	77 20%	69 17%	43 13%	29 8%	110 22%	145 21%	99 21%	69 13%	255 21%	167 17%	192 24%	231 16%	150 22%	272 18%	272 23%	151 15%
Smartphone	298 14%	204 17% 68%	94 9% 32%	140 13% 47%	158 14% 53%	72 21%	93 24%	66 17%	43 11%	16 5%	9 2%	77 15%	96 14%	63 14%	62 12%	173 14%	125 13%	164 21%	135 10%	133 20%	165 11%	197 17%	100 10%
Tablet computer	280 13%	168 14% 60%	112 11% 40%	142 13% 51%	137 12% 49%	49 14%	58 15%	61 16%	50 13%	31 10%	31 9%	89 17%	89 13%	55 12%	47 9%	178 15%	102 10%	134 17%	145 10%	113 17%	167 11%	170 15%	110 11%
Desktop computer	174 8%	135 11% 77%	40 4% 23%	106 10% 61%	68 6% 39%	28 8%	42 11%	31 8%	32 8%	21 7%	20 6%	45 9%	49 7%	49 10%	32 6%	94 8%	80 8%	71 9%	103 7%	56 8%	118 8%	100 9%	74 7%
None of these	68 3%	34 3% 50%	34 3% 50%	31 3% 46%	37 3% 54%	11 3%	9 2%	11 3%	15 4%	14 4%	8 2%	13 3%	20 3%	18 4%	17 3%	33 3%	36 4%	25 3%	43 3%	23 3%	45 3%	38 3%	30 3%
Don't know	15 1%	12 1% 76%	4 * 24%	4 * 24%	12 1% 76%	2 1%	2 1%	4 1%	5 1%	2 1%	- -	5 1%	1 *	7 7%	3 1%	6 *	10 1%	8 1%	8 1%	7 1%	9 1%	7 1%	9 1%
Net: Any connected to broadband and TV set	732 33%	489 41% 67%	242 24% 33%	357 34% 49%	375 33% 51%	162 47%	179 47%	141 36%	117 30%	72 23%	60 17%	183 36%	240 34%	171 37%	137 26%	423 35%	309 31%	327 41%	405 29%	268 39%	464 31%	448 39%	283 27%
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1283 58%	589 50% 46%	694 68% 54%	626 59% 49%	657 58% 51%	135 39%	171 45%	221 56%	251 63%	221 69%	284 79%	290 57%	392 56%	253 55%	349 67%	681 56%	602 61%	404 51%	879 62%	361 53%	922 61%	626 54%	656 63%
Net: No/DK TV in household/No/DK home broadband service (QA1/ QA2)	99 5%	59 5% 59%	40 4% 41%	46 4% 47%	53 5% 53%	37 11%	19 5%	16 4%	9 2%	10 3%	8 2%	21 4%	47 7%	15 3%	17 3%	68 6%	32 3%	25 3%	75 5%	20 3%	79 5%	38 3%	60 6%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 39

**QA17: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with devices in the household**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2235	2151 96%	78 3%	1645 74%	590 26%	1955 87%	280 13%	1580 71%	212 9%	234 10%	209 9%	75 3%	219 10%	162 7%	138 6%	171 8%	130 6%	148 7%	252 11%	285 13%
Weighted base	2198	2103 96%	87* 4%*	1604 73%	594 27%	1907 87%	291 13%	1826 83%	190 9%	131 6%	51 2%	88* 4%*	248 11%	172 8%	159 7%	186 8%	205 9%	185 8%	297 14%	285 13%
Effective base	1892	1818	70	1398	495	1658	236	1469	195	215	147	72	206	154	130	163	123	136	237	272
Laptop computer	422 19%	422 20%	-	374 23%	49 8%	411 22%	12 4%	363 20%	31 16%	22 17%	5 11%	23 26%	49 20%	19 11%	40 25%	35 19%	38 18%	44 24%	53 18%	63 22%
		100% <b>b</b>	-	88% <b>d</b>	12% <b>b</b>	97% <b>f</b>	3% <b>b</b>	86% <b>j</b>	7% <b>b</b>	5% <b>b</b>	1% <b>b</b>	5% <b>am</b>	12% <b>am</b>	5% <b>b</b>	10% <b>am</b>	8% <b>b</b>	9% <b>b</b>	11% <b>am</b>	12% <b>b</b>	15% <b>am</b>
Smartphone	298 14%	298 14%	-	277 17%	21 4%	294 15%	5 2%	251 14%	23 12%	17 13%	7 14%	15 17%	48 19%	24 14%	17 11%	21 11%	29 14%	19 10%	33 11%	44 16%
		100% <b>b</b>	-	93% <b>d</b>	7% <b>b</b>	98% <b>f</b>	2% <b>b</b>	84% <b>j</b>	8% <b>b</b>	6% <b>b</b>	2% <b>b</b>	5% <b>b</b>	16% <b>noqr</b>	8% <b>b</b>	6% <b>b</b>	7% <b>b</b>	10% <b>b</b>	6% <b>b</b>	11% <b>b</b>	15% <b>b</b>
Tablet computer	280 13%	280 13%	-	258 16%	22 4%	273 14%	6 2%	231 13%	27 14%	16 12%	6 12%	7 8%	39 16%	17 10%	20 13%	26 14%	33 16%	25 14%	27 9%	37 13%
		100% <b>b</b>	-	92% <b>d</b>	8% <b>b</b>	98% <b>f</b>	2% <b>b</b>	83% <b>j</b>	10% <b>b</b>	6% <b>b</b>	2% <b>b</b>	3% <b>b</b>	14% <b>r</b>	6% <b>b</b>	7% <b>b</b>	9% <b>b</b>	12% <b>r</b>	9% <b>b</b>	9% <b>b</b>	13% <b>b</b>
Desktop computer	174 8%	174 8%	-	139 9%	36 6%	168 9%	6 2%	145 8%	22 11%	6 5%	2 4%	9 10%	15 6%	13 8%	12 8%	11 6%	21 10%	16 8%	23 8%	25 9%
		100% <b>b</b>	-	80% <b>b</b>	20% <b>b</b>	96% <b>f</b>	4% <b>b</b>	83% <b>j</b>	12% <b>lj</b>	4% <b>b</b>	1% <b>b</b>	5% <b>b</b>	9% <b>b</b>	8% <b>b</b>	7% <b>b</b>	6% <b>b</b>	10% <b>b</b>	8% <b>b</b>	9% <b>b</b>	14% <b>b</b>
None of these	68 3%	68 3%	-	59 4%	9 2%	62 3%	6 2%	54 3%	4 2%	7 5%	2 4%	- -	5 2%	10 6%	8 5%	11 6%	2 1%	9 5%	6 2%	5 2%
		100% <b>b</b>	-	87% <b>d</b>	13% <b>b</b>	91% <b>f</b>	9% <b>b</b>	80% <b>j</b>	6% <b>b</b>	10% <b>b</b>	3% <b>b</b>	- -	8% <b>b</b>	14% <b>kprs</b>	5% <b>b</b>	11% <b>kprs</b>	3% <b>b</b>	13% <b>b</b>	8% <b>b</b>	7% <b>b</b>
Don't know	15 1%	15 1%	-	13 1%	2 *	15 1%	1 *	14 1%	1 *	1 1%	- -	- -	3 1%	2 1%	- -	1 1%	- -	2 1%	4 1%	2 1%
		100% <b>b</b>	-	85% <b>b</b>	15% <b>b</b>	95% <b>f</b>	5% <b>b</b>	89% <b>j</b>	5% <b>b</b>	5% <b>b</b>	- -	- -	18% <b>b</b>	10% <b>b</b>	- -	9% <b>b</b>	- -	10% <b>b</b>	28% <b>b</b>	13% <b>b</b>
Net: Any connected to broadband and TV set	732 33%	732 35%	-	647 40%	84 14%	712 37%	19 7%	613 34%	66 35%	41 31%	13 25%	41 46%	86 35%	48 28%	59 37%	57 31%	72 35%	69 37%	80 27%	101 35%
		100% <b>b</b>	-	88% <b>d</b>	12% <b>b</b>	97% <b>f</b>	3% <b>b</b>	84% <b>j</b>	9% <b>b</b>	6% <b>b</b>	2% <b>b</b>	6% <b>mon</b>	12% <b>b</b>	7% <b>b</b>	8% <b>r</b>	8% <b>b</b>	10% <b>b</b>	9% <b>r</b>	11% <b>b</b>	14% <b>r</b>
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1283 58%	1214 58%	67 77%	832 52%	451 76%	1037 54%	246 85%	1066 58%	106 56%	76 58%	35 69%	46 52%	139 56%	103 60%	91 57%	108 58%	120 58%	100 54%	197 66%	162 57%
		95% <b>a</b>	5% <b>a</b>	65% <b>c</b>	35% <b>c</b>	81% <b>e</b>	19% <b>e</b>	83% <b>j</b>	8% <b>b</b>	6% <b>b</b>	3% <b>ghl</b>	4% <b>b</b>	11% <b>b</b>	8% <b>b</b>	7% <b>b</b>	8% <b>b</b>	9% <b>b</b>	8% <b>b</b>	15% <b>klq</b>	13% <b>b</b>
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	99 5%	73 3%	20 23%	52 3%	47 8%	81 4%	18 6%	79 4%	13 7%	6 5%	1 2%	1 2%	15 6%	11 6%	1 1%	9 5%	11 5%	5 3%	10 3%	15 5%
		74% <b>a</b>	20% <b>a</b>	53% <b>c</b>	47% <b>c</b>	82% <b>e</b>	18% <b>b</b>	80% <b>j</b>	13% <b>b</b>	6% <b>b</b>	1% <b>b</b>	1% <b>b</b>	15% <b>n</b>	11% <b>n</b>	1% <b>b</b>	9% <b>b</b>	11% <b>n</b>	5% <b>b</b>	10% <b>b</b>	16% <b>n</b>

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

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 39

**QA17: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with devices in the household**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2235	420 19%	1815 81%	1092 49%	902 40%	228 10%	491 22%	1480 66%	1135 51%	1034 46%	1003 45%	1746 78%	489 22%
Weighted base	2198	368 17%	1830 83%	1031 47%	896 41%	222 10%	499 23%	1430 65%	1108 50%	1019 46%	970 44%	1693 77%	505 23%
Effective base	1892	335	1559	907	770	188	426	1243	971	864	856	1480	414
Laptop computer	422 19%	67 18% 16%	356 19% 84%	218 21% 52%f	176 20% 42%f	54 24% 13%f	67 13% 16%	309 22% 73%t	283 26% 67%l	139 14% 33%	275 28% 65%l	422 25% 100%l	- - -
Smartphone	298 14%	47 13% 16%	252 14% 84%	162 16% 54%f	112 13% 38%f	48 22% 16%cdf	39 8% 13%	231 16% 78%df	229 21% 77%l	69 7% 23%	225 23% 75%l	298 18% 100%l	- - -
Tablet computer	280 13%	41 11% 15%	239 13% 85%	161 16% 57%f	112 13% 40%f	46 21% 16%dfg	33 7% 12%	215 15% 77%t	213 19% 76%l	67 7% 24%	206 21% 74%l	280 17% 100%l	- - -
Desktop computer	174 8%	36 10% 20%	139 8% 80%	88 9% 50%f	70 8% 40%	35 16% 20%cdfg	25 5% 14%	128 9% 74%f	116 10% 66%l	59 6% 34%	104 11% 60%l	174 10% 100%l	- - -
None of these	68 3%	10 3% 15%	58 3% 85%	35 3% 52%	24 3% 35%	8 4% 12%	11 2% 16%	49 3% 73%	39 4% 57%	29 3% 43%	35 4% 52%	61 4% 90%l	7 1% 10%
Don't know	15 1%	2 1% 15%	13 1% 85%	7 1% 46%	7 1% 43%	2 1% 10%	4 1% 28%	10 1% 66%	9 1% 59%	6 1% 41%	8 1% 54%	14 1% 92%	1 * 8%
Net: Any connected to broadband and TV set	732 33%	127 35% 17%	605 33% 83%	385 37% 53%df	289 32% 40%f	97 44% 13%df	118 24% 16%	536 37% 73%df	509 46% 70%l	223 22% 30%	482 50% 66%l	732 43% 100%l	- - -
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1283 58%	216 59% 17%	1067 58% 83%	588 57% 46%	557 62% 43%ceg	114 51% 9%	355 71% 28%cddeg	816 57% 64%	536 48% 42%	744 73% 58%hj	433 45% 34%	870 51% 68%	414 82% 32%k
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	99 5%	13 3% 13%	87 5% 87%	16 2% 16%	19 2% 19%	1 1% 1%	10 2% 10%	19 1% 19%	14 1% 14%	16 2% 17%	11 1% 11%	16 1% 16%	83 16% 84%k

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 39

**QA17: 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 from the internet on the TV screen?**

**IF NECESSARY – This could be through a wired or Wi-Fi connection.**

**MULTI CODE**

**Base: All with devices in the household**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2235	1370 61%	1003 45%	759 34%	619 28%	522 23%	292 13%	317 14%	193 9%	1746 78%	410 18%	488 22%	194 9%	708 32%	1527 68%
Weighted base	2198	1331 61%	970 44%	733 33%	563 26%	514 23%	280 13%	298 14%	188 9%	1693 77%	414 19%	478 22%	195 9%	705 32%	1493 68%
Effective base	1892	1155	856	655	520	455	246	272	171	1480	351	421	169	610	1282
Laptop computer	422	333 25% 79%	275 28% 65%	256 35%	193 34%	422 82%	141 50%	151 51%	70 37%	422 25%	81 20%	133 28%	53 27%	170 24%	252 17%
Smartphone	298	246 18% 82%	225 23% 75% <b>mu</b>	208 28% 70% <b>mnu</b>	163 29% 55% <b>mnu</b>	163 32% 55% <b>mnu</b>	156 56% 52% <b>amnopqtu</b>	298 100% 100% <b>amnopqtu</b>	72 38% 24% <b>amnopu</b>	298 18% 100%	65 16% 22%	98 20% 33% <b>z</b>	41 21% 14% <b>z</b>	119 17% 40% <b>z</b>	180 12% 60%
Tablet computer	280	225 17% 81%	206 21% 74% <b>mu</b>	166 23% 59% <b>mu</b>	153 27% 55% <b>mnu</b>	150 29% 54% <b>mnou</b>	280 100% 100% <b>amnopqtu</b>	156 52% 56% <b>amnopqtu</b>	62 33% 22% <b>amnou</b>	280 17% 100%	61 15% 22%	77 16% 27% <b>z</b>	30 15% 11%	101 14% 36%	179 12% 64%
Desktop computer	174	126 9% 72%	104 11% 60%	102 14% 58% <b>mu</b>	79 14% 45% <b>mu</b>	174 34% 100% <b>amnoprstu</b>	49 18% 28% <b>mnu</b>	52 17% 30% <b>amnu</b>	30 16% 17% <b>amnu</b>	174 10% 100%	37 9% 21%	64 13% 36% <b>z</b>	30 16% 17% <b>vz</b>	81 11% 46% <b>z</b>	94 6% 54%
None of these	68	56 4% 82% <b>qrs</b>	35 4% 52% <b>qrs</b>	19 3% 28% <b>qrs</b>	16 3% 24% <b>qrs</b>	- - -	- - -	- - -	3 2% 4% <b>qrs</b>	61 4% 90% <b>qrs</b>	11 3% 17%	14 3% 20%	2 1% 2%	19 3% 27%	49 3% 73%
Don't know	15	7 1% 48%	8 1% 54% <b>q</b>	6 1% 38%	2 * 13%	- - -	- - -	- - -	2 1% 10%	14 1% 92%	6 1% 36%	5 1% 29%	- - -	6 1% 42%	9 1% 58%
Net: Any connected to broadband and TV set	732	562 42% 77%	482 50% 66% <b>mu</b>	418 57% 57% <b>mnu</b>	339 60% 46% <b>mnu</b>	514 100% 70% <b>mnopu</b>	280 100% 38% <b>mnopu</b>	298 100% 41% <b>mnopu</b>	117 62% 16% <b>mnu</b>	732 43% 100%	136 33% 19%	217 45% 30% <b>vz</b>	91 47% 12% <b>vz</b>	278 39% 38% <b>vz</b>	454 30% 62%
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1283	693 52% 54% <b>mnopqrst</b>	433 45% 34% <b>opqrst</b>	279 38% 22% <b>qrs</b>	201 36% 16% <b>qrs</b>	- - -	- - -	- - -	61 33% 5% <b>qrs</b>	870 51% 68% <b>mnopqrst</b>	252 61% 20% <b>wx</b>	233 49% 18%	98 50% 8%	387 55% 30%	896 60% 70% <b>wxy</b>
Net: No/DK TV in household/No/DK home broadband service (QA1/ QA2)	99	13 1% 13% <b>q</b>	11 1% 11% <b>q</b>	11 1% 11% <b>qs</b>	6 1% 6% <b>q</b>	- - -	- - -	- - -	5 3% 5% <b>mqrstu</b>	16 1% 16% <b>q</b>	9 2% 9%	10 2% 10%	4 2% 4%	15 2% 15%	84 6% 85% <b>vwy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 40

**QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?**  
**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Watch TV live at the time of broadcast	2029 85%	1000 84%	1028 86%	996 86%	1032 84%	267 76%	307 79%	351 87%	354 87%	307 89%	442 91%	462 87%	614 84%	433 86%	519 84%	1077 85%	952 85%	680 84%	1349 86%	589 84%	1439 85%	1017 86%	1010 85%
		49%	51%	49%	51%	13%	15%	17% <b>cd</b>	17% <b>cd</b>	15% <b>cd</b>	22% <b>cd</b>	23%	30%	21%	26%	53%	47%	34%	66%	29%	71%	50%	50%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1443 60%	840 70%	603 51%	677 58%	766 63%	224 64%	261 67%	263 65%	268 66%	208 61%	218 45%	389 73%	465 63%	308 61%	281 46%	853 67%	589 53%	519 64%	924 59%	453 65%	990 59%	786 66%	655 55%
		58%	42%	47%	53%	16% <b>h</b>	16% <b>h</b>	18% <b>h</b>	19% <b>h</b>	14% <b>h</b>	15%	27% <b>ijkl</b>	32% <b>l</b>	21% <b>l</b>	20%	59% <b>n</b>	41%	36% <b>p</b>	64%	31% <b>r</b>	69%	55% <b>t</b>	45%
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1073 45%	666 56%	407 34%	530 46%	543 44%	227 65%	236 60%	203 50%	187 46%	135 39%	85 18%	254 48%	373 51%	210 42%	237 39%	626 49%	447 40%	419 52%	654 42%	352 50%	722 43%	631 53%	442 37%
		62%	38%	49%	51%	21% <b>efgh</b>	22% <b>efgh</b>	19% <b>gh</b>	17% <b>h</b>	13% <b>h</b>	8%	24% <b>l</b>	35% <b>kl</b>	20%	22%	58% <b>n</b>	42%	39% <b>p</b>	61%	33% <b>r</b>	67%	59% <b>t</b>	41%
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	730 31%	442 37%	288 24%	349 30%	381 31%	120 34%	171 44%	145 36%	145 35%	81 24%	68 14%	188 35%	232 32%	159 31%	151 25%	419 33%	311 28%	310 38%	420 27%	270 39%	460 27%	442 37%	286 24%
		61%	39%	48%	52%	16% <b>gh</b>	23% <b>efgh</b>	20% <b>gh</b>	20% <b>gh</b>	11% <b>h</b>	9%	26% <b>l</b>	32% <b>l</b>	22% <b>l</b>	21%	57% <b>n</b>	43%	42% <b>p</b>	58%	37% <b>r</b>	63%	61% <b>t</b>	39%
Watch longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	723 30%	447 37%	277 23%	364 31%	359 29%	180 51%	175 45%	144 36%	115 28%	68 20%	41 8%	156 29%	257 35%	154 30%	157 26%	413 33%	310 28%	300 37%	424 27%	245 35%	478 28%	425 36%	298 25%
		62%	38%	50%	50%	25% <b>efgh</b>	24% <b>efgh</b>	20% <b>fgh</b>	16% <b>gh</b>	9% <b>h</b>	6%	22%	36% <b>l</b>	21%	22%	57% <b>n</b>	43%	41% <b>p</b>	59%	34% <b>r</b>	66%	59% <b>t</b>	41%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	720 30%	475 40%	245 21%	287 25%	433 35%	164 47%	180 46%	159 39%	127 31%	54 16%	36 7%	171 32%	250 34%	161 32%	138 22%	421 33%	300 27%	338 42%	382 24%	294 42%	426 25%	440 37%	280 23%
		66%	34%	40%	60% <b>a</b>	23% <b>efgh</b>	25% <b>fgh</b>	22% <b>fgh</b>	18% <b>gh</b>	7% <b>h</b>	5%	24% <b>l</b>	35% <b>l</b>	22% <b>l</b>	19%	58% <b>n</b>	42%	47% <b>p</b>	53%	41% <b>r</b>	59%	61% <b>t</b>	39%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	311 13%	178 15%	133 11%	138 12%	173 14%	59 17%	86 22%	77 19%	59 15%	16 5%	13 3%	101 19%	93 13%	69 14%	47 8%	194 15%	116 10%	163 20%	148 9%	150 22%	160 10%	212 18%	97 8%
		57%	43%	44%	56%	19% <b>gh</b>	28% <b>fgh</b>	25% <b>gh</b>	19% <b>gh</b>	5%	4%	33% <b>ijkl</b>	30% <b>l</b>	22% <b>l</b>	15%	63% <b>n</b>	37%	52% <b>p</b>	48%	48% <b>r</b>	52%	68% <b>t</b>	31%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 40

**QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?**  
**MULTI CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store,iTunes Store or Google Play	<b>172</b> 7%	109 9%	63 5%	85 7%	87 7%	32 9%	49 12%	43 11%	29 7%	11 3%	7 2%	55 10%	56 8%	29 6%	32 5%	111 9%	61 5%	88 11%	85 5%	77 11%	95 6%	110 9%	62 5%
		63%	37%	49%	51%	19% <b>gh</b>	28% <b>fgh</b>	25% <b>gh</b>	17% <b>gh</b>	6%	4%	32% <b>kl</b>	33%	17%	19%	65% <b>ln</b>	35%	51% <b>p</b>	49%	45% <b>r</b>	55%	64% <b>lt</b>	36%
None of these	<b>83</b> 3%	27 2%	56 5%	41 4%	42 3%	10 3%	13 3%	7 2%	9 2%	14 4%	30 6%	12 2%	26 3%	17 3%	28 4%	38 3%	45 4%	18 2%	65 4%	13 2%	70 4%	29 2%	54 4%
		33%	67%	50%	50%	12%	16%	8%	11%	17%	36% <b>def</b>	15%	31%	21%	33%	46%	54%	21%	79% <b>co</b>	15%	85% <b>d</b>	35%	65% <b>so</b>
Don't know	<b>22</b> 1%	16 1%	6 1%	8 1%	14 1%	9 3%	5 1%	5 1%	4 1%	-	*	3 *	13 2%	-	7 1%	15 1%	7 1%	12 2%	10 1%	6 1%	16 1%	6 1%	12 1%
		72%	28%	38%	62%	40% <b>gh</b>	22% <b>h</b>	21% <b>h</b>	16%	-	1%	11%	57% <b>k</b>	-	31% <b>k</b>	69%	31%	56% <b>p</b>	44%	29%	71%	28%	56%
Net: ANY	<b>2281</b> 96%	1150 96%	1131 95%	1111 96%	1170 95%	332 95%	373 95%	394 97%	396 97%	329 96%	457 94%	515 97%	697 95%	489 97%	580 94%	1212 96%	1069 95%	779 96%	1502 95%	679 97%	1602 95%	1153 97%	1126 94%
		50%	50%	49%	51%	15%	16%	17% <b>h</b>	17%	14%	20%	23% <b>i</b>	31%	21%	25%	53%	47%	34%	66%	30% <b>r</b>	70%	51% <b>tl</b>	49%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	<b>1807</b> 76%	1035 87%	772 65%	867 75%	940 77%	298 85%	346 89%	328 81%	339 83%	247 72%	249 51%	447 84%	584 79%	378 75%	398 65%	1031 81%	776 69%	671 83%	1136 72%	586 84%	1221 72%	999 84%	806 68%
		57%	43%	48%	52%	17% <b>gh</b>	19% <b>efgh</b>	18% <b>gh</b>	19% <b>gh</b>	14% <b>h</b>	14%	25% <b>jkl</b>	32% <b>l</b>	21% <b>l</b>	22%	57% <b>ln</b>	43%	37% <b>p</b>	63%	32% <b>r</b>	68%	55% <b>tl</b>	45%
Net: LIVE TV ONLY	<b>474</b> 20%	115 10%	359 30%	244 21%	230 19%	34 10%	27 7%	66 16%	57 14%	83 24%	208 43%	68 13%	113 15%	112 22%	182 30%	181 14%	293 26%	108 13%	366 23%	93 13%	381 23%	154 13%	320 27%
		24%	76%	52%	48%	7%	6%	14% <b>cd</b>	12% <b>d</b>	17% <b>cdef</b>	44% <b>cddef</b>	14%	24%	24% <b>lj</b>	38% <b>ijk</b>	38%	62% <b>m</b>	23%	77% <b>o</b>	20%	80% <b>q</b>	32%	68% <b>s</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 40

**QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?**  
**MULTI CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Watch TV live at the time of broadcast	2029 85%	1812 85%	212 85%	1433 89%	596 77%	1671 87%	358 76%	1688 86%	177 81%	122 86%	42 77%	81 83%	228 87%	169 86%	144 85%	181 87%	175 81%	168 84%	292 91%	249 83%
		89%	10%	71% <b>d</b>	29%	82% <b>f</b>	18%	83% <b>j</b>	9%	6% <b>i</b>	2%	4%	11%	8%	7%	9%	9%	8%	14% <b>ps</b>	12%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1443 60%	1413 66%	25 10%	1364 85%	79 10%	1395 73%	48 10%	1198 61%	125 57%	91 65%	29 53%	56 57%	160 61%	107 55%	97 57%	130 63%	143 66%	129 65%	225 70%	152 50%
		98% <b>b</b>	2%	95% <b>d</b>	5%	97% <b>f</b>	3%	83%	9%	6% <b>j</b>	2%	4%	11% <b>s</b>	7%	7%	9% <b>s</b>	10% <b>s</b>	9% <b>s</b>	16% <b>k</b>	11% <b>ms</b>
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1073 45%	1042 49%	28 11%	911 57%	163 21%	1057 55%	16 3%	893 45%	90 42%	63 45%	27 49%	47 48%	114 43%	95 48%	78 46%	72 35%	97 45%	88 44%	144 45%	158 53%
		97% <b>b</b>	3%	85% <b>d</b>	15%	98% <b>f</b>	2%	83%	8%	6%	3%	4%	11%	9% <b>o</b>	7% <b>o</b>	7%	9%	8%	13% <b>o</b>	15% <b>lo</b>
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	730 31%	723 34%	7 3%	703 44%	28 4%	711 37%	19 4%	604 31%	64 30%	44 31%	18 33%	30 4%	84 32%	65 33%	51 30%	59 28%	66 31%	75 37%	108 34%	67 22%
		99% <b>b</b>	1%	96% <b>d</b>	4%	97% <b>f</b>	3%	83%	9%	6%	2%	4%	12% <b>s</b>	9% <b>s</b>	7%	8%	9%	10% <b>s</b>	15% <b>s</b>	9%
Watch longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	723 30%	697 33%	23 9%	616 38%	108 14%	717 37%	7 1%	601 30%	66 30%	39 28%	18 32%	25 3%	75 28%	68 35%	54 32%	43 21%	65 30%	69 34%	92 28%	112 37%
		96% <b>b</b>	3%	85% <b>d</b>	15%	99% <b>f</b>	1%	83%	9%	5%	2%	3%	10%	9% <b>o</b>	7% <b>o</b>	6%	9%	9% <b>o</b>	13%	15% <b>k</b>
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	720 30%	706 33%	10 4%	653 41%	67 9%	713 37%	7 2%	574 29%	76 35%	50 36%	20 37%	35 36%	76 29%	51 26%	53 31%	61 29%	62 29%	50 25%	91 28%	95 32%
		98% <b>b</b>	1%	91% <b>d</b>	9%	99% <b>f</b>	1%	80%	11%	7% <b>o</b>	3%	5%	11%	7%	7%	8%	9%	7%	13%	13%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	311 13%	308 74%	2 1%	294 18%	17 2%	311 16%	- -	265 13%	23 11%	17 12%	5 10%	16 16%	35 13%	30 15%	22 13%	23 11%	33 15%	27 13%	46 14%	33 11%
		99% <b>b</b>	1%	95% <b>d</b>	5%	100% <b>f</b>	-	85%	8%	6%	2%	5%	11%	10%	7%	7%	11%	9%	15%	11%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	172 7%	168 8%	3 1%	164 10%	8 1%	172 9%	- -	149 8%	17 8%	4 3%	2 4%	11 12%	21 8%	10 5%	8 5%	13 6%	19 9%	20 10%	22 7%	24 8%
		98% <b>b</b>	2%	95% <b>d</b>	5%	100% <b>f</b>	-	87% <b>j</b>	10% <b>i</b>	2%	1%	7%	12%	6%	5%	8%	11%	11%	13%	14%

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

\* small base

Prepared by BDRG Continental

Fieldwork: April - December 2017

BDRG/Job number (23011)

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 40

**QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?**  
**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
None of these	83	57	26	3	80	1	82	58	12	7	6	3	4	5	3	6	6	11	12	7
	3%	3% 69%	10% 31%a	* 4%	10% 96%c	* 1%	17% 99%e	3% 70%	6% 14%g	5% 8%	11% 7%ghi	3% 3%	2% 5%	3% 6%	2% 3%	3% 8%	3% 7%	6% 14%l	4% 15%	2% 9%
Don't know	22	17	2	1	21	-	22	18	3	1	*	2	5	2	-	1	2	2	2	4
	1%	1% 75%	1% 8%	* 5%	3% 95%c	- -	5% 100%e	1% 83%	1% 13%	1% 4%	* 1%	2% 7%	2% 22%	1% 10%	- -	* 4%	1% 7%	1% 7%	* 7%	1% 18%
Net: ANY	2281	2055 96%	220 9%	1606 89%	675 100%	1913 100%	368 78%	1897 96%	202 93%	133 95%	49 89%	94 96%	253 96%	188 96%	167 98%	200 96%	210 97%	187 94%	308 96%	289 96%
		90%b	10%	70% d	30%	84% f	16%	83% hj	9%	6% j	2%	4%	11%	8% 7%q	9%	9%	8%	14%	13%	
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1807	1759 76%	42 83%	1532 95%	275 35%	1742 91%	66 14%	1504 76%	155 71%	106 76%	42 77%	78 80%	186 71%	143 73%	129 76%	152 73%	182 84%	153 76%	257 80%	225 75%
		97%b	2%	95% d	15%	95% f	4%	83%	9%	6%	2%	4%	10%	8% 7%	7%	8% 10%mos	8%	14% l	12%	
Net: LIVE TV ONLY	474	295	178	74	400	172	302	393	48	27	7	15	68	46	37	48	28	35	52	64
	20%	14% 62%	72% 37%a	5% 16%	52% 84%c	9% 36%	64% 64%e	20% 83%j	22% 10%j	19% 6%	12% 1%	16% 3%	26% 14%pr	23% 10% p	22% 8%p	23% 10%p	13% 6%	17% 7%	16% 11%	14% p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 40

**QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?**  
**MULTI CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Watch TV live at the time of broadcast	2029 85%	335 84% 17%	1693 85% 83%	919 87% 45%	917 89% 45%	198 89% 10%	551 88% 27%	1287 88% 63%	972 87% 48%	1034 87% 51%	846 87% 42%	1469 86% 72% <b>i</b>	559 82% 28%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1443 60%	235 59% 16%	1208 61% 84%	717 68% 50% <b>df</b>	617 60% 43% <b>f</b>	177 80% 12% <b>cdfg</b>	276 44% 19%	1021 70% 71% <b>df</b>	817 73% 57% <b>i</b>	597 50% 41%	738 76% 51% <b>i</b>	1228 72% 85% <b>i</b>	215 32% 15%
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1073 45%	160 40% 15%	913 46% 85%	514 49% 48% <b>f</b>	477 46% 44% <b>f</b>	128 58% 12% <b>cdfg</b>	224 36% 21%	712 49% 66% <b>f</b>	594 53% 55% <b>i</b>	434 37% 40%	530 55% 49% <b>i</b>	899 53% 84% <b>i</b>	174 26% 16%
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	730 31%	124 31% 17%	606 30% 83%	454 43% 62% <b>df</b>	254 25% 35% <b>f</b>	95 43% 13% <b>df</b>	42 7% 6%	654 45% 90% <b>df</b>	446 40% 61% <b>i</b>	281 24% 38%	411 42% 56% <b>i</b>	687 40% 94% <b>i</b>	43 6% 6%
Watch longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	723 30%	110 28% 15%	614 31% 85%	336 32% 46% <b>f</b>	310 30% 43% <b>f</b>	91 41% 13% <b>cdfg</b>	146 23% 20%	470 32% 66% <b>f</b>	396 35% 55% <b>i</b>	287 24% 40%	356 37% 49% <b>i</b>	617 36% 85% <b>i</b>	107 16% 15%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	720 30%	102 26% 14%	618 31% 86% <b>a</b>	365 35% 51% <b>df</b>	279 27% 39% <b>f</b>	97 44% 14% <b>cdfg</b>	113 18% 16%	527 36% 73% <b>df</b>	465 42% 65% <b>i</b>	231 19% 32%	437 45% 61% <b>i</b>	667 39% 93% <b>i</b>	53 8% 7%
Watch paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	311 13%	43 11% 14%	268 13% 86%	182 17% 59% <b>df</b>	98 9% 32% <b>f</b>	46 21% 15% <b>df</b>	26 4% 8%	266 18% 86% <b>df</b>	222 20% 72% <b>i</b>	85 7% 27%	206 21% 66% <b>i</b>	303 18% 97% <b>i</b>	8 1% 3%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 40

**QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?**  
**MULTI CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store,iTunes Store or Google Play	172 7%	24 6%	148 7%	94 9%	66 6%	42 19%	20 3%	140 10%	131 12%	41 3%	124 13%	165 10%	7 1%
		14%	86%	54% <b>df</b>	38% <b>f</b>	24% <b>cdffg</b>	12%	81% <b>df</b>	76% <b>l</b>	24%	72% <b>l</b>	96% <b>l</b>	4%
None of these	83 3%	12 3%	71 4%	29 3%	28 3%	4 2%	23 4%	30 2%	20 2%	48 4%	16 2%	32 2%	51 7%
		14%	86%	35%	34%	5%	28% <b>g</b>	36%	24%	58% <b>hj</b>	19%	38%	62% <b>k</b>
Don't know	22 1%	4 1%	18 1%	8 1%	4 *	- -	1 *	6 *	6 1%	10 1%	4 *	11 1%	12 2%
		18%	82%	38%	16%	-	5%	29%	27%	44%	19%	48%	62% <b>k</b>
Net: ANY	2281 96%	382 96%	1899 96%	1020 96%	999 97%	217 98%	603 96%	1423 98%	1093 98%	1130 95%	953 98%	1663 98%	619 91%
		17%	83%	45%	44%	10%	26%	62%	48% <b>l</b>	50%	42% <b>l</b>	73% <b>l</b>	27%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1807 76%	299 75%	1508 76%	892 84%	728 71%	199 90%	353 56%	1240 85%	976 87%	774 65%	873 90%	1499 88%	308 45%
		17%	83%	49% <b>df</b>	40% <b>f</b>	11% <b>cdff</b>	20%	69% <b>df</b>	54% <b>l</b>	43%	48% <b>l</b>	83% <b>l</b>	17%
Net: LIVE TV ONLY	474 20%	83 21%	391 20%	128 12%	271 26%	18 8%	251 40%	183 13%	118 11%	356 30%	80 8%	164 10%	310 46%
		18%	82%	27%	57% <b>cegg</b>	4%	53% <b>cddeg</b>	39%	25%	75% <b>hj</b>	17%	35%	65% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 40

**QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?**  
**MULTI CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Watch TV live at the time of broadcast	2029 85%	1180 88%	846 87%	622 85%	469 83%	419 82%	235 84%	253 85%	171 90%	1469 86%	375 84%	418 83%	161 81%	631 84%	1398 86%
		58% <b>pq</b>	42% <b>q</b>	31%	23%	21%	12%	12%	8% <b>pq</b>	72% <b>q</b>	18%	21%	8%	31%	69%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1443 60%	985 73%	738 76%	546 74%	443 79%	367 71%	217 78%	235 79%	139 74%	1228 72%	270 61%	325 64%	122 61%	473 63%	969 59%
		68%	51% <b>u</b>	38%	31% <b>mqu</b>	25%	15%	16% <b>qu</b>	10%	85%	19%	23%	8%	33%	67%
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1073 45%	696 52%	530 55%	463 63%	351 62%	316 62%	173 62%	201 67%	118 62%	899 53%	205 46%	242 48%	88 44%	356 47%	717 44%
		65%	49%	43% <b>mnu</b>	33% <b>mnu</b>	29% <b>mnu</b>	16% <b>mnu</b>	19% <b>mnu</b>	11% <b>mu</b>	84%	19%	23%	8%	33%	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	730 31%	590 44%	411 42%	357 49%	286 51%	237 46%	149 53%	158 53%	85 45%	687 40%	111 25%	172 34%	66 33%	234 31%	496 30%
		81%	56%	49% <b>nu</b>	39% <b>mnu</b>	32% <b>u</b>	20% <b>mnu</b>	22% <b>mnu</b>	12%	94%	15%	24% <b>v</b>	9% <b>v</b>	32% <b>v</b>	68% <b>v</b>
Watch longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	723 30%	468 35%	356 37%	339 46%	240 43%	250 49%	144 52%	159 53%	79 42%	617 36%	149 33%	168 33%	64 32%	244 32%	479 29%
		65%	49%	47% <b>mnu</b>	33% <b>mnu</b>	35% <b>mnu</b>	20% <b>mnptu</b>	22% <b>mnoptu</b>	11%	85%	21%	23%	9%	34%	66%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	720 30%	528 39%	437 45%	392 54%	338 60%	251 49%	158 57%	176 59%	88 47%	667 39%	117 26%	180 36%	73 37%	236 31%	484 30%
		73%	61% <b>mu</b>	54% <b>mnu</b>	47% <b>mnogtu</b>	35% <b>mu</b>	22% <b>mntu</b>	24% <b>mnqu</b>	12%	93%	16%	25% <b>vz</b>	10% <b>vz</b>	33%	67%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	311 13%	258 19%	206 21%	175 24%	137 24%	126 24%	82 29%	103 35%	53 28%	303 18%	47 11%	84 17%	34 17%	106 14%	204 13%
		83%	66% <b>u</b>	56% <b>mu</b>	44% <b>mu</b>	40% <b>mu</b>	26% <b>mnu</b>	33% <b>mnopqu</b>	17% <b>mu</b>	97%	15%	27% <b>vz</b>	11% <b>v</b>	34%	66%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 40

**QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?**  
**MULTI CODE****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store,iTunes Store or Google Play	172 7%	139 10%	124 13%	109 15%	92 16%	77 15%	61 22%	70 23%	38 20%	165 10%	42 9%	67 13%	34 17%	79 11%	93 6%
		81%	72%u	64%mu	54%mu	45%mu	35%mnogu	41%mnopqu	22%mnmu	96%	24%z	39%z	20%vyz	46%z	54%
None of these	83 3%	20 2%	16 2%	11 2%	5 1%	6 1%	2 1%	4 1%	1 1%	32 2%	10 2%	14 3%	4 2%	23 3%	60 4%
		25%	19%	14%	7%	7%	3%	4%	2%	38%	13%	17%	5%	27%	73%
Don't know	22 1%	8 1%	4 *	5 1%	1 *	4 1%	2 1%	1 *	2 1%	11 1%	3 1%	4 1%	- -	4 1%	18 1%
		34%	19%	22%	4%	17%	11%	4%	7%	48%	12%	19%	-	19%	81%
Net: ANY	2281 96%	1313 98%	953 98%	717 98%	557 99%	505 98%	275 98%	294 98%	186 98%	1663 98%	433 97%	486 96%	195 98%	725 96%	1557 95%
		58%	42%	31%	24%	22%	12%	13%	8%	73%	19%	21%	9%	32%	68%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1807 76%	1191 89%	873 90%	667 91%	530 94%	468 91%	264 94%	281 94%	168 88%	1499 88%	338 76%	406 81%	160 80%	588 78%	1219 75%
		66%	48%	37%u	29%mnou	26%	15%mntu	16%mntu	9%	83%	19%	22%z	9%	33%	67%
Net: LIVE TV ONLY	474 20%	122 9%	80 8%	50 7%	27 5%	36 7%	11 4%	13 4%	19 10%	164 10%	95 21%	80 16%	35 18%	137 18%	337 21%
		26%prs	17%prs	11%	6%	8%	2%	3%	4%prs	35%oprs	20%	17%	7%	29%	71%w

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 41

## **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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
TV service	1341 56%	750 63%	591 50%	645 56%	696 57%	200 57%	264 67%	262 64%	255 62%	175 51%	386 38%	336 63%	409 56%	294 58%	302 49%	745 59%	596 53%	547 68%	794 50%	473 68%	868 51%	760 64%	579 49%
		56%	44%	48%	52%	15%h	20%cgh	20%cgh	19%gh	13%h	14%	25%jl	31%l	22%l	22%	58%n	44%	41%p	59%	35%r	65%	57%t	43%
Smart TV	973 41%	572 48%	401 34%	466 40%	507 41%	144 41%	208 53%	203 50%	189 46%	118 34%	111 23%	264 50%	289 39%	221 44%	199 32%	553 44%	420 37%	429 53%	544 34%	382 55%	590 35%	581 49%	392 33%
		59%	41%	48%	52%	15%h	21%cgh	21%cgh	19%gh	12%h	11%	27%jl	30%l	23%l	20%	57%n	43%	44%p	56%	39%r	61%	60%t	40%
Games player	733 31%	482 40%	251 21%	337 29%	396 32%	166 47%	213 55%	165 41%	131 32%	46 13%	12 2%	145 27%	243 33%	174 34%	171 28%	388 31%	345 31%	434 54%	299 19%	371 53%	362 21%	466 39%	267 22%
		66%	34%	46%	54%	23%fgh	29%efgh	22%fgh	18%gh	6%h	2%	27%	33%l	24%il	23%	53%	47%	59%p	41%	51%r	49%	64%t	36%
Digital Media Player	563 24%	392 33%	171 14%	257 22%	306 25%	97 28%	132 34%	121 30%	124 30%	59 17%	31 6%	150 28%	191 26%	123 24%	99 16%	342 27%	222 20%	264 33%	299 19%	233 33%	330 20%	366 31%	197 16%
		70%	30%	46%	54%	17%gh	23%gh	21%gh	22%gh	10%h	5%	27%l	34%l	22%l	18%	61%n	39%	47%p	53%	41%r	59%	65%t	35%
Desktop/laptop	514 22%	362 30%	152 13%	263 23%	252 21%	122 35%	118 30%	93 23%	85 21%	51 15%	45 9%	131 25%	169 23%	124 24%	90 15%	301 24%	214 19%	222 27%	292 19%	175 25%	339 20%	318 27%	196 16%
		70%	30%	51%	49%	24%efgh	23%efgh	18%gh	17%h	10%h	9%	26%l	35%l	24%l	18%	58%n	42%	43%p	57%	34%r	66%	62%t	38%
Tablet	280 12%	168 14%	112 9%	142 12%	137 11%	49 14%	58 15%	61 15%	50 12%	31 9%	31 6%	89 17%	89 12%	55 11%	47 8%	178 14%	102 9%	134 17%	145 16%	113 10%	167 10%	170 14%	110 9%
		60%	40%	51%	49%	18%h	21%gh	22%gh	18%h	11%	11%	32%jkl	32%l	20%	17%	64%n	36%	48%p	52%	40%r	60%	61%t	39%
Smart phone	298 12%	204 17%	94 8%	140 12%	158 13%	72 20%	93 24%	66 16%	43 10%	16 5%	9 2%	77 14%	96 13%	63 12%	62 10%	173 14%	125 11%	164 20%	135 9%	133 19%	165 10%	197 17%	100 8%
		68%	32%	47%	53%	24%fgh	31%efgh	22%fgh	14%gh	5%h	3%	26%l	32%	21%	21%	58%	42%	55%p	45%	45%r	55%	66%t	34%
Blu-ray player	189 8%	122 10%	68 6%	114 10%	75 6%	34 10%	48 12%	40 10%	28 7%	25 7%	14 3%	67 13%	52 7%	35 7%	36 6%	119 9%	71 6%	100 12%	89 6%	83 12%	106 6%	131 11%	58 5%
		64%	36%	60%h	40%	18%h	25%fgh	21%h	15%h	13%h	7%	35%jkl	27%	18%	19%	63%n	37%	53%p	47%	44%r	56%	69%t	31%
Any of these devices connected to TV set and home broadband	1705 71%	964 81%	741 62%	814 70%	891 73%	269 77%	333 85%	328 81%	319 78%	233 68%	223 46%	410 77%	527 72%	386 76%	382 62%	936 74%	768 69%	698 86%	1007 64%	605 87%	1100 65%	958 81%	745 63%
		57%	43%	48%	52%	16%gh	20%cfgh	19%gh	19%gh	14%h	13%	24%jl	31%l	23%l	22%	55%n	45%	41%p	59%	36%r	64%	56%t	44%
None of these devices	681 29%	229 19%	452 38%	347 30%	334 27%	82 23%	59 15%	77 19%	89 22%	110 32%	264 54%	120 23%	209 28%	120 24%	232 38%	329 26%	352 31%	112 14%	570 36%	93 13%	588 35%	231 19%	447 37%
		34%	66%	51%	49%	12%cd	9%	11%	13%d	16%cd	39%cd	18%	31%l	18%	34%ijk	48%	52%am	16%	84%o	14%	86%q	34%	66%e

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 41

**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	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%	
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%	
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286	
TV service	1341	1341	-	1176	165	1265	76	1128	106	72	35	46	131	106	99	119	140	128	180	179	
	56%	63%	-	73%	21%	66%	16%	57%	49%	51%	63%	47%	50%	54%	58%	58%	64%	64%	56%	59%	
		100%b	-	88%d	12%	94%f	6%	84%h	8%	5%	3%hi	3%	10%	8%	7%	9%	10%kl	10%kl	13%	13%l	
Smart TV	973	973	-	941	32	931	42	820	75	54	24	49	115	61	78	94	95	84	116	127	
	41%	46%	-	58%	4%	49%	9%	42%	35%	38%	43%	50%	44%	31%	46%	45%	44%	42%	36%	42%	
		100%b	-	97%d	3%	96%f	4%	84%h	8%	6%	2%	5%mr	12%rn	6%	8%am	10%rn	10%rn	9%rn	12%	13%rn	
Games player	733	733	-	637	96	704	29	618	54	43	18	32	89	57	68	62	60	65	94	90	
	31%	34%	-	40%	12%	37%	6%	31%	25%	31%	32%	33%	34%	29%	40%	30%	28%	32%	29%	30%	
		100%b	-	87%d	13%	96%f	4%	84%h	7%	6%	2%	4%	12%	8%	9%mprrs	9%	8%	9%	13%	12%	
Digital Media Player	563	563	-	525	38	555	8	455	58	33	18	31	72	32	49	60	52	43	50	66	
	24%	26%	-	33%	5%	29%	2%	23%	27%	24%	32%	31%	27%	16%	29%	29%	24%	21%	16%	22%	
		100%b	-	93%d	7%	99%fi	1%	81%	10%	6%	3%g	5%mr	13%rn	6%	9%mr	11%mr	9%	8%	9%	12%	
Desktop/laptop	514	514	-	446	68	499	15	434	46	28	7	26	53	29	49	40	49	54	63	72	
	22%	24%	-	28%	9%	26%	3%	22%	21%	20%	12%	27%	20%	15%	29%	19%	23%	27%	19%	24%	
		100%b	-	87%d	13%	97%fi	3%	84%j	9%j	5%	1%	5%rn	10%	6%	9%mr	8%	10%	11%rn	12%	14%rn	
Tablet	280	280	-	258	22	273	6	231	27	16	6	7	39	17	20	26	33	25	27	37	
	12%	13%	-	16%	3%	14%	1%	12%	12%	11%	11%	7%	15%	9%	12%	13%	15%	12%	8%	12%	
		100%b	-	92%d	8%	98%fi	2%	83%	10%	6%	2%	3%	14%r	6%	7%	9%	12%ar	9%	9%	13%	
Smart phone	298	298	-	277	21	294	5	251	23	17	7	15	48	24	17	21	29	19	33	44	
	12%	14%	-	17%	3%	15%	1%	13%	10%	12%	13%	15%	18%	12%	10%	10%	14%	9%	10%	15%	
		100%b	-	93%d	7%	98%fi	2%	84%	8%	6%	2%	5%	16%noqr	8%	6%	7%	10%	6%	11%	15%	
Blu-ray player	189	189	-	168	22	184	6	164	14	10	2	15	16	11	14	15	18	15	20	41	
	8%	9%	-	10%	3%	10%	1%	8%	6%	7%	4%	15%	6%	6%	8%	7%	8%	7%	6%	14%	
		100%b	-	89%d	11%	97%fi	3%	86%	7%	5%	1%	8%lmor	8%	6%	7%	8%	9%	8%	10%	22%lmor	
Any of these devices connected to TV set and home broadband	1705	1705	-	1460	245	1600	105	1419	144	100	42	72	181	132	134	150	166	149	218	216	
	71%	80%	-	91%	32%	84%	22%	72%	66%	71%	77%	74%	69%	68%	79%	72%	76%	75%	68%	72%	
		100%b	-	86%d	14%	94%fi	6%	83%	8%	6%	2%h	4%	11%	8%	8%lmr	9%	10%	9%	13%	13%	
None of these devices	681	423 20%	248 100%	151 9%	530 68%	315 16%	366 78%	555 28%	73 34%	41 29%	12 23%	26 26%	82 31%	63 32%	35 21%	57 28%	52 24%	51 25%	104 32%	85 28%	
	29%	62%	36%a	22%	78%c	46%	54%e	81%	11%j	6%	2%	4%	12%rn	9%rn	5%	8%	8%	7%	15%rn	12%	

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 41

**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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
TV service	1341	204	1137	773	453	195	129	1120	837	504	780	1341	-
	56%	51%	57%	73%	44%	88%	21%	77%	75%	42%	80%	79%	-
		15%	85%a	58%df	34%f	15%cdfg	10%	84%cdf	62%l	38%	58%hl	100%l	-
Smart TV	973	161	812	533	391	125	150	730	973	-	973	973	-
	41%	40%	41%	50%	38%	56%	24%	50%	87%	-	100%	57%	-
		17%	83%	55%df	40%f	13%df	15%	75%df	100%l	-	100%hl	100%l	-
Games player	733	132	601	429	275	97	93	577	500	233	468	733	-
	31%	33%	30%	41%	27%	44%	15%	40%	45%	20%	48%	43%	-
		18%	82%	58%df	37%f	13%df	13%	79%df	68%l	32%	64%l	100%l	-
Digital Media Player	563	87	476	276	237	84	102	410	388	175	366	563	-
	24%	22%	24%	26%	23%	38%	16%	28%	35%	15%	38%	33%	-
		16%	84%	49%f	42%f	15%cdfg	18%	73%df	69%l	31%	65%l	100%l	-
Desktop/laptop	514	93	421	262	209	67	83	375	345	170	326	514	-
	22%	23%	21%	25%	20%	30%	13%	26%	31%	14%	34%	30%	-
		18%	82%	51%df	41%f	13%df	16%	73%df	67%l	33%	63%l	100%l	-
Tablet	280	41	239	161	112	46	33	215	213	67	206	280	-
	12%	10%	12%	15%	11%	21%	5%	15%	19%	6%	21%	16%	-
		15%	85%	57%df	40%f	16%dfg	12%	77%df	76%l	24%	74%l	100%l	-
Smart phone	298	47	252	162	112	48	39	231	229	69	225	298	-
	12%	12%	13%	15%	11%	22%	6%	16%	20%	6%	23%	17%	-
		16%	84%	54%df	38%f	16%cdfg	13%	78%df	77%l	23%	75%l	100%l	-
Blu-ray player	189	19	170	118	67	33	15	159	138	52	137	189	-
	8%	5%	9%	11%	6%	15%	2%	11%	12%	4%	14%	11%	-
		10%	90%a	63%df	35%f	17%df	8%	84%df	73%l	27%	72%l	100%l	-
Any of these devices connected to TV set and home broadband	1705	278	1427	905	630	209	266	1282	1050	654	973	1705	-
	71%	70%	72%	86%	61%	94%	42%	88%	94%	55%	100%	100%	-
		16%	84%	53%df	37%f	12%cdfg	16%	75%df	62%l	38%	57%hl	100%l	-
None of these devices	681	120	561	153	401	13	362	177	69	533	-	-	681
	29%	30%	28%	14%	39%	6%	58%	12%	6%	45%	-	-	100%
		18%	82%	22%e	59%ceg	2%	53%cddeg	26%e	10%j	78%hj	-	-	100%k

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 41

**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	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
TV service	1341	1341 100%	780 80%	583 80%	437 78%	396 77%	225 81%	246 82%	169 89%	1341 79%	253 57%	319 63%	135 68%	454 60%	887 54%
	56%	100% <b>nopqrstu</b>	58%	44%	33%	30%	17%	18%	13% <b>nopqrstu</b>	100%	19%	24% <b>z</b>	10% <b>vz</b>	34% <b>z</b>	66%
Smart TV	973	780 58%	973 100%	468 48%	366 64%	326 63%	206 74%	225 75%	137 72%	973 72%	196 44%	246 49%	109 55%	337 45%	636 39%
	41%	80%	100% <b>mopqrstu</b>	48% <b>mu</b>	38% <b>mu</b>	34% <b>u</b>	21% <b>mopqu</b>	23% <b>mopqu</b>	14% <b>moqu</b>	100%	20%	25% <b>z</b>	11% <b>vyz</b>	35% <b>z</b>	65%
Games player	733	583 44%	468 48%	733 100%	307 55%	298 58%	166 59%	208 70%	117 62%	733 43%	128 29%	198 39%	96 48%	261 35%	473 29%
	31%	80%	64% <b>mu</b>	100% <b>mnpqrstu</b>	42% <b>mnu</b>	41% <b>mnu</b>	23% <b>mnu</b>	28% <b>mnpqr</b>	16% <b>mnu</b>	100%	17%	27% <b>vz</b>	13% <b>vwyz</b>	36% <b>z</b>	64%
Digital Media Player	563	437 33%	366 38%	307 42%	563 100%	224 44%	153 55%	163 55%	59 31%	563 33%	129 29%	185 37%	78 39%	239 32%	324 20%
	24%	78%	65% <b>mu</b>	55% <b>mtu</b>	100% <b>mnoqrstu</b>	40% <b>mntu</b>	27% <b>mnoqtu</b>	29% <b>mnoqtu</b>	10%	100%	23% <b>z</b>	33% <b>vz</b>	14% <b>vz</b>	42% <b>z</b>	58%
Desktop/laptop	514	396 30%	326 34%	298 41%	224 40%	514 100%	150 54%	163 55%	80 42%	514 30%	101 20%	160 32%	70 35%	209 28%	306 19%
	22%	77%	63%	58% <b>mnu</b>	44% <b>mnu</b>	100% <b>mnoprstu</b>	29% <b>mnoptu</b>	32% <b>mnoptu</b>	16% <b>mnu</b>	100%	20%	31% <b>vz</b>	14% <b>vz</b>	41% <b>z</b>	59%
Tablet	280	225 17%	206 21%	166 23%	153 27%	150 29%	280 100%	156 52%	62 33%	280 16%	61 14%	77 15%	30 15%	101 36%	179 64%
	12%	81%	74% <b>mu</b>	59% <b>mu</b>	55% <b>mnu</b>	54% <b>mno</b>	100% <b>mnpqstu</b>	56% <b>mnpqtu</b>	22% <b>mno</b>	100%	22%	27% <b>z</b>			
Smart phone	298	246 18%	225 23%	208 28%	163 29%	163 32%	156 56%	298 100%	72 38%	298 17%	65 15%	98 19%	41 21%	119 16%	180 60%
	12%	82%	75% <b>mu</b>	70% <b>mnu</b>	55% <b>mnu</b>	55% <b>mnu</b>	52% <b>mnpqtu</b>	100% <b>mnpqr</b>	24% <b>mno</b>	100%	22%	33% <b>z</b>	14% <b>z</b>	40% <b>z</b>	
Blu-ray player	189	169 13%	137 14%	117 16%	59 10%	80 16%	62 22%	72 24%	189 100%	189 11%	31 7%	64 13%	23 12%	74 10%	115 7%
	8%	89%	72% <b>pu</b>	62% <b>pu</b>	31%	42% <b>pu</b>	33% <b>mnpqu</b>	38% <b>mnpqu</b>	100% <b>mnpqrsu</b>	100%	16%	34% <b>vz</b>	12% <b>z</b>	39% <b>z</b>	61%
Any of these devices connected to TV set and home broadband	1705	1341 100%	973 100%	733 100%	563 100%	514 100%	280 100%	298 100%	189 100%	1705 100%	324 73%	402 80%	160 81%	570 76%	1135 69%
	71%	79%	57%	43%	33%	30%	16%	17%	11%		19%	24% <b>vz</b>	9% <b>vz</b>	33% <b>z</b>	67%
None of these devices	681	-	-	-	-	-	-	-	-	-	122	103	38	182	499
	29%	-	-	-	-	-	-	-	-	-	27%	20%	19%	24%	31%
		-	-	-	-	-	-	-	-	-	18% <b>wx</b>	15%	6%	27%	73% <b>wxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 42  
**QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch TV live at the time of broadcast**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE	CAPI	Male	Female	16-24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	ABC1	C2DE	Yes	No	Yes	No	Working	Not working
	Total	(A)	(B)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1875	1072 57%	803 43%	888 47%	987 53%	253 13%	302 16%	372 20%	355 19%	276 15%	317 17%	486 26%	592 32%	359 19%	438 23%	1078 57%	797 43%	690 37%	1185 63%	608 32%	1267 68%	1143 61%	730 39%
Weighted base	1842	989 54%	853 46%	903 49%	939 51%	264 14%	298 16%	333 18%	342 19%	285 15%	320 17%	446 24%	579 31%	393 21%	424 23%	1025 56%	817 44%	658 36%	1184 64%	571 31%	1272 69%	982 53%	859 47%
Effective base	1590	927	674	740	855	221	260	327	299	240	251	416	507	300	375	923	671	594	998	524	1069	997	633
TV service(s)	1151 62%	629 64%	522 61%	563 62%	588 63%	154 59%	212 71%	229 69%	222 65%	159 56%	174 54%	292 65%	346 60%	250 64%	264 62%	637 63%	513 62%	462 70%	689 58%	399 70%	751 59%	647 66%	502 58%
		55%	45%	49%	51%	13%	18% <b>acgh</b>	20% <b>acgh</b>	19% <b>qgh</b>	14%	15%	25%	30%	22%	23%	55%	45%	40% <b>p</b>	60%	35% <b>r</b>	65%	56% <b>t</b>	44%
Desktop/ Laptop computer	314 17%	200 20%	114 13%	182 20%	132 14%	62 24%	59 20%	50 15%	41 12%	47 17%	54 17%	68 15%	117 20%	84 21%	45 11%	185 18%	128 16%	85 13%	229 19%	65 11%	248 20%	170 17%	142 17%
		64%	36%	58% <b>b</b>	42%	20% <b>ef</b>	19% <b>l</b>	16%	13%	15%	17%	22% <b>l</b>	37% <b>l</b>	27% <b>ll</b>	14%	59%	41%	27% <b>r</b>	73% <b>o</b>	21% <b>q</b>	79% <b>q</b>	54%	45%
Tablet computer	175 9%	82 8%	93 11%	86 10%	89 9%	21 8%	38 13%	36 11%	33 10%	25 9%	22 7%	50 11%	64 11%	31 8%	30 7%	113 11%	61 7%	83 13%	92 8%	70 12%	105 8%	109 11%	65 8%
		47%	53%	49%	51%	12%	22% <b>h</b>	20%	19%	14%	13%	29%	36%	18%	17%	65% <b>n</b>	35%	48% <b>p</b>	52%	40% <b>r</b>	60%	63% <b>t</b>	37%
Digital Media Player	140 8%	95 10%	45 5%	64 7%	76 8%	24 9%	28 9%	29 9%	32 9%	18 6%	8 3%	39 9%	41 7%	37 10%	24 6%	79 8%	61 7%	66 10%	75 6%	57 10%	83 7%	87 9%	53 6%
		68%	32%	46%	54%	17% <b>h</b>	20% <b>h</b>	21% <b>h</b>	23% <b>h</b>	13% <b>h</b>	6%	27%	29%	27%	17%	57%	43%	47% <b>p</b>	53%	41% <b>r</b>	59%	62% <b>t</b>	38%
Smartphone	124 7%	67 7%	57 7%	71 8%	53 6%	26 10%	31 10%	34 10%	21 6%	10 3%	4 1%	26 6%	42 7%	27 7%	30 7%	67 7%	57 7%	65 10%	59 5%	49 9%	75 6%	78 8%	47 5%
		54%	46%	57%	43%	21% <b>gh</b>	25% <b>gh</b>	27% <b>gh</b>	17% <b>h</b>	8%	3%	21%	34%	22%	24%	54%	46%	53% <b>p</b>	47%	39% <b>r</b>	61%	62%	38%
Games console	59 3%	41 4%	18 2%	30 3%	29 3%	16 6%	25 8%	9 3%	5 2%	3 1%	1 *	10 2%	20 4%	15 15%	13 3%	31 3%	28 3%	35 5%	24 2%	26 5%	33 4%	39 4%	20 2%
		70%	30%	51%	49%	27% <b>efgh</b>	43% <b>efgh</b>	14% <b>h</b>	9%	5%	2%	18%	35%	26%	22%	52%	48%	59% <b>p</b>	41%	44% <b>r</b>	56%	67%	33%
Blu-ray player connected to a TV	23 1%	16 2%	8 1%	15 2%	8 1%	3 1%	7 2%	5 2%	6 2%	2 1%	-	10 2%	5 1%	5 1%	4 1%	15 1%	9 1%	15 2%	9 1%	12 2%	12 1%	22 2%	2 *
		67%	33%	66%	34%	14%	30% <b>h</b>	22% <b>h</b>	26% <b>h</b>	8%	-	43%	20%	20%	18%	62%	38%	62% <b>p</b>	38%	49%	51%	92% <b>t</b>	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 42  
**QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch TV live at the time of broadcast**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	1875	1825 97%	46 2%	1470 78%	405 22%	1714 91%	161 9%	1337 71%	172 9%	198 11%	168 9%	59 3%	186 10%	138 7%	114 6%	151 8%	105 6%	124 7%	229 12%	231 12%	
Weighted base	1842	1786 97%	51* 3%*	1431 78%	411 22%	1669 91%	174 9%	1538 84%	152 8%	111 6%	41 2%	70* 4%*	210 11%	147 8%	131 7%	163 9%	165* 9%*	154 8%	269 15%	231 13%	
Effective base	1590	1545	42	1248	343	1452	140	1242	159	182	111	57	175	131	107	144	99	114	215	220	
TV service(s)	1151 62%	1151 64%	- 100%b	1030 72% 89% <b>d</b>	121 29% 11%	1101 66% 96% <b>f</b>	49 28% 4%	965 63% 84%	91 60% 8%	65 58% 6%	29 72% 3% <b>i</b>	37 53% 3%	112 54% 10%	92 63% 8%	87 66% 8% <b>l</b>	107 66% 9% <b>l</b>	112 68% 10% <b>l</b>	107 70% 9% <b>k</b>	164 61% 14%	146 63% 13% <b>l</b>	
Desktop/ Laptop computer	314 17%	299 17% 95%	10 20% 3%	262 18% 84% <b>d</b>	51 13% 16%	314 19% 100% <b>f</b>	- - -	270 18% 86% <b>j</b>	21 14% 7%	19 17% 6%	4 9% 1%	8 11% 2%	35 17% 11%	17 11% 5%	20 15% 6%	29 18% 9%	26 16% 8%	21 13% 7%	53 20% 17% <b>m</b>	62 27% 20% <b>klnnopq</b>	
Tablet computer	175 9%	170 10% 97%	4 9% 3%	160 11% 91% <b>d</b>	15 4% 9%	175 10% 100% <b>f</b>	- - -	146 9% 83%	17 11% 10%	9 8% 5%	3 7% 2%	7 10% 4%	26 12% 15% <b>o</b>	9 6% 5%	12 9% 7%	7 4% 7%	21 13% 4%	11 7% 7%	25 9% 14%	28 12% 16% <b>o</b>	
Digital Media Player	140 8%	140 8% 100%	- - -	134 9% 95% <b>d</b>	7 2% 5%	140 8% 100% <b>f</b>	- - -	113 7% 81%	10 6% 7%	12 11% 9%	5 13% 4% <b>g</b>	10 14% 7% <b>qr</b>	21 10% 15% <b>r</b>	8 6% 6%	9 7% 7%	12 8% 9%	14 9% 10%	8 5% 6%	11 4% 8%	19 8% 14%	
Smartphone	124 7%	112 6% 90%	11 22% 9% <b>a</b>	107 7% 86% <b>d</b>	17 4% 14%	124 7% 100% <b>f</b>	- - -	99 6% 80%	15 10% 12%	7 7% 6%	3 7% 2%	5 8% 4%	17 8% 14%	6 4% 5%	6 4% 5%	7 5% 6%	16 10% 13%	10 6% 8%	12 5% 10%	20 9% 16%	
Games console	59 3%	59 3% 100%	- - -	52 4% 88%	7 2% 12%	59 4% 100% <b>f</b>	- - -	52 3% 88%	3 2% 5%	3 3% 6%	1 2% 1%	- - -	6 3% 9%	4 3% 7%	3 2% 5%	7 5% 12%	6 3% 9%	7 5% 12%	12 4% 20%	7 3% 12%	
Blu-ray player connected to a TV	23 1%	23 1% 100%	- - -	20 1% 85%	4 1% 15%	23 1% 100% <b>f</b>	- - -	20 1% 86%	3 2% 11%	1 1% 3%	* 1% 1%	- - -	2 1% 9%	1 1% 4%	1 1% 4%	2 1% 8%	3 2% 12%	3 2% 12%	3 1% 14%	6 2% 24%	

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 42

**QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch TV live at the time of broadcast**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1875	348 19%	1527 81%	946 50%	774 41%	200 11%	407 22%	1298 69%	978 52%	877 47%	869 46%	1515 81%	360 19%
Weighted base	1842	309 17%	1533 83%	895 49%	769 42%	197 11%	411 22%	1259 68%	956 52%	863 47%	844 46%	1466 80%	376 20%
Effective base	1590	280	1311	790	663	165	352	1095	839	734	745	1286	306
TV service(s)	1151	169	982	654	391	171	104	975	705	446	661	1151	-
	62%	55%	64%	73%	51%	87%	25%	77%	74%	52%	78%	78%	-
		15%	85%a	57%df	34%f	15%cdfg	9%	85%cdf	61%l	39%	57%hl	100%l	-
Desktop/ Laptop computer	314	39	275	132	158	33	89	165	160	132	138	206	107
	17%	13%	18%	15%	21%	17%	22%	13%	17%	15%	16%	14%	29%
		12%	88%a	42%	50%cg	11%	28%cg	53%	51%	42%	44%	66%	34%k
Tablet computer	175	27	147	93	75	22	34	121	120	51	114	144	30
	9%	9%	10%	10%	10%	11%	8%	10%	13%	6%	14%	10%	8%
		16%	84%	53%	43%	13%	20%	69%	69%l	29%	65%l	83%	17%
Digital Media Player	140	17	124	55	74	11	44	83	95	45	91	140	-
	8%	5%	8%	6%	10%	6%	11%	7%	10%	5%	11%	10%	-
		12%	88%	39%	52%cg	8%	31%cg	59%	68%l	32%	64%l	100%l	-
Smartphone	124	13	111	62	52	14	25	76	85	33	74	99	25
	7%	4%	7%	7%	7%	7%	6%	6%	9%	4%	9%	7%	7%
		10%	90%	50%	42%	11%	20%	61%	69%l	26%	60%l	80%	20%
Games console	59	10	49	33	23	11	11	41	45	14	40	59	-
	3%	3%	3%	4%	3%	6%	3%	3%	5%	2%	5%	4%	-
		17%	83%	57%	39%	19%	18%	70%	77%l	23%	68%l	100%l	-
Blu-ray player connected to a TV	23	3	21	16	8	5	3	18	18	5	18	23	-
	1%	1%	1%	2%	1%	3%	1%	1%	2%	1%	2%	2%	-
		12%	88%	70%	33%	23%	13%	76%	79%l	21%	79%l	100%l	-

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 42  
**QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch TV live at the time of broadcast**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	1875	1219 65%	869 46%	641 34%	525 28%	428 23%	251 13%	271 14%	171 9%	1515 81%	342 18%	405 22%	157 8%	593 32%	1282 68%
	1842	1180 64%	844 46%	622 34%	469 25%	418 23%	235 13%	253 14%	171 9%	1466 80%	338 18%	391 21%	156 8%	581 32%	1261 68%
	1590	1029	745	555	438	372	212	232	154	1286	290	348	135	508	1082
	1151	1151	661	491	356	311	181	203	148	1151	204	250	102	366	784
62%		97%	78%	79%	76%	74%	77%	80%	87%	78%	60%	64%	66%	63%	62%
		100% <b>nopqrstu</b>	57%	43%	31%	27%	16%	18%	13% <b>nopqru</b>	100%	18%	22%	9%	32%	68%
	314	151	138	110	73	126	53	56	31	206	68	81	39	121	193
17%		13%	16%	18%	15%	30%	23%	22%	18%	14%	20%	21%	25%	21%	15%
		48%	44% <b>m</b>	35% <b>mu</b>	23%	40% <b>mnpqstu</b>	17% <b>mnpu</b>	18% <b>mnpu</b>	10%	66%	22% <b>z</b>	26% <b>z</b>	12% <b>z</b>	39% <b>z</b>	61%
	175	105	114	70	56	56	65	51	29	144	32	53	25	63	111
9%		9%	14%	11%	12%	13%	28%	20%	17%	10%	10%	14%	16%	11%	9%
		60%	65% <b>mu</b>	40%	32%	32% <b>mu</b>	37% <b>mnpqstu</b>	29% <b>mnpqpu</b>	17% <b>mou</b>	83%	19%	30% <b>z</b>	14% <b>z</b>	36%	64%
	140	63	91	60	140	57	38	40	14	140	26	38	14	48	93
8%		5%	11%	10%	30%	14%	16%	16%	8%	10%	8%	10%	9%	8%	7%
		45%	64% <b>m</b>	43% <b>m</b>	100% <b>mnoqrstu</b>	40% <b>mu</b>	27% <b>mnotu</b>	28% <b>mnotu</b>	10%	100% <b>m</b>	19%	27%	10%	34%	66%
	124	69	74	60	46	54	31	50	17	99	29	34	17	47	77
7%		6%	9%	10%	10%	13%	13%	20%	10%	7%	9%	9%	11%	8%	6%
		55%	60% <b>m</b>	48% <b>mu</b>	37% <b>mu</b>	43% <b>mnu</b>	25% <b>mu</b>	40% <b>mnpqstu</b>	13%	80%	23%	28%	14% <b>z</b>	38%	62%
	59	41	40	59	23	33	19	25	11	59	8	18	10	24	34
3%		3%	5%	9%	5%	6%	8%	10%	6%	4%	3%	5%	7%	4%	3%
		70%	68%	100% <b>mnpu</b>	40%	57% <b>mnu</b>	31% <b>mu</b>	42% <b>mnpu</b>	19%	100%	14%	30%	18% <b>vz</b>	42%	58%
	23	18	18	14	8	15	11	14	23	23	6	13	5	15	9
1%		2%	2%	2%	2%	4%	5%	6%	14%	2%	2%	3%	3%	2%	1%
		76%	79%	59%	35%	63% <b>mu</b>	48% <b>mnpu</b>	61% <b>mnpou</b>	100% <b>mnpqrs</b>	100%	25%	54% <b>z</b>	23% <b>z</b>	62% <b>z</b>	38%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 43

**QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
1469	904 62%	565 38%	666 45%	803 55%	212 14%	258 18%	294 20%	280 19%	202 14%	223 15%	427 29%	469 32%	283 19%	290 20%	896 61%	573 39%	545 37%	924 63%	483 33%	986 67%	910 62%	558 38%
1443	840 58%	603 42%	677 47%	766 53%	224 16%	261 18%	263 18%	268 19%	208 14%	218 15%	389 27%	465 32%	308 21%	281 20%	853 59%	589 41%	519 36%	924 64%	453 31%	990 69%	786 55%	655 45%
1248	780 46%	476 32%	553 39%	700 44%	185 10%	226 13%	259 16%	236 15%	176 10%	173 10%	374 23%	400 25%	234 17%	248 17%	772 57%	480 35%	467 32%	783 51%	416 28%	834 55%	795 47%	483 36%
840	468 56%	372 62%	396 58%	444 58%	103 46%	165 63%	164 62%	158 59%	130 62%	121 55%	237 61%	252 54%	178 58%	173 62%	489 57%	351 60%	326 63%	514 56%	289 64%	551 56%	475 60%	364 55%
58%	56%	62%	58%	58%	46%	63%	62%	59%	62%	55%	61%	54%	58%	62%	57%	60%	63%	56%	64%	55%	60%	55%
	56%	44%	47%	53%	12%	20% <b>c</b>	20% <b>c</b>	19% <b>c</b>	15% <b>c</b>	14%	28%	30%	21%	21%	58%	42%	39% <b>p</b>	61%	34% <b>r</b>	66%	57%	43%
485	335 34%	150 25%	228 34%	258 34%	111 50%	83 32%	78 30%	76 28%	69 33%	68 31%	117 30%	194 42%	103 33%	73 26%	310 36%	175 30%	149 29%	336 36%	114 25%	371 37%	256 33%	229 35%
	40%	25%	34%	34%	50%	32%	30%	28%	33%	31%	30%	42%	33%	26%	36%	30%	29%	36%	25%	37%	33%	35%
	69%	31%	47%	53%	23% <b>defgh</b>	17%	16%	16%	14%	14%	24%	40% <b>ikl</b>	21%	15%	64% <b>n</b>	36%	31%	69% <b>o</b>	24%	76% <b>q</b>	53%	47%
287	160 20%	128 21%	110 16%	177 23%	50 23%	61 23%	70 27%	53 20%	27 13%	25 9%	84 22%	106 23%	62 20%	35 12%	191 22%	96 16%	136 26%	151 16%	117 26%	170 17%	178 23%	108 17%
	19%	21%	16%	23%	23%	23%	27%	20%	13%	11%	22%	23%	20%	12%	22%	16%	26%	16%	26%	17%	23%	17%
	56%	44%	38%	62% <b>a</b>	18% <b>gh</b>	21% <b>gh</b>	24% <b>gh</b>	19% <b>h</b>	9%	9%	29% <b>l</b>	37% <b>l</b>	22% <b>l</b>	12%	66% <b>n</b>	34%	48% <b>p</b>	52%	41% <b>r</b>	59%	62% <b>t</b>	38%
203	131 14%	72 12%	91 13%	113 15%	58 26%	52 20%	48 18%	25 9%	14 7%	7 3%	41 11%	70 15%	49 16%	42 15%	111 13%	92 16%	103 20%	100 11%	80 18%	123 12%	113 14%	89 14%
	16%	12%	13%	15%	26%	20%	18%	9%	7%	3%	11%	15%	16%	15%	13%	16%	20%	11%	18%	12%	14%	14%
	65%	35%	45%	55%	29% <b>fgh</b>	26% <b>fgh</b>	23% <b>fgh</b>	12% <b>h</b>	7%	3%	20%	34%	24%	21%	55%	45%	51% <b>p</b>	49%	39% <b>r</b>	61%	56%	44%
195	143 14%	52 9%	74 11%	121 16%	35 16%	41 16%	49 18%	38 14%	20 9%	14 6%	55 14%	61 13%	46 15%	33 12%	116 14%	79 13%	100 19%	95 10%	88 19%	107 11%	123 16%	72 11%
	17%	9%	11%	16%	16%	16%	18%	14%	9%	6%	14%	13%	15%	12%	14%	13%	19%	10%	19%	11%	16%	11%
	73%	27%	38%	62% <b>a</b>	18% <b>h</b>	21% <b>h</b>	25% <b>gh</b>	19% <b>h</b>	10%	7%	28%	31%	24%	17%	60%	40%	51% <b>p</b>	49%	45% <b>r</b>	55%	63% <b>t</b>	37%
121	90 8%	32 5%	55 8%	66 9%	34 15%	46 18%	21 8%	13 5%	5 2%	1 1%	20 5%	41 9%	30 10%	31 11%	61 7%	61 10%	59 11%	62 7%	46 10%	75 8%	76 10%	46 7%
	11%	5%	8%	9%	15%	18%	8%	5%	2%	1%	5%	9%	10%	11%	7%	10%	11%	7%	10%	8%	10%	7%
	74%	26%	45%	55%	28% <b>efgh</b>	38% <b>efgh</b>	18% <b>gh</b>	11% <b>h</b>	4%	1%	16%	34% <b>l</b>	25% <b>l</b>	25% <b>l</b>	50%	50% <b>m</b>	48% <b>p</b>	52%	38%	62%	62%	38%
29	24 2%	5 1%	13 2%	15 2%	5 2%	11 4%	3 1%	6 2%	1 *	3 1%	8 2%	5 1%	11 4%	4 1%	14 2%	15 3%	16 3%	13 1%	14 3%	21 1%	8 3%	8 1%
	3%	1%	2%	2%	2%	4%	1%	2%	*	1%	2%	1%	4%	1%	2%	3%	3%	1%	3%	1%	3%	1%
	82%	18%	46%	54%	18%	39% <b>eg</b>	12%	20%	3%	9%	29%	19%	38% <b>j</b>	13%	49%	51%	56% <b>p</b>	44%	50% <b>r</b>	50%	72%	28%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 43

**QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.****For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1469	1446 98%	20 1%	1398 95%	71 5%	1426 97%	43 3%	1040 71%	144 10%	167 11%	118 8%	49 3%	143 10%	101 7%	85 6%	121 8%	93 6%	107 7%	190 13%	151 10%
Weighted base	1443	1413 98%	25** 2%**	1364 95%	79* 5%*	1395 97%	48* 3%*	1198 83%	125 9%	91 6%	29* 2%*	56* 4%*	160 11%	107* 7%*	97* 7%*	130 9%	143* 10%*	129* 9%*	225 16%	152 11%
Effective base	1248	1229	18	1188	61	1210	39	967	133	154	70	47	134	97	81	115	88	98	178	143
TV service(s)	840 58%	840 59% 100%	- - -	840 62% 100% <b>d</b>	- - -	840 60% 100% <b>f</b>	- - -	697 58% 83%	71 57% 8%	50 55% 6%	22 76% 3% <b>ghi</b>	25 45% 3%	76 47% 9%	62 58% 7%	59 61% 7%	70 54% 8%	98 69% 12% <b>klos</b>	91 70% 11% <b>klos</b>	137 61% 16% <b>l</b>	79 52% 9%
Desktop/ Laptop computer	485 34%	473 33% 97%	9 35% 2%	485 36% 100% <b>d</b>	- - -	485 35% 100% <b>f</b>	- - -	413 34% 85% <b>ij</b>	43 35% 9% <b>j</b>	24 26% 5%	6 20% 1%	15 28% 3%	52 33% 11%	31 29% 6%	25 26% 5%	40 31% 8%	56 39% 12%	51 39% 10%	69 31% 14%	74 49% 15% <b>klnnor</b>
Tablet computer	287 20%	281 20% 98%	5 19% 2%	287 21% 100% <b>d</b>	- - -	287 21% 100% <b>f</b>	- - -	240 20% 84%	23 18% 8%	18 20% 6%	6 21% 2%	8 14% 3%	34 22% 12%	16 15% 6%	22 23% 8%	24 18% 8%	34 24% 12%	26 20% 9%	43 19% 15%	33 22% 12%
Smartphone	203 14%	195 14% 96%	8 33% 4%	203 15% 100% <b>d</b>	- - -	203 15% 100% <b>f</b>	- - -	169 14% 83%	19 15% 9%	11 12% 5%	5 16% 2%	12 22% 6% <b>mr</b>	26 16% 13% <b>mr</b>	7 6% 3%	13 14% 6%	22 17% 11% <b>mr</b>	22 15% 11%	20 15% 10% <b>m</b>	20 9% 10%	27 18% 13% <b>mr</b>
Digital Media Player	195 14%	195 14% 100%	- - -	195 14% 100% <b>d</b>	- - -	195 14% 100% <b>f</b>	- - -	154 13% 79%	21 17% 11%	15 17% 8%	5 19% 3%	11 20% 6% <b>r</b>	30 19% 15% <b>r</b>	13 13% 7%	17 17% 9% <b>r</b>	21 16% 11% <b>r</b>	13 9% 7%	12 10% 6%	19 9% 10%	16 11% 8%
Games console	121 8%	121 9% 100%	- - -	121 9% 100% <b>d</b>	- - -	121 9% 100% <b>f</b>	- - -	103 9% 85%	9 7% 7%	7 8% 6%	2 8% 2%	7 12% 6%	15 9% 12%	6 5% 5%	8 8% 7%	16 13% 14%	10 7% 9%	9 7% 8%	17 8% 14%	14 9% 12%
Blu-ray player connected to a TV	29 2%	29 2% 100%	- - -	29 2% 100%	- - -	29 2% 100%	- - -	25 2% 86%	- - -	3 4% 12% <b>h</b>	1 2% 2% <b>h</b>	2 4% 7%	3 2% 10%	2 2% 6%	1 1% 4%	4 3% 13%	1 1% 5%	6 4% 19%	4 2% 15%	2 1% 6%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 43

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1469	263	1206	754	617	185	275	1053	845	598	768	1271	198
		18%	82%	51%	42%	13%	19%	72%	58%	41%	52%	87%	13%
Weighted base	1443	235	1208	717	617	177	276	1021	817	597	738	1228	215
		16%	84%	50%	43%	12%	19%	71%	57%	41%	51%	85%	15%
Effective base	1248	214	1035	625	533	153	242	888	724	502	657	1077	173
TV service(s)	840	122	718	473	302	137	65	728	538	302	505	840	-
	58%	52%	59%	66%	49%	77%	24%	71%	66%	51%	68%	68%	-
		15%	85%a	56%df	36%f	16%cdf	8%	87%cdf	64%i	36%	60%j	100%k	-
Desktop/ Laptop computer	485	77	409	196	251	64	128	276	237	221	217	372	113
	34%	33%	34%	27%	41%	36%	46%	27%	29%	37%	29%	30%	53%
		16%	84%	40%	52%cg	13%cg	26%ceg	57%	49%	46%hj	45%	77%	23%k
Tablet computer	287	49	238	156	132	29	63	196	168	112	161	246	41
	20%	21%	20%	22%	21%	16%	23%	19%	21%	19%	22%	20%	19%
		17%	83%	54%	46%	10%	22%	68%	59%	39%	56%	86%	14%
Smartphone	203	34	169	96	96	24	44	135	130	69	120	180	23
	14%	15%	14%	13%	16%	14%	16%	13%	16%	12%	16%	15%	11%
		17%	83%	47%	47%	12%	21%	66%	64%l	34%	59%l	89%	11%
Digital Media Player	195	33	163	84	100	27	47	129	129	67	123	195	-
	14%	14%	13%	12%	16%	15%	17%	13%	16%	11%	17%	16%	-
		17%	83%	43%	51%c	14%	24%c	66%	66%l	34%	63%l	100%l	-
Games console	121	22	99	60	50	20	24	85	81	40	75	121	-
	8%	10%	8%	8%	8%	11%	9%	8%	10%	7%	10%	10%	-
		18%	82%	50%	42%	17%	20%	70%	67%	33%	62%l	100%l	-
Blu-ray player connected to a TV	29	2	26	17	16	5	5	20	25	3	25	29	-
	2%	1%	2%	2%	3%	3%	2%	2%	3%	1%	3%	2%	-
		8%	92%	59%	55%	16%	16%	71%	89%l	11%	89%l	100%l	-

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 43

**QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1469	1020 69%	768 52%	570 39%	489 33%	380 26%	229 16%	254 17%	142 10%	1271 87%	270 18%	338 23%	126 9%	484 33%	985 67%
Weighted base	1443	985 68%	738 51%	546 38%	443 31%	367 25%	217 15%	235 16%	139 10%	1228 85%	270 19%	325 23%	122 8%	473 33%	969 67%
Effective base	1248	857	657	489	408	329	193	216	125	1077	230	288	108	413	835
TV service(s)	840	840 58%	505 68%	360 66%	273 62%	222 61%	140 64%	156 66%	102 73%	840 68%	147 55%	185 57%	81 66%	274 56%	566 58%
		100%noqrst	60%pq	43%	33%	26%	17%	19%	12%pq	100%pq	18%	22%	10%v	33%	67%
Desktop/ Laptop computer	485	277 34%	217 29%	181 33%	133 27%	187 39%	79 16%	81 17%	41 8%	372 77%	106 22%	121 25%	40 8%	173 36%	312 64%
		57%	45%	37%lm	27%	39%mnoprstu	16%lm	17%	8%	77%	22%z	25%	8%	36%	64%
Tablet computer	287	175 20%	161 22%	127 23%	99 22%	82 29%	93 43%	69 29%	32 23%	246 86%	52 19%	67 21%	21 17%	89 19%	198 20%
		61%	56%	44%lm	35%	29%	33%mnopqstu	24%mn	11%	86%	18%	24%	7%	31%	69%
Smartphone	203	129 14%	120 16%	112 21%	87 20%	76 21%	53 24%	81 34%	25 18%	180 89%	39 15%	48 15%	21 17%	69 14%	135 14%
		64%	59%	55%mu	43%mu	37%mu	26%mn	40%mnopqrstu	12%	15%	19%	24%	10%	34%	66%
Digital Media Player	195	121 14%	123 17%	107 20%	195 44%	74 20%	62 29%	69 29%	25 18%	195 16%	38 14%	63 19%	24 20%	78 17%	117 12%
		62%	63%lm	55%lm	100%mnoprstu	38%lm	32%mnogtu	35%mnogtu	13%	100%lm	20%	32%z	12%z	40%z	60%
Games console	121	90 8%	75 10%	121 22%	61 14%	56 15%	36 17%	49 21%	21 15%	121 100%	17 6%	35 11%	17 14%	40 33%	82 8%
		9%	10%	22%	14%	15%	17%	21%	15%	10%	6%	11%	17%	8%	8%
		75%	62%	100%mpnpqu	51%mu	46%mn	30%mn	40%mnpu	17%lm	100%	14%	29%	14%v	33%	67%
Blu-ray player connected to a TV	29	23 2%	25 3%	18 3%	12 3%	18 5%	14 7%	14 6%	29 21%	29 2%	6 22%	14 4%	6 5%	16 3%	13 1%
		80%	89%	62%	42%	63%mu	50%mpu	49%mpu	100%mnopqrs	100%	22%	48%z	22%z	54%z	46%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 44  
**QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**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**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	767	480	287	359	408	120	168	166	156	80	77	215	238	155	159	453	314	336	431	298	469	514	251
		63%	37%	47%	53%	16%	22%	22%	20%	10%	10%	28%	31%	20%	21%	59%	41%	44%	56%	39%	61%	67%	33%
Weighted base	730	442	288	349	381	120	171	145	145	81*	68*	188	232	159	151	419	311	310	420	270	460	442	286
		61%	39%	48%	52%	16%	23%	20%	20%	11%*	9%*	26%	32%	22%	21%	57%	43%	42%	58%	37%	63%	61%	39%
Effective base	654	414	241	300	354	102	148	142	131	71	61	189	201	132	134	388	266	283	371	251	403	447	217
TV service(s)	500	297	204	240	260	72	107	104	110	58	49	140	151	103	106	291	209	216	284	190	311	310	188
	69%	67%	71%	69%	68%	60%	62%	72%	76%	71%	73%	74%	65%	65%	70%	69%	67%	70%	68%	70%	68%	70%	66%
		59%	41%	48%	52%	14%	21%	21%	22%cd	12%	10%	28%j	30%	21%	21%	58%	42%	43%	57%	38%	62%	62%	38%
Desktop/ Laptop computer	146	99	47	62	84	29	49	28	18	10	12	35	54	33	24	89	57	60	86	53	93	86	60
	20%	22%	16%	18%	22%	24%	29%	20%	12%	12%	17%	19%	23%	21%	16%	21%	18%	19%	21%	20%	20%	19%	21%
		68%	32%	42%	58%	20%fg	33%fg	19%	12%	7%	8%	24%	37%	23%	19%	61%	39%	41%	59%	36%	64%	59%	41%
Tablet computer	121	68	53	47	73	18	39	30	18	9	7	43	44	17	17	87	34	64	57	62	58	73	47
	17%	15%	18%	14%	19%	15%	23%	21%	12%	11%	10%	23%	19%	11%	11%	21%	11%	21%	13%	23%	13%	16%	17%
		56%	44%	39%	61%	15%	32%fh	25%	15%	8%	6%	35%kl	36%kl	14%	14%	72%ln	28%	53%p	47%	52%r	48%	60%	39%
Digital Media Player	99	73	26	42	57	19	23	27	16	10	3	31	28	24	17	59	41	52	47	44	55	67	32
	14%	17%	9%	12%	15%	16%	14%	18%	11%	13%	5%	16%	12%	15%	11%	14%	13%	16%	11%	16%	12%	15%	11%
		74%	26%	42%	58%	20%h	23%	27%h	16%	11%	3%	31%	28%	24%	17%	59%	41%	52%p	48%	44%	56%	67%	33%
Smartphone	86	57	29	39	47	13	42	19	9	*	*	19	30	24	14	49	38	45	41	44	42	48	37
	12%	13%	10%	11%	12%	11%	24%	13%	6%	4%	1%	10%	13%	15%	9%	12%	12%	15%	10%	16%	9%	11%	13%
		66%	34%	46%	54%	15%h	49%cefg	22%gh	10%	4%	1%	22%	34%	27%	16%	56%	44%	52%	48%	51%r	49%	56%	43%
Games console	67	55	12	35	32	18	28	11	8	2	1	19	21	17	10	40	27	42	26	35	33	50	17
	9%	12%	4%	10%	8%	15%	16%	8%	6%	2%	1%	10%	9%	11%	7%	10%	9%	13%	6%	13%	7%	11%	6%
		82%	18%	52%	48%	27%fgh	41%efgh	17%	12%	3%	1%	28%	32%	25%	15%	59%	41%	62%p	38%	52%r	48%	75%l	25%
Blu-ray player connected to a TV	15	11	4	7	7	-	7	4	1	-	3	6	5	3	1	11	4	9	6	8	7	10	4
	2%	2%	1%	2%	2%	-	4%	3%	1%	-	4%	3%	2%	2%	1%	3%	1%	3%	1%	3%	2%	2%	2%
		74%	26%	50%	50%	-	50%cd	27%	6%	-	17%cd	39%	33%	19%	9%	72%	28%	59%	41%	52%	48%	70%	30%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 44

**QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**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**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
767	761 99%	6 1%	743 97%	24 3%	751 98%	16 2%	532 69%	77 10%	79 10%	79 10%	79 10%	27 4%	75 10%	61 8%	46 6%	56 7%	43 6%	65 8%	93 12%	66 9%
730	723 99%	7** 1%**	703 96%	28** 4%**	711 97%	19** 3%**	604 83%	64* 9%**	44* 6%**	18* 2%**	18* 2%**	30** 4%**	84* 12%**	65* 9%**	51* 7%**	59* 8%**	66* 9%**	75* 10%**	108* 15%**	67* 9%**
654	648	5	631	23	639	15	503	71	72	75	75	26	72	59	44	54	41	63	89	63
500	500	-	500	-	500	-	414	38	33	15	15	13	52	48	34	37	47	55	83	44
69%	69%	-	71%	-	70%	-	68%	59%	77%	86%	86%	43%	62%	74%	66%	64%	71%	74%	77%	66%
	100%	-	100%	-	100%	-	83%	8%	7%h	3%gh	3%gh	3%	10%	10%	7%	7%	9%	11%	17%l	9%
146	146	-	146	-	146	-	118	16	8	4	4	5	10	7	11	10	14	17	24	19
20%	20%	-	21%	-	21%	-	20%	25%	19%	22%	22%	18%	12%	11%	22%	18%	22%	22%	22%	29%
	100%	-	100%	-	100%	-	81%	11%	6%	3%	3%	4%	7%	5%	8%	7%	10%	11%	16%	13%im
121	120	1	121	-	121	-	99	14	4	4	4	3	14	8	9	6	19	13	17	10
17%	17%	11%	17%	-	17%	-	16%	22%	8%	23%	23%	11%	17%	12%	17%	9%	28%	18%	16%	16%
	99%	1%	100%	-	100%	-	82%	12%l	3%	3%l	3%l	3%	12%	6%	7%	5%	15%o	11%	14%	9%
99	99	-	99	-	99	-	82	12	4	2	2	7	17	6	7	9	5	8	13	9
14%	14%	-	14%	-	14%	-	13%	19%	9%	10%	10%	24%	20%	9%	13%	16%	8%	11%	12%	14%
	100%	-	100%	-	100%	-	82%	12%	4%	2%	2%	7%	17%	6%	7%	9%	5%	8%	13%	10%
86	82	4	86	-	86	-	73	6	5	3	3	4	8	7	5	5	12	8	11	13
12%	11%	52%	12%	-	12%	-	12%	9%	11%	15%	15%	12%	10%	11%	10%	9%	18%	11%	10%	20%
	96%	4%	100%	-	100%	-	85%	7%	5%	3%	3%	4%	10%	8%	6%	6%	14%	10%	12%	15%
67	67	-	67	-	67	-	57	6	3	1	1	3	10	3	6	5	7	3	9	10
9%	9%	-	10%	-	9%	-	9%	9%	8%	7%	7%	10%	12%	5%	12%	9%	11%	4%	8%	15%
	100%	-	100%	-	100%	-	85%	8%	5%	2%	2%	5%	15%	4%	9%	8%	11%	5%	13%	15%q
15	15	-	15	-	15	-	13	-	1	-	-	1	1	1	-	1	1	-	4	4
2%	2%	-	2%	-	2%	-	2%	-	3%	-	-	4%	1%	1%	-	2%	2%	-	4%	5%
	100%	-	100%	-	100%	-	90%	-	10%	-	-	9%	7%	6%	-	7%	9%	-	29%	24%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 44

**QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**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**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	767	145	622	490	262	105	42	690	474	291	440	730	37
		19%	81%	64%	34%	14%	5%	90%	62%	38%	57%	95%	5%
Weighted base	730	124	606	454	254	95*	42*	654	446	281	411	687	43*
		17%	83%	62%	35%	13%*	6%*	90%	61%	38%	56%	94%	6%*
Effective base	654	114	540	415	229	84	38	586	405	247	378	621	34
TV service(s)	500	78	423	321	161	64	13	479	311	189	293	500	-
	69%	63%	70%	71%	63%	67%	31%	73%	70%	67%	71%	73%	-
		16%	84%	64% <b>df</b>	32% <b>f</b>	13% <b>f</b>	3%	96% <b>df</b>	62%	38%	59%	100% <b>l</b>	-
Desktop/ Laptop computer	146	23	123	92	53	24	8	121	99	44	91	135	11
	20%	19%	20%	20%	21%	26%	20%	19%	22%	16%	22%	20%	25%
		16%	84%	63%	36%	17%	6%	83%	68% <b>l</b>	30%	62% <b>l</b>	93%	7%
Tablet computer	121	28	92	79	45	26	6	103	89	30	84	113	8
	17%	23%	15%	17%	18%	27%	14%	16%	20%	11%	20%	16%	18%
		23% <b>b</b>	77%	66%	37%	21% <b>cq</b>	5%	85%	74% <b>l</b>	25%	69% <b>l</b>	94%	6%
Digital Media Player	99	15	84	57	49	15	12	79	67	32	64	99	-
	14%	12%	14%	13%	19%	16%	30%	12%	15%	12%	16%	14%	-
		15%	85%	58%	49% <b>cq</b>	15%	12% <b>cq</b>	79%	67%	33%	64%	100% <b>l</b>	-
Smartphone	86	15	71	53	31	12	7	71	59	26	52	81	5
	12%	12%	12%	12%	12%	12%	18%	11%	13%	9%	13%	12%	12%
		18%	82%	61%	35%	14%	9%	83%	68%	30%	60%	94%	6%
Games console	67	16	51	43	28	11	6	57	54	13	50	67	-
	9%	13%	8%	9%	11%	12%	15%	9%	12%	5%	12%	10%	-
		24%	76%	64%	41%	17%	9%	84%	80% <b>l</b>	20%	75% <b>l</b>	100%	-
Blu-ray player connected to a TV	15	1	13	12	5	2	-	14	13	1	13	15	-
	2%	1%	2%	3%	2%	3%	-	2%	3%	*	3%	2%	-
		9%	91%	80%	31%	17%	-	93%	91% <b>l</b>	9%	91% <b>l</b>	100%	-

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 44  
**QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**

**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**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

Total	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
767	634 83%	440 57%	374 49%	315 41%	248 32%	152 20%	172 22%	90 12%	730 95%	115 15%	183 24%	70 9%	244 32%	523 68%	
730	590 81%	411 56%	357 49%	286 39%	237 32%	149 20%	158 22%	85* 12%*	687 94%	111* 15%*	172 24%	66* 9%*	234 32%	496 68%	
654	534	378	322	264	216	131	147	80	621	100	158	60	210	444	
500	500	293	242	189	156	94	104	64	500	64	110	38	149	351	
69%	85% 100% <b>nopqrstu</b>	71% 59%	68% 48%	66% 38%	66% 31%	64% 19%	66% 21%	75% 13%	73% 100% <b>pr</b>	58% 13%	64% 22%	57% 8%	64% 30%	71% 70% <b>vx</b>	
146	109	91	88	66	79	46	39	17	135	22	40	16	48	98	
20%	19% 75%	22% 62%	25% 60% <b>m</b>	23% 45%	33% 54% <b>mnoptu</b>	31% 32% <b>mnu</b>	25% 27%	20% 12%	20% 93%	20% 15%	23% 27%	24% 11%	21% 33%	20% 67%	
121	90	84	74	57	49	51	39	19	113	23	39	20	49	72	
17%	15% 75%	20% 69% <b>m</b>	21% 61% <b>m</b>	20% 47%	21% 41%	34% 42% <b>mnopqu</b>	24% 32% <b>mu</b>	23% 16%	16% 94%	20% 19%	22% 32% <b>z</b>	29% 16% <b>z</b>	21% 40% <b>z</b>	15% 60%	
99	65	64	57	99	48	42	37	13	99	21	31	11	39	61	
14%	11% 66%	16% 64% <b>m</b>	16% 58% <b>m</b>	35% 100% <b>mnoqstu</b>	20% 48% <b>m</b>	24% 43% <b>mnotu</b>	38% <b>mnou</b>	15% 13%	14% 100%	19% 21%	18% 31%	16% 11%	17% 39%	12% 61%	
86	68	52	62	48	39	24	37	14	81	13	23	13	29	57	
12%	11% 79%	13% 60%	17% 72% <b>mu</b>	17% 55% <b>m</b>	16% 45%	16% 28%	24% 43% <b>mnui</b>	17% 17%	12% 94%	11% 15%	14% 27%	19% 15%	13% 34%	11% 66%	
67	57	50	67	45	39	23	30	11	67	12	29	16	32	36	
9%	10% 85%	12% 75%	19% 100% <b>mnu</b>	16% 66% <b>mu</b>	17% 58% <b>mu</b>	16% 34% <b>m</b>	19% 44% <b>mu</b>	13% 16%	10% 100%	10% 17%	17% 43% <b>z</b>	25% 24% <b>vyz</b>	13% 47% <b>z</b>	7% 53%	
15	12	13	11	7	10	10	9	15	15	3	10	6	11	4	
2%	2% 82%	3% 91%	3% 75%	3% 51%	4% 65%	7% 66% <b>mu</b>	6% 62% <b>mu</b>	17% 100% <b>mnopqrs</b>	2% 100%	3% 20%	6% 66% <b>z</b>	9% 41% <b>z</b>	5% 73% <b>z</b>	1% 27%	

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 45  
**QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	321	194 60%	127 40%	142 44%	179 56%	56 17%	83 26%	85 26%	61 19%	20 6%	16 5%	113 35%	97 30%	64 20%	47 15%	210 65%	111 35%	172 54%	149 46%	159 50%	162 50%	240 75%	80 25%
Weighted base	311	178 57%	133 43%	138 44%	173 56%	59* 19%*	86* 28%*	77* 25%*	59* 19%*	16** 5%**	13** 4%**	101 33%	93* 30%*	69* 22%*	47* 15%*	194 63%	116* 37%*	163 52%	148 48%	150 48%	160 52%	212 68%	97* 31%*
Effective base	279	169	112	121	158	49	74	75	53	16	14	101	84	56	41	184	96	149	131	138	142	212	72
TV service(s)	205 66%	115 65%	89 67%	94 68%	110 64%	31 53%	64 75%	49 64%	39 66%	13 79%	8 60%	69 68%	58 62%	47 68%	31 66%	127 65%	78 67%	106 65%	99 67%	97 64%	108 67%	143 67%	61 62%
Desktop/ Laptop computer	72 23%	53 30%	19 14%	37 27%	36 21%	14 23%	23 26%	21 28%	7 12%	1 4%	1 4%	21 21%	23 24%	22 32%	7 15%	43 22%	29 25%	35 22%	37 25%	33 22%	39 24%	49 23%	23 24%
Digital Media Player	49 16%	34 19%	14 11%	22 16%	26 15%	12 20%	9 11%	14 18%	11 18%	2 13%	1 6%	18 18%	13 14%	12 17%	5 11%	31 16%	17 15%	28 17%	20 14%	25 17%	24 15%	35 17%	13 14%
Tablet computer	45 14%	26 15%	18 14%	19 14%	25 15%	10 16%	14 16%	13 17%	3 5%	5 28%	1 5%	16 15%	13 14%	9 12%	7 15%	29 15%	16 14%	23 14%	21 14%	23 15%	21 13%	30 14%	15 15%
Games console	38 12%	31 18%	6 5%	18 13%	20 11%	7 13%	14 16%	9 12%	6 10%	- 10%	1 6%	10 10%	15 16%	8 11%	6 12%	24 13%	13 11%	22 14%	15 10%	22 15%	15 9%	30 14%	7 8%
Smartphone	36 12%	23 13%	13 10%	19 14%	17 10%	4 7%	11 13%	12 16%	4 8%	2 13%	2 13%	9 8%	11 12%	13 19%	3 7%	20 10%	16 14%	20 12%	16 11%	20 13%	16 10%	25 12%	11 12%
Blu-ray player connected to a TV	10 3%	8 4%	2 2%	6 4%	5 3%	1 2%	4 4%	3 4%	3 5%	- 5%	- 5%	6 6%	- 5%	3 33%	1 12%	6 3%	5 4%	5 3%	6 4%	5 3%	6 4%	9 4%	1 1%
		76%	24%	55%	45%	12%	34%	26%	28%	-	-	55%	-	33%	12%	55%	45%	45%	55%	45%	55%	88%	12%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 45

**QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	321	319 99%	2 1%	305 95%	16 5%	321 100%	-	236 74%	28 9%	33 10%	24 7%	14 4%	32 10%	28 9%	20 6%	23 7%	22 7%	24 7%	39 12%	34 11%
Weighted base	311	308 99%	2** 1%**	294 95%	17** 5%**	311 100%	**	265 85%	23** 8%**	17** 6%**	5** 2%**	16** 5%**	35* 11%*	30** 10%**	22** 7%**	23** 7%**	33** 11%**	27** 9%**	46* 15%*	33* 11%*
Effective base	279	278	2	264	15	279	-	223	26	30	23	14	31	27	19	22	21	23	38	32
TV service(s)	205 66%	205 66%	-	197 67%	8 47%	205 66%	-	176 67%	14 60%	10 60%	4 75%	8 48%	18 51%	22 73%	15 68%	15 66%	27 84%	20 74%	33 73%	18 53%
		100%	-	96%	4%	100%	-	86%	7%	5%	2%	4%	9%	11%	7%	7%	13%	10%	16%	9%
Desktop/ Laptop computer	72 23%	71 23%	2 66%	66 23%	6 36%	72 23%	-	65 25%	4 17%	2 11%	1 21%	2 13%	10 28%	2 7%	3 15%	6 25%	10 29%	9 32%	13 29%	12 35%
		98%	2%	91%	9%	100%	-	90%	5%	3%	2%	3%	13%	3%	4%	8%	13%	12%	18%	16%
Digital Media Player	49 16%	49 16%	-	49 17%	-	49 16%	-	43 16%	3 11%	2 11%	1 15%	6 39%	4 12%	4 14%	3 15%	7 32%	4 12%	6 21%	3 6%	6 17%
		100%	-	100%	-	100%	-	89%	5%	4%	2%	13%	9%	9%	7%	15%	8%	12%	6%	12%
Tablet computer	45 14%	43 14%	2 66%	41 14%	3 19%	45 14%	-	35 13%	7 30%	1 9%	1 13%	1 7%	8 24%	4 14%	-	3 13%	7 21%	2 7%	4 9%	6 19%
		96%	4%	93%	7%	100%	-	79%	16%	3%	2%	2%	18%	10%	-	7%	15%	4%	9%	14%
Games console	38 12%	38 12%	-	35 12%	2 15%	38 12%	-	35 13%	1 3%	1 7%	1 9%	5 34%	7 20%	4 13%	3 13%	-	5 16%	3 13%	3 6%	4 13%
		100%	-	93%	7%	100%	-	94%	2%	3%	1%	14%	19%	11%	8%	-	14%	9%	8%	11%
Smartphone	36 12%	34 11%	2 66%	33 11%	3 17%	36 12%	-	32 12%	3 14%	* 2%	* 5%	1 7%	8 23%	2 7%	1 6%	2 7%	7 22%	-	4 8%	7 22%
		95%	5%	92%	8%	100%	-	89%	9%	1%	1%	3%	22%	6%	4%	5%	20%	-	10%	21%
Blu-ray player connected to a TV	10 3%	10 3%	-	10 4%	-	10 3%	-	10 4%	-	-	-	2 15%	1 3%	1 3%	1 6%	-	-	1 5%	2 5%	2 5%
		100%	-	100%	-	100%	-	100%	-	-	-	23%	10%	8%	12%	-	-	12%	21%	15%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Absolutes/col percents/row percents 19 Apr 2018

Table 45  
**QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	321	47 15%	274 85%	194 60%	103 32%	47 15%	25 8%	276 86%	229 71%	89 28%	214 67%	314 98%	7 2%
Weighted base	311	43* 14%*	268 86%	182 59%	98* 32%*	46* 15%*	26** 8%**	266 86%	222 72%	85* 27%*	206 66%	303 97%	8** 3%**
Effective base	279	38	241	168	91	40	22	240	200	77	188	273	6
TV service(s)	205	23	182	124	60	32	9	189	151	54	138	205	-
	66%	53%	68%	68%	62%	70%	34%	71%	68%	63%	67%	68%	-
		11%	89%	61%	29%	16%	4%	92%	74%	26%	67%	100%	-
Desktop/ Laptop computer	72	17	55	38	26	14	10	54	54	16	49	67	5
	23%	40%	21%	21%	27%	30%	40%	20%	24%	19%	24%	22%	66%
		23% <b>b</b>	77%	52%	36%	19%	14%	74%	74%	23%	68%	93%	7%
Digital Media Player	49	4	45	24	23	10	8	37	38	10	37	49	-
	16%	9%	17%	13%	24%	21%	30%	14%	17%	12%	18%	16%	-
		8%	92%	49%	48% <b>cq</b>	20%	16%	77%	79%	21%	77%	100%	-
Tablet computer	45	7	37	32	12	6	4	34	34	9	34	41	3
	14%	17%	14%	18%	12%	12%	15%	13%	15%	11%	17%	14%	44%
		16%	84%	72%	26%	13%	9%	76%	76%	21%	76%	92%	8%
Games console	38	9	29	25	11	10	2	32	34	4	29	38	-
	12%	21%	11%	14%	11%	22%	7%	12%	15%	4%	14%	12%	-
		24%	76%	66%	28%	27%	5%	84%	90% <b>i</b>	10%	76% <b>il</b>	100%	-
Smartphone	36	3	33	24	10	5	4	29	25	10	24	34	2
	12%	7%	12%	13%	11%	11%	17%	11%	11%	12%	12%	11%	31%
		8%	92%	66%	29%	14%	12%	79%	69%	29%	66%	93%	7%
Blu-ray player connected to a TV	10	1	9	7	4	3	-	10	9	1	9	10	-
	3%	3%	3%	4%	4%	6%	-	4%	4%	1%	4%	3%	-
		12%	88%	66%	37%	25%	-	100%	88%	12%	88%	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 45

**QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.****For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Unweighted base	321	269 84%	214 67%	178 55%	145 45%	134 42%	82 26%	107 33%	57 18%	314 98%	49 15%	89 28%	35 11%	111 35%	210 65%	
Weighted base	311	258 83%	206 66%	175 56%	137 44%	126 40%	82* 26%*	103* 33%*	53* 17%*	303 97%	47* 15%*	84* 27%*	34** 11%**	106* 34%*	204 66%	
Effective base	279	233	188	157	126	116	74	96	51	273	44	78	30	97	183	
TV service(s)	205 66%	205 79%	138 67%	118 68%	85 42%	69 34%	53 26%	60 30%	40 75%	205 68%	33 16%	53 26%	25 12%	69 34%	135 66%	
Desktop/ Laptop computer	72										100%nopqrsu		67%q		58%q	
	23%	51	49	46	35	54	24	29	12	67	12	27	8	30	42	
		20%	24%	26%	26%	43%	29%	28%	23%	22%	26%	32%	24%	29%	21%	
Digital Media Player	49	35	37	27	49	25	22	25	10	49	6	14	4	14	35	
	16%	14%	18%	15%	35%	20%	27%	24%	19%	16%	13%	17%	12%	13%	17%	
		73%	77%	55%	100%mnnoqtu	51%	46%mo	51% m	21%	100%	13%	29%	9%	29%	71%	
Tablet computer	45	31	34	23	19	21	23	22	7	41	8	12	3	15	30	
	14%	12%	17%	13%	14%	17%	28%	22%	14%	14%	16%	14%	10%	14%	15%	
		70%	76%	52%	43%	48%	52%mnopu	50% m	17%	92%	17%	27%	8%	33%	67%	
Games console	38	34	29	38	25	24	14	21	10	38	10	19	9	23	15	
	12%	13%	14%	21%	18%	19%	17%	21%	18%	12%	21%	22%	28%	21%	7%	
		90%	76%	100%mu	66%	65%	37%	57%	26%	100%	27%z	49%z	25%	61%z	39%	
Smartphone	36	25	24	21	13	18	16	21	8	34	4	10	3	10	26	
	12%	10%	12%	12%	10%	14%	19%	20%	16%	11%	8%	12%	8%	9%	13%	
		69%	66%	60%	37%	50%	44% m	58% mnpu	23%	93%	10%	28%	7%	28%	72%	
Blu-ray player connected to a TV	10	8	9	7	6	6	5	9	10	10	2	6	2	6	4	
	3%	3%	4%	4%	5%	4%	6%	9%	19%	3%	4%	7%	6%	6%	2%	
		81%	88%	66%	62%	54%	51%	88% mu	100% mnopqrnu	100%	19%	58% z	20%	58%	42%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 46

**QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	771	520 67%	251 33%	301 39%	470 61%	164 21%	183 24%	179 23%	138 18%	64 8%	43 6%	201 26%	264 34%	158 20%	148 19%	465 60%	306 40%	370 48%	401 52%	325 42%	446 58%	518 67%	253 33%
Weighted base	720	475 66%	245 34%	287 40%	433 60%	164 23%	180 25%	159 22%	127 18%	54* 7%*	36* 5%*	171 24%	250 35%	161 22%	138 19%	421 58%	300 42%	338 47%	382 53%	294 41%	426 59%	440 61%	280 39%
Effective base	657	450	209	250	408	139	160	157	115	53	35	176	227	131	127	402	257	315	343	278	380	452	218
TV service(s)	344 48%	208 44%	137 56%	151 53%	193 45%	52 32%	89 49%	81 51%	68 54%	33 61%	21 57%	98 57%	105 42%	75 47%	66 47%	203 48%	141 47%	179 53%	165 43%	159 54%	185 43%	224 51%	120 43%
Desktop/ Laptop computer	267 37%	192 41%	74 30%	101 35%	166 38%	94 57%	67 37%	45 28%	35 27%	16 30%	9 26%	60 35%	108 43%	58 36%	41 30%	168 40%	99 33%	107 32%	160 42%	86 29%	181 42%	149 34%	118 42%
Digital Media Player	188 26%	144 30%	44 18%	73 25%	115 27%	30 18%	38 21%	54 34%	40 32%	18 34%	8 21%	49 28%	66 27%	39 24%	34 25%	115 27%	73 25%	97 29%	91 24%	84 29%	104 24%	117 27%	71 25%
Tablet computer	180 25%	103 22%	77 31%	66 23%	114 26%	42 26%	52 29%	42 27%	26 20%	11 21%	8 21%	57 33%	65 26%	38 23%	21 15%	121 29%	59 20%	100 30%	80 21%	86 29%	94 22%	113 26%	68 24%
Games console	138 19%	115 24%	23 9%	58 20%	80 19%	39 24%	59 33%	20 13%	15 11%	4 8%	1 2%	31 18%	48 19%	30 19%	29 21%	79 19%	59 20%	72 21%	66 17%	61 21%	77 18%	100 23%	38 14%
Smartphone	122 17%	80 17%	42 17%	55 19%	67 15%	33 20%	51 28%	28 18%	7 6%	2 4%	* 1%	28 16%	50 20%	25 15%	20 14%	78 18%	44 15%	68 20%	55 14%	54 18%	68 16%	76 17%	46 16%
Blu-ray player connected to a TV	25 3%	17 4%	7 3%	13 5%	12 3%	1 1%	12 7%	4 2%	3 2%	- 2%	5 -	4 2%	9 3%	7 5%	4 3%	13 3%	12 4%	15 4%	10 3%	13 4%	12 3%	15 3%	10 4%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 46

**QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.****For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	771	760 99%	8 1%	700 91%	71 9%	764 99%	7 1%	511 66%	91 12%	88 11%	81 11%	30 4%	69 9%	49 6%	48 6%	59 8%	39 5%	44 6%	77 10%	96 12%
Weighted base	720	706 98%	10** 1%**	653 91%	67* 9%*	713 99%	7** 1%**	574 80%	76* 11%*	50* 7%*	20* 3%*	35** 5%**	76* 11%*	51* 7%*	53* 7%*	61* 8%*	62* 9%*	50* 7%*	91* 13%*	95* 13%*
Effective base	657	648	7	599	59	651	6	481	85	80	77	29	66	48	46	57	37	43	73	91
TV service(s)	344 48%	344 49% 100%	- - -	322 49% 94% <b>d</b>	22 32% 6%	344 48% 100%	- - -	278 48% 81%	35 47% 10%	19 37% 5%	12 59% 3% <b>i</b>	9 26% 3%	39 52% 11%	22 43% 6%	23 44% 7%	28 45% 8%	32 51% 9%	21 41% 6%	56 61% 16% <b>q</b>	49 51% 14%
Desktop/ Laptop computer	267 37%	258 37% 97%	5 52% 2%	242 37% 91%	25 37% 9%	267 37% 100%	- - -	215 37% 80%	25 33% 9%	22 43% 3% <b>j</b>	5 26% 2%	13 36% 5%	27 36% 10%	17 34% 7%	13 24% 5%	20 34% 8%	28 46% 11% <b>n</b>	22 44% 8%	28 30% 10%	46 48% 17% <b>m</b>
Digital Media Player	188 26%	188 27% 100%	- - -	182 28% 97% <b>d</b>	6 9% 3%	188 26% 100%	- - -	150 26% 80%	18 24% 10%	15 30% 8%	5 24% 3%	15 43% 8%	24 32% 13% <b>r</b>	12 24% 7%	13 25% 7%	19 31% 10% <b>r</b>	14 22% 7%	18 36% 9% <b>r</b>	14 15% 7%	21 22% 11%
Tablet computer	180 25%	176 25% 98%	3 28% 2%	169 26% 94%	12 17% 6%	180 25% 100%	- - -	138 24% 77%	21 28% 12%	12 23% 6%	9 45% 5% <b>gn</b>	5 13% 3%	24 32% 15% <b>n</b>	12 23% 7%	8 15% 4%	12 20% 7%	23 37% 13% <b>n</b>	10 20% 5%	18 20% 10%	27 28% 15%
Games console	138 19%	138 20% 100%	- - -	136 21% 98% <b>d</b>	2 3% 2%	138 19% 100%	- - -	115 20% 84%	10 13% 7%	10 20% 7%	3 14% 2%	8 22% 6%	18 24% 13%	11 21% 8%	7 13% 5%	12 20% 9%	14 23% 10%	11 23% 8%	17 19% 12%	17 18% 12%
Smartphone	122 17%	116 16% 95%	7 64% 5%	108 16% 88%	15 22% 12%	122 17% 100%	- - -	99 17% 81%	14 19% 12%	7 14% 6%	2 10% 2%	5 13% 4%	12 16% 10%	5 10% 4%	10 20% 9%	18 29% 15% <b>mrr</b>	12 19% 9%	9 18% 7%	9 10% 7%	19 20% 16%
Blu-ray player connected to a TV	25 3%	25 3% 100%	- - -	22 3% 90%	2 4% 10%	25 3% 100%	- - -	20 4% 82%	1 1% 2%	3 7% 14% <b>h</b>	* 1% 1%	2 7% 10%	1 1% 4%	- - -	2 4% 9%	1 1% 4%	- - -	1 2% 5%	7 8% 29%	6 6% 22%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 46

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	771	133 17%	638 83%	410 53%	293 38%	108 14%	114 15%	573 74%	506 66%	242 31%	478 62%	720 93%	51 7%
Weighted base	720	102 14%	618 86%	365 51%	279 39%	97* 14%*	113 16%	527 73%	465 65%	231 32%	437 61%	667 93%	53* 7%*
Effective base	657	102	556	343	251	93	101	485	431	207	409	613	45
TV service(s)	344	47	297	198	111	61	20	306	256	88	239	344	-
	48%	46%	48%	54%	40%	63%	18%	58%	55%	38%	55%	52%	-
		14%	86%	58% <b>df</b>	32% <b>f</b>	18% <b>df</b>	6%	89% <b>df</b>	74% <b>l</b>	26%	69% <b>l</b>	100% <b>l</b>	-
Desktop/ Laptop computer	267	30	236	116	107	40	40	178	155	89	144	231	36
	37%	30%	38%	32%	38%	41%	36%	34%	33%	38%	33%	35%	68%
		11%	89%	43%	40%	15%	15%	67%	58%	33%	54%	87%	13% <b>k</b>
Digital Media Player	188	27	161	84	92	30	44	129	125	63	123	188	-
	26%	27%	26%	23%	33%	31%	39%	24%	27%	27%	28%	28%	-
		15%	85%	45%	49% <b>cg</b>	16%	23% <b>cg</b>	68%	67%	33%	65%	100% <b>l</b>	-
Tablet computer	180	21	159	103	73	22	23	134	124	51	117	167	13
	25%	21%	26%	28%	26%	23%	20%	25%	27%	22%	27%	25%	25%
		12%	88%	57%	40%	12%	13%	75%	69%	28%	65%	93%	7%
Games console	138	21	117	76	55	19	23	105	96	41	89	138	-
	19%	21%	19%	21%	20%	19%	20%	20%	21%	18%	20%	21%	-
		15%	85%	55%	40%	14%	17%	76%	70%	30%	65%	100% <b>l</b>	-
Smartphone	122	18	104	66	50	14	22	84	73	44	68	109	13
	17%	17%	17%	18%	18%	14%	20%	16%	16%	19%	16%	16%	25%
		14%	86%	54%	41%	11%	18%	68%	60%	36%	56%	89%	11%
Blu-ray player connected to a TV	25	2	22	17	8	2	1	19	19	6	19	25	-
	3%	2%	4%	5%	3%	2%	1%	4%	4%	3%	4%	4%	-
		10%	90%	70%	33%	7%	5%	79%	76%	24%	76%	100%	-

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

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 46

**QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.****For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	771	567 74%	478 62%	418 54%	377 49%	265 34%	173 22%	194 25%	92 12%	720 93%	127 16%	191 25%	75 10%	250 32%	521 68%
Weighted base	720	528 73%	437 61%	392 54%	338 47%	251 35%	158 22%	176 24%	88* 12%*	667 93%	117 16%	180 25%	73* 10%*	236 33%	484 67%
Effective base	657	484	409	359	318	233	144	166	81	613	111	164	66	217	441
TV service(s)	344 48%	344 65%	239 55%	197 50%	159 47%	126 50%	86 54%	93 53%	50 57%	344 52%	56 48%	98 55%	40 55%	124 52%	220 46%
		100% <b>nopqrsu</b>	69% <b>p</b>	57%	46%	37%	25%	27%	15%	100%	16%	29% <b>z</b>	12%	36%	64%
Desktop/ Laptop computer	267 37%	177 34%	144 33%	146 37%	107 32%	128 51%	61 38%	65 37%	34 38%	231 35%	49 42%	69 38%	28 38%	91 39%	176 36%
		66%	54%	55%	40%	48% <b>lmnoprsu</b>	23%	24%	13%	87%	18%	26%	10%	34%	66%
Digital Media Player	188 26%	129 24%	123 28%	106 27%	188 56%	73 29%	65 41%	67 38%	25 29%	188 28%	35 30%	51 29%	21 29%	65 28%	123 25%
		69%	65%	56%	100% <b>lmnopqrstu</b>	39%	34% <b>lmnoqu</b>	35% <b>lmnou</b>	13%	100%	19%	27%	11%	35%	65%
Tablet computer	180 25%	128 24%	117 27%	100 25%	79 23%	58 23%	63 40%	44 25%	24 27%	167 25%	29 24%	44 24%	23 31%	59 25%	121 25%
		71%	65%	55%	44%	32%	35% <b>lmnopqrsu</b>	24%	13%	93%	16%	24%	12%	33%	67%
Games console	138 19%	112 21%	89 20%	138 35%	78 23%	64 25%	40 25%	56 32%	23 26%	138 21%	23 20%	39 22%	16 22%	53 23%	85 18%
		81%	65%	100% <b>lmnopqr</b>	56%	46%	29%	40% <b>lmnp</b>	17%	100%	17%	28%	11%	39%	61%
Smartphone	122 17%	88 17%	68 16%	80 20%	57 17%	51 20%	31 20%	48 27%	17 20%	109 16%	21 18%	38 21%	17 24%	45 19%	77 16%
		72%	56%	65%	46%	42%	25%	39% <b>lmnp</b>	14%	89%	18%	31%	14%	37%	63%
Blu-ray player connected to a TV	25 3%	17 3%	19 4%	13 3%	11 3%	14 6%	9 6%	13 8%	25 28%	25 4%	6 5%	14 8%	6 9%	14 6%	11 2%
		70%	76%	55%	45%	58%	39%	54% <b>mopu</b>	100% <b>lmnopqrs</b>	100%	24%	56% <b>z</b>	26% <b>z</b>	56% <b>z</b>	44%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 47  
**QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch TV,box sets,or films from an online pay-per-view or download to own service**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	171	113 66%	58 34%	85 50%	86 50%	30 18%	47 27%	45 26%	28 16%	10 6%	11 6%	59 35%	55 32%	27 16%	30 18%	114 67%	57 33%	86 50%	85 50%	78 46%	93 54%	120 70%	51 30%
Weighted base	172	109 63%	63* 37%*	85* 49%*	87* 51%*	32** 19%**	49* 28%*	43* 25%*	29** 17%**	11** 6%**	7** 4%**	55* 32%*	56* 33%*	29** 17%**	32** 19%**	111 65%	61* 35%*	88* 51%*	85* 49%*	77* 45%*	95* 55%*	110 64%	62* 36%*
Effective base	151	101	51	73	78	27	42	42	25	10	8	55	48	24	25	103	49	79	72	72	80	111	45
TV service(s)	83 48%	51 47%	32 50%	45 53%	38 44%	10 32%	30 61%	21 48%	15 52%	4 38%	2 34%	23 42%	29 51%	15 53%	16 50%	52 46%	31 51%	43 49%	40 47%	40 52%	43 45%	57 52%	26 42%
Desktop/ Laptop computer	56 33%	41 38%	15 24%	33 39%	24 27%	11 34%	22 45%	13 29%	5 17%	3 28%	3 42%	21 38%	21 38%	11 37%	3 11%	42 38%	14 23%	31 35%	26 31%	24 31%	32 34%	38 35%	18 29%
Digital Media Player	41 24%	36 33%	6 9%	24 29%	17 20%	4 11%	16 34%	14 33%	6 21%	1 8%	- -	13 23%	13 23%	7 26%	8 26%	26 23%	16 26%	23 26%	19 22%	21 27%	21 22%	31 28%	11 17%
Tablet computer	35 20%	27 25%	7 12%	21 24%	14 16%	5 16%	13 26%	11 26%	1 4%	3 30%	1 14%	14 25%	11 20%	7 25%	2 8%	25 22%	10 16%	22 25%	12 15%	18 24%	16 17%	26 23%	9 14%
Smartphone	33 19%	20 19%	13 20%	21 25%	12 14%	8 25%	13 28%	6 14%	4 12%	- -	2 23%	7 13%	14 25%	8 27%	4 12%	22 19%	12 19%	20 23%	13 15%	14 18%	19 20%	23 21%	10 16%
Games console	33 19%	29 26%	4 7%	17 20%	16 18%	6 19%	14 29%	6 14%	6 22%	- -	- -	10 18%	12 21%	9 31%	3 8%	21 19%	11 19%	19 21%	14 17%	18 23%	15 16%	28 25%	5 8%
Blu-ray player connected to a TV	10 6%	10 9%	- -	7 8%	3 3%	- -	5 10%	3 7%	1 3%	1 10%	- -	3 5%	5 8%	2 8%	- -	7 7%	2 4%	7 8%	3 3%	6 8%	4 4%	10 9%	- -
		100%	-	69%	31%	-	50%	30%	8%	11%	-	29%	48%	23%	-	77%	23%	72%	28%	61%	39%	100%	-

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 47  
**QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch TV,box sets,or films from an online pay-per-view or download to own service**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
171	168 98%	2 1%	163 95%	8 5%	171 100%	-	132 77%	21 12%	9 5%	9 5%	11 6%	18 11%	9 5%	7 4%	13 8%	12 7%	18 11%	20 12%	24 14%
172	168 98%	3** 2%**	164 95%	8** 5%**	172 100%	-**	149 87%	17** 10%**	4** 2%**	2** 1%**	11** 7%**	21** 12%**	10** 6%**	8** 5%**	13** 8%**	19** 11%**	20** 11%**	22** 13%**	24** 14%**
151	148	2	144	7	151	-	124	20	9	8	11	17	9	7	13	11	18	20	22
83	83	-	81	2	83	-	71	8	3	1	5	3	9	2	5	18	7	12	9
48%	49%	-	49%	28%	48%	-	47%	46%	75%	68%	44%	16%	89%	23%	36%	93%	36%	54%	39%
	100%	-	97%	3%	100%	-	85%	10%	3%	2%	6%	4%	11%	2%	6%	22%	8%	15%	11%
56	55	1	52	4	56	-	51	4	*	*	3	3	-	1	6	7	7	9	15
33%	33%	43%	32%	50%	33%	-	35%	25%	12%	9%	28%	16%	-	10%	44%	35%	38%	40%	62%
	98%	2%	92%	8%	100%	-	91%	8%	1%	*	6%	6%	-	1%	11%	12%	13%	16%	26%
41	41	-	41	-	41	-	39	2	1	-	4	5	1	4	6	3	7	5	4
24%	25%	-	25%	-	24%	-	26%	13%	13%	-	38%	23%	11%	48%	43%	18%	33%	22%	16%
	100%	-	100%	-	100%	-	93%	6%	1%	-	10%	12%	3%	9%	14%	8%	16%	12%	9%
35	33	-	35	-	35	-	31	3	1	*	2	5	1	1	5	-	6	6	4
20%	20%	-	21%	-	20%	-	21%	18%	14%	7%	18%	23%	11%	13%	39%	-	31%	28%	17%
	97%	-	100%	-	100%	-	89%	9%	2%	*	6%	14%	3%	3%	15%	-	17%	18%	12%
33	31	2	33	-	33	-	29	3	1	*	1	6	2	1	3	2	3	4	7
19%	19%	57%	20%	-	19%	-	19%	20%	14%	25%	10%	28%	22%	16%	22%	8%	13%	18%	30%
	95%	5%	100%	-	100%	-	86%	10%	2%	1%	3%	18%	7%	4%	9%	5%	8%	12%	21%
33	33	-	32	1	33	-	29	3	-	-	1	4	-	-	2	8	6	5	2
19%	19%	-	19%	15%	19%	-	20%	20%	-	-	9%	20%	-	-	15%	44%	33%	24%	8%
	100%	-	96%	4%	100%	-	89%	11%	-	-	3%	13%	-	-	6%	26%	20%	16%	6%
10	10	-	10	-	10	-	10	-	-	-	1	1	-	-	-	2	-	4	2
6%	6%	-	6%	-	6%	-	6%	-	-	-	10%	5%	-	-	-	8%	-	19%	7%
	100%	-	100%	-	100%	-	100%	-	-	-	11%	11%	-	-	-	16%	-	43%	18%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 47

**QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch TV,box sets,or films from an online pay-per-view or download to own service**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	171	24	147	95	70	41	20	139	129	42	123	165	6
		14%	86%	56%	41%	24%	12%	81%	75%	25%	72%	96%	4%
Weighted base	172	24**	148	94*	66*	42*	20**	140	131	41*	124	165	7**
		14%**	86%	54%*	38%*	24%*	12%**	81%	76%	24%*	72%	96%	4%**
Effective base	151	22	130	84	62	36	18	123	114	37	110	145	6
TV service(s)	83	5	78	49	25	29	2	73	67	16	62	83	-
	48%	21%	53%	52%	38%	68%	8%	52%	51%	39%	50%	50%	-
		6%	94%	59%	30%	34% <b>d</b>	2%	89%	81%	19%	75%	100%	-
Desktop/ Laptop computer	56	8	49	28	24	17	6	46	44	13	41	55	1
	33%	31%	33%	30%	36%	41%	29%	33%	33%	31%	33%	33%	18%
		13%	87%	49%	42%	31%	11%	82%	77%	23%	73%	98%	2%
Digital Media Player	41	6	35	19	17	10	5	32	36	5	35	41	-
	24%	27%	24%	21%	25%	23%	25%	23%	27%	13%	28%	25%	-
		16%	84%	47%	40%	23%	12%	78%	87%	13%	84%	100%	-
Tablet computer	35	6	28	20	18	11	3	28	32	2	31	33	2
	20%	26%	19%	21%	27%	26%	15%	20%	25%	6%	25%	20%	30%
		18%	82%	57%	51%	31%	9%	80%	93% <b>l</b>	7%	90% <b>l</b>	94%	6%
Smartphone	33	3	30	16	13	10	4	25	24	9	23	31	2
	19%	13%	20%	17%	20%	24%	22%	18%	18%	23%	18%	19%	25%
		9%	91%	48%	40%	30%	13%	76%	71%	29%	68%	95%	5%
Games console	33	6	27	20	13	10	4	26	29	4	25	33	-
	19%	24%	18%	21%	19%	23%	20%	19%	22%	10%	20%	20%	-
		18%	82%	60%	39%	30%	12%	80%	87%	13%	76%	100%	-
Blu-ray player connected to a TV	10	1	9	9	3	2	-	9	10	-	10	10	-
	6%	5%	6%	9%	4%	4%	-	6%	7%	-	8%	6%	-
		11%	89%	89%	29%	18%	-	89%	100%	-	100%	100%	-

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 47  
**QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch TV,box sets,or films from an online pay-per-view or download to own service**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	171	139 81%	123 72%	109 64%	95 56%	82 48%	60 35%	71 42%	39 23%	165 96%	41 24%	68 40%	32 19%	80 47%	91 53%
Weighted base	172	139 81%	124 72%	109* 64%*	92* 54%*	77* 45%*	61* 35%*	70* 41%*	38* 22%*	165 96%	42* 24%*	67* 39%*	34** 20%**	79* 46%*	93* 54%*
Effective base	151	122	110	97	84	73	54	64	36	145	38	59	28	71	80
TV service(s)	83 48%	83 60% 100%	62 50% 75%	59 54% 71%	45 49% 55%	40 52% 48%	30 49% 36%	38 55% 46%	24 62% 29%	83 50% 100%	19 44% 22%	36 53% 43%	18 52% 21%	39 49% 47%	44 47% 53%
Desktop/ Laptop computer	56 33%	47 34% 83%	41 33% 73%	39 35% 69%	29 31% 52%	38 49% 67% <b>mnpru</b>	18 30% 32%	27 39% 48%	18 46% 31%	55 33% 98%	15 36% 26%	31 46% 54% <b>z</b>	16 47% 28%	33 42% 59% <b>z</b>	23 25% 41%
Digital Media Player	41 24%	35 25% 85%	35 28% 84%	24 22% 57%	41 45% 100% <b>mnoqu</b>	22 29% 54%	19 31% 46%	23 32% 55%	14 36% 33%	41 25% 100%	9 23% 23%	17 26% 42%	8 25% 20%	18 23% 44%	23 25% 56%
Tablet computer	35 20%	26 19% 76%	31 25% 90%	24 22% 70%	19 21% 56%	18 24% 53%	20 34% 59% <b>mu</b>	21 30% 60%	12 33% 36%	33 20% 94%	16 39% 48% <b>z</b>	19 28% 55% <b>z</b>	11 34% 33%	22 27% 63% <b>z</b>	13 14% 37%
Smartphone	33 19%	24 18% 74%	23 18% 68%	20 19% 62%	17 18% 51%	17 22% 51%	15 24% 44%	23 33% 70% <b>mnopu</b>	9 24% 28%	31 19% 95%	11 26% 33%	16 24% 49%	10 30% 31%	17 21% 51%	16 17% 49%
Games console	33 19%	29 21% 89%	25 20% 76%	33 30% 100%	19 21% 58%	18 24% 56%	13 22% 41%	17 24% 51%	12 32% 38%	33 20% 100%	11 26% 33% <b>z</b>	20 29% 60% <b>z</b>	11 31% 32%	23 29% 70% <b>z</b>	10 11% 30%
Blu-ray player connected to a TV	10 6%	9 6% 89%	10 8% 100%	9 8% 89%	9 10% 92%	9 11% 89%	6 10% 64%	9 12% 89%	10 25% 100% <b>mnopu</b>	10 6% 100%	4 10% 44% <b>z</b>	9 13% 89% <b>z</b>	3 9% 32%	9 11% 89% <b>z</b>	1 1% 11%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 48

**QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1122	720 64%	402 36%	537 48%	585 52%	219 20%	236 21%	232 21%	200 18%	136 12%	99 9%	291 26%	378 34%	201 18%	252 22%	669 60%	453 40%	447 40%	675 60%	381 34%	741 66%	734 65%	387 34%
Weighted base	1073	666 62%	407 38%	530 49%	543 51%	227 21%	236 22%	203 19%	187 17%	135 13%	85* 8%*	254 24%	373 35%	210 20%	237 22%	626 58%	447 42%	419 39%	654 61%	352 33%	722 67%	631 59%	442 41%
Effective base	957	623	337	452	506	189	206	202	165	119	78	254	322	171	215	573	385	380	577	325	632	639	336
Desktop/ Laptop computer	648 60%	464 70% 72%	183 45% 28%	337 64% 52% 46%	311 57% 48%	134 59% 21%	129 55% 20%	119 59% 18%	114 61% 18%	90 67% 14% 10% cde	62 73% 14% 10% cde	156 62% 24% 36% i	233 62% 35% 36% i	136 65% 21% 21% i	123 52% 19%	389 62% 60%	258 58% 40%	220 53% 34%	427 65% 66% o	177 50% 27%	470 65% 73% o	368 58% 57%	280 63% 43%
Smartphone	596 56%	376 56% 63%	221 54% 37%	266 50% 45%	330 61% 55% a	159 70% 27% fgh	152 64% 25% fgh	132 65% 22% fgh	94 50% 16% gh	46 34% 8% h	14 17% 2%	128 51% 21%	222 60% 37% i	123 58% 21%	124 52% 21%	350 56% 59%	246 55% 41%	265 63% 44% p	331 51% 56%	220 63% 37% r	377 52% 63%	364 58% 61%	233 53% 39%
Tablet computer	469 44%	270 40% 58%	199 49% 42%	217 41% 46%	253 47% 54%	85 37% 18%	113 48% 24% c	98 48% 21% cgh	91 49% 19% cg	50 37% 11%	33 38% 7%	130 51% 28% i	163 44% 35%	92 44% 20%	84 35% 18%	293 47% 63% n	176 39% 37%	221 53% 47% p	248 38% 53%	192 54% 41% r	278 38% 59%	285 45% 61%	184 42% 39%
TV service(s)	184 17%	108 16% 59%	76 19% 41%	100 19% 54%	84 16% 46%	17 7% 9%	52 22% 28% c	50 24% 27% ch	31 16% 17% c	25 18% 13% c	11 6%	52 21% 28%	54 15% 30% i	35 17% 19%	42 18% 23%	107 17% 58%	77 17% 42%	91 22% 49% p	94 14% 51%	83 24% 45% r	101 14% 55%	115 18% 63%	69 16% 37%
Digital Media Player	93 9%	67 10% 73%	25 6% 27%	41 8% 44%	52 10% 56%	13 6% 14%	26 11% 28% cgh	28 14% 15%	14 7% 8%	8 6% 5%	4 5%	28 11% 30% i	33 9% 35%	20 9% 21%	12 5% 13%	61 10% 66%	32 7% 34%	49 12% 53% p	44 7% 47%	44 13% 48% r	49 7% 52%	68 11% 74% t	24 5% 26%
Games console	90 8%	68 10% 76%	22 5% 24%	43 8% 48%	46 9% 52%	25 11% 28% fgh	32 14% 36% fgh	21 10% 23% fgh	9 5% 10%	3 2% 3%	- - -	15 6% 17%	34 9% 38%	20 9% 22%	20 9% 22%	50 8% 55%	40 9% 45%	53 13% 60% p	36 6% 40%	44 13% 49% r	45 6% 51%	63 10% 70% t	27 6% 30%
Blu-ray player connected to a TV	20 2%	18 3% 86%	3 1% 14%	12 2% 61%	8 1% 39%	3 1% 17%	7 3% 34%	5 3% 26%	3 2% 14%	- 2% -	2 2% 9%	4 2% 22%	6 2% 28%	5 2% 24%	5 2% 26%	10 2% 50%	10 2% 50%	10 2% 48%	11 2% 52%	8 2% 37%	13 2% 63%	14 2% 71%	6 1% 29%

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

\* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 48

**QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	Nl (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1122	1092 97%	27 2%	955 85%	167 15%	1108 99%	14 1%	788 70%	106 9%	113 10%	115 10%	40 4%	101 9%	90 8%	71 6%	69 6%	63 6%	73 7%	124 11%	157 14%
1073	1042 97%	28** 3%**	911 85%	163 15%	1057 98%	16** 2%**	893 83%	90* 8%*	63 6%	27 3%	47* 4%*	114* 11%*	95* 9%*	78* 7%*	72* 7%*	97* 9%*	88* 8%*	144 13%	158 15%
957	930	23	816	141	946	12	741	98	104	109	39	96	87	68	67	60	69	118	149
648	634	12	554	93	648	-	552	50	35	10	32	65	51	38	50	59	67	93	98
60%	61%	45%	61%	57%	61%	-	62%	55%	56%	38%	69%	57%	54%	48%	69%	61%	76%	65%	62%
	98%	2%	86%	14%	100%	-	85% <b>j</b>	8% <b>j</b>	5% <b>j</b>	2%	5% <b>n</b>	10%	8%	6%	8% <b>n</b>	9%	10% <b>lmns</b>	14% <b>n</b>	15%
596	575	19	521	76	596	-	489	55	34	17	20	62	43	41	36	59	57	79	93
56%	55%	69%	57%	47%	56%	-	55%	62%	54%	65%	43%	54%	45%	52%	49%	61%	65%	55%	59%
	96%	3%	87% <b>d</b>	13%	100%	-	82%	9%	6%	3%	3%	10%	7%	7%	6%	10%	10% <b>km</b>	13%	16% <b>km</b>
469	462	6	419	50	469	-	395	35	25	14	10	55	31	27	28	49	41	77	76
44%	44%	22%	46%	31%	44%	-	44%	39%	40%	53%	21%	49%	33%	35%	39%	50%	47%	53%	48%
	98%	1%	89% <b>d</b>	11%	100%	-	84%	8%	5%	3%	2%	12% <b>km</b>	7%	6%	6%	10% <b>km</b>	9% <b>k</b>	16% <b>kmm</b>	16% <b>km</b>
184	184	-	181	3	184	-	152	15	9	7	8	21	15	11	14	21	15	22	26
17%	18%	-	20%	2%	17%	-	17%	17%	14%	26%	17%	19%	15%	14%	20%	21%	17%	15%	16%
	100%	-	98% <b>d</b>	2%	100%	-	83%	8%	5%	4% <b>gi</b>	4%	12%	8%	6%	8%	11%	8%	12%	14%
93	93	-	90	3	93	-	75	9	6	3	8	17	8	4	10	4	7	8	8
9%	9%	-	10%	2%	9%	-	8%	10%	10%	10%	17%	15%	8%	5%	14%	4%	8%	5%	5%
	100%	-	97% <b>d</b>	3%	100%	-	80%	10%	7%	3%	8% <b>prs</b>	19% <b>nprs</b>	8%	4%	11% <b>prs</b>	4%	8%	8%	9%
90	90	-	86	4	90	-	79	6	3	2	7	12	3	13	7	10	6	10	10
8%	9%	-	9%	3%	9%	-	9%	6%	5%	7%	14%	11%	3%	17%	10%	10%	7%	7%	6%
	100%	-	95% <b>d</b>	5%	100%	-	88%	6%	4%	2%	7% <b>m</b>	14%	4%	15% <b>mrs</b>	8%	11%	7%	11%	11%
20	20	-	19	1	20	-	18	1	2	-	1	1	2	-	2	1	2	4	5
2%	2%	-	2%	1%	2%	-	2%	1%	3%	-	2%	1%	2%	-	2%	1%	3%	3%	3%
	100%	-	95%	5%	100%	-	88%	3%	9%	-	5%	5%	8%	-	8%	7%	12%	20%	23%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 48  
**QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1122	191 17%	931 83%	559 50%	489 44%	138 12%	225 20%	760 68%	624 56%	457 41%	562 50%	951 85%	171 15%
Weighted base	1073	160 15%	913 85%	514 48%	477 44%	128 12%	224 21%	712 66%	594 55%	434 40%	530 49%	899 84%	174 16%
Effective base	957	152	806	471	425	112	198	641	535	385	482	808	149
Desktop/ Laptop computer	648 60%	100 62% 15%	548 60% 85%	286 56% 44%	286 60% 44%	93 73% 14% <b>cdfg</b>	137 61% 21%	414 58% 64%	327 55% 50%	290 67% 45% <b>hj</b>	289 55% 45%	532 59% 82%	115 66% 18%
Smartphone	596 56%	86 53% 14%	511 56% 86%	294 57% 49%	256 54% 43%	70 55% 12%	113 50% 19%	402 56% 67%	357 60% 60% <b>i</b>	209 48% 35%	325 61% 54% <b>i</b>	517 58% 87% <b>i</b>	79 46% 13%
Tablet computer	469 44%	72 45% 15%	397 43% 85%	256 50% 54% <b>df</b>	192 40% 41% <b>f</b>	54 42% 11% <b>f</b>	68 30% 15%	351 49% 75% <b>df</b>	289 49% 62% <b>i</b>	166 38% 35%	266 50% 57% <b>i</b>	422 47% 90% <b>i</b>	48 27% 10%
TV service(s)	184 17%	23 14% 12%	161 18% 88%	99 19% 54% <b>f</b>	86 18% 47% <b>f</b>	33 25% 18% <b>f</b>	20 9% 11%	151 21% 82% <b>f</b>	143 24% 78% <b>i</b>	41 9% 22%	141 27% 76% <b>i</b>	184 20% 100% <b>i</b>	- - -
Digital Media Player	93 9%	12 8% 13%	81 9% 87%	39 8% 42%	48 10% 51%	19 15% 21% <b>cf</b>	18 8% 19%	67 9% 72%	67 11% 72% <b>i</b>	26 6% 28%	63 12% 68% <b>i</b>	93 10% 100% <b>i</b>	- - -
Games console	90 8%	14 9% 16%	75 8% 84%	41 8% 46%	39 8% 44%	21 16% 23% <b>cdfg</b>	16 7% 18%	70 10% 77%	64 11% 71% <b>i</b>	26 6% 29%	58 11% 65% <b>i</b>	90 10% 100% <b>i</b>	- - -
Blu-ray player connected to a TV	20 2%	1 1% 5%	19 2% 95%	13 3% 64%	8 2% 37%	2 1% 9%	3 1% 13%	15 2% 71%	17 3% 82% <b>i</b>	4 1% 18%	17 3% 82% <b>i</b>	20 2% 100%	- - -

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 48

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	1122	741 66%	562 50%	484 43%	392 35%	325 29%	189 17%	221 20%	118 11%	951 85%	210 19%	252 22%	91 8%	370 33%	752 67%
	1073	696 65%	530 49%	463 43%	351 33%	316 29%	173 16%	201 19%	118 11%	899 84%	205 19%	242 23%	88* 8%*	356 33%	717 67%
	957	623	482	416	324	283	157	188	105	808	184	218	79	321	636
	648	413	289	264	209	227	98	107	65	532	140	155	48	231	417
	60%	59%	55%	57%	59%	72%	56%	53%	55%	59%	68%	64%	54%	65%	58%
		64%	45%	41%	32%	35%mnoprstu	15%	17%	10%	82%	22%xz	24%	7%	36%z	64%
	596	402	325	307	219	192	109	140	63	517	102	134	44	183	414
	56%	58%	61%	66%	62%	61%	63%	70%	53%	58%	50%	55%	50%	51%	58%
		67%	54%	51%mtu	37%	32%	18%	24%mnqtu	10%	87%	17%	22%	7%	31%	69%
	469	337	266	232	184	152	131	100	56	422	91	108	44	154	316
	44%	48%	50%	50%	53%	48%	76%	50%	48%	47%	44%	45%	50%	43%	44%
		72%	57%	49%	39%	32%	28%mnopqstu	21%	12%	90%	19%	23%	9%	33%	67%
	184	184	141	102	78	78	52	62	42	184	36	47	21	67	117
	17%	26%	27%	22%	22%	25%	30%	31%	36%	20%	18%	20%	24%	19%	16%
		100%u	76%u	55%	42%	43%	28%ou	34%opu	23%mnopqu	100%	20%	26%	12%	36%	64%
	93	58	63	61	93	47	42	49	16	93	20	27	14	36	57
	9%	8%	12%	13%	26%	15%	24%	24%	14%	10%	10%	11%	16%	10%	8%
		63%	68%	66% <b>m</b>	100%mnopqtu	50% <b>mu</b>	46%mnopqtu	53%mnopqtu	17%	100%	22%	29%	16% <b>z</b>	38%	62%
	90	65	58	90	43	50	34	39	23	90	17	18	14	28	62
	8%	9%	11%	19%	12%	16%	20%	19%	20%	10%	8%	7%	16%	8%	9%
		73%	65%	100%mnpu	48%	56% <b>mu</b>	38%mnpu	43%mnpu	26% <b>mnpu</b>	100%	18%	20%	16% <b>wyz</b>	32%	68%
	20	17	17	15	11	18	14	15	20	20	5	12	4	12	8
	2%	2%	3%	3%	3%	6%	8%	7%	17%	2%	2%	5%	5%	3%	1%
		84%	82%	72%	55%	88% <b>mu</b>	66%mnopu	71%mnopu	100%mnopqrs	100%	23%	59% <b>z</b>	20% <b>z</b>	59% <b>z</b>	41%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 49

**QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	738	473	265	360	378	171	173	160	125	65	44	174	256	144	164	430	308	312	426	262	476	483	255
		64%	36%	49%	51%	23%	23%	22%	17%	9%	6%	24%	35%	20%	22%	58%	42%	42%	58%	36%	64%	65%	35%
Weighted base	723	447	277	364	359	180	175	144	115	68*	41*	156	257	154	157	413	310	300	424	245	478	425	298
		62%	38%	50%	50%	25%	24%	20%	16%	9%*	6%*	22%	36%	21%	22%	57%	43%	41%	59%	34%	66%	59%	41%
Effective base	634	414	223	306	329	148	151	139	106	57	34	152	221	122	142	371	263	268	367	226	409	424	223
Desktop/ Laptop computer	466	314	152	246	220	114	103	96	76	45	32	104	171	105	86	275	191	172	294	136	330	262	204
	64%	70%	55%	67%	61%	63%	59%	67%	66%	66%	77%	66%	67%	69%	55%	66%	62%	57%	69%	56%	69%	62%	68%
		67%	33%	53%	47%	25%	22%	21%	16%	10%	7% <b>d</b>	22% <b>i</b>	37% <b>l</b>	23% <b>i</b>	18%	59%	41%	37%	63% <b>o</b>	29%	71% <b>q</b>	56%	44%
Smartphone	358	216	142	158	200	119	101	78	42	14	4	71	137	71	78	208	149	174	183	137	220	215	143
	49%	48%	51%	43%	56%	66%	58%	54%	36%	21%	10%	46%	53%	46%	50%	50%	48%	58%	43%	56%	46%	51%	48%
		60%	40%	44%	56% <b>a</b>	33% <b>e</b> <b>f</b> <b>g</b> <b>h</b>	28% <b>f</b> <b>g</b> <b>h</b>	22% <b>f</b> <b>g</b> <b>h</b>	12% <b>g</b> <b>h</b>	4%	1%	20%	38%	20%	22%	58%	42%	49% <b>p</b>	51%	38% <b>r</b>	62%	60%	40%
Tablet computer	323	177	146	145	178	76	91	69	49	23	15	82	120	69	51	202	120	166	157	141	182	199	123
	45%	39%	53%	40%	50%	42%	52%	48%	42%	34%	36%	53%	47%	45%	33%	49%	39%	55%	37%	58%	38%	47%	41%
		55%	45%	45%	55% <b>a</b>	24%	28% <b>g</b>	21%	15%	7%	5%	29% <b>i</b>	37% <b>l</b>	22% <b>i</b>	16%	63% <b>n</b>	37%	51% <b>p</b>	49%	44% <b>r</b>	56%	62%	38%
TV service(s)	145	92	53	80	65	16	44	37	21	17	10	40	45	26	35	85	60	64	81	58	87	87	58
	20%	21%	19%	22%	18%	9%	25%	26%	18%	24%	25%	26%	17%	17%	22%	21%	19%	21%	19%	24%	18%	20%	19%
		63%	37%	55%	45%	11%	30% <b>c</b>	26% <b>c</b>	15% <b>c</b>	11% <b>c</b>	7% <b>c</b>	27%	31%	18%	24%	58%	42%	44%	56%	40%	60%	60%	40%
Games console	81	65	17	35	46	22	29	19	9	2	-	14	31	15	21	45	36	50	31	43	38	51	30
	11%	14%	6%	10%	13%	12%	17%	13%	8%	3%	-	9%	12%	10%	14%	11%	12%	17%	7%	18%	8%	12%	10%
		80%	20%	43%	57%	27% <b>h</b>	36% <b>f</b> <b>g</b> <b>h</b>	23% <b>g</b> <b>h</b>	11%	3%	-	18%	38%	18%	26%	56%	44%	61% <b>p</b>	39%	53% <b>r</b>	47%	62%	38%
Digital Media Player	67	54	14	35	32	12	21	18	7	5	4	24	23	12	8	47	20	31	37	27	40	51	17
	9%	12%	5%	10%	9%	7%	12%	13%	6%	7%	9%	15%	9%	8%	5%	11%	7%	10%	9%	11%	8%	12%	6%
		80%	20%	52%	48%	18%	31%	27%	11%	7%	6%	35% <b>i</b>	34%	18%	12%	70% <b>n</b>	30%	46%	54%	41%	59%	75% <b>l</b>	25%
Blu-ray player connected to a TV	17	15	2	8	9	4	5	5	2	-	2	5	6	3	3	10	6	8	9	7	10	11	6
	2%	3%	1%	2%	2%	2%	3%	3%	2%	-	4%	3%	2%	2%	2%	2%	2%	3%	2%	3%	2%	3%	2%
		89%	11%	47%	53%	21%	28%	28%	12%	-	11%	27%	34%	20%	19%	61%	39%	47%	53%	41%	59%	65%	35%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 49  
**QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
738	714 97%	21 3%	629 85%	109 15%	731 99%	7 1%	519 70%	78 11%	68 9%	73 10%	21 3%	65 9%	62 8%	49 7%	41 6%	43 6%	56 8%	77 10%	105 14%
723	697 96%	23** 3%**	616 85%	108* 15%**	717 99%	7** 1%**	601 83%	66* 9%*	39* 5%*	18* 2%*	25** 3%**	75* 10%*	68* 9%*	54* 7%*	43* 6%*	65* 9%*	69* 9%*	92* 13%*	112* 15%**
634	613	18	541	94	629	5	490	72	63	70	20	62	59	47	40	41	54	73	100
466	452	12	396	70	466	-	395	42	24	6	19	49	40	28	31	41	50	61	76
64%	65% 97%	52% 2%	64% 85%	65% 15%	65% 100%	-	66% 85% <b>j</b>	63% 9% <b>j</b>	62% 5% <b>j</b>	32% 1%	76% 4%	65% 10%	59% 9%	52% 6%	72% 7%	63% 9%	73% 11% <b>n</b>	67% 13%	68% 16%
358	346	11	313	45	358	-	294	32	22	11	11	40	27	25	23	26	44	48	50
49%	50% 97%	47% 3%	51% 87%	42% 13%	50% 100%	-	49% 82%	48% 9%	55% 6%	61% 3%	44% 3%	54% 11%	40% 8%	46% 7%	54% 6%	46% 7%	64% 12% <b>nps</b>	52% 13%	45% 14%
323	315	6	286	36	323	-	272	27	15	9	4	34	22	21	15	34	39	49	53
45%	45% 98%	29% 2%	46% 89% <b>d</b>	34% 11%	45% 100%	-	45% 84%	41% 8%	38% 5%	51% 3%	17% 1%	46% 11%	33% 7%	39% 7%	34% 5%	52% 10%	57% 12% <b>amo</b>	53% 15% <b>m</b>	47% 16%
145	145	-	143	2	145	-	122	14	4	5	4	16	11	9	9	20	15	18	20
20%	21% 100%	- -	23% 98% <b>d</b>	2% 2%	20% 100%	-	20% 84%	21% 9%	11% 3%	27% 3% <b>i</b>	17% 3%	22% 11%	17% 8%	16% 6%	20% 6%	31% 14%	22% 10%	19% 12%	18% 14%
81	81	-	76	5	81	-	68	7	4	2	7	13	4	9	5	8	5	12	5
11%	12% 100%	- -	12% 93% <b>d</b>	5% 7%	11% 100%	-	11% 84%	11% 9%	10% 5%	11% 2%	27% 8%	18% 16% <b>ms</b>	6% 5%	17% 11% <b>s</b>	11% 6%	13% 10%	7% 6%	14% 15% <b>s</b>	4% 6%
67	67	-	66	1	67	-	55	6	5	2	3	14	6	2	9	4	6	6	5
9%	10% 100%	- -	11% 99% <b>d</b>	1% 1%	9% 100%	-	9% 82%	8% 8%	12% 7%	9% 2%	13% 5%	18% 20% <b>nrs</b>	9% 9%	5% 4%	22% 14% <b>nprs</b>	6% 6%	9% 9%	6% 9%	5% 8%
17	17	-	17	-	17	-	14	1	2	-	2	1	1	-	2	1	-	3	3
2%	2% 100%	- -	3% 100%	-	2% 100%	-	2% 81%	2% 8%	5% 11%	-	9% 13%	1% 6%	1% 5%	-	6% 15%	2% 8%	-	3% 19%	2% 15%**

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 49

**QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**

**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**

**Which, of these devices have you used to ... in the last 12 months?**

**Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)**

**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	738	127 17%	611 83%	360 49%	310 42%	94 13%	146 20%	487 66%	408 55%	293 40%	369 50%	629 85%	109 15%
Weighted base	723	110 15%	614 85%	336 46%	310 43%	91* 13%*	146 20%	470 65%	396 55%	287 40%	356 49%	617 85%	107* 15%*
Effective base	634	103	532	306	270	78	129	412	352	249	320	540	94
Desktop/ Laptop computer	466	71	395	199	191	62	93	297	229	206	205	391	75
	64%	64%	64%	59%	62%	68%	63%	63%	58%	72%	58%	63%	70%
		15%	85%	43%	41%	13%	20%	64%	49%	44%hj	44%	84%	16%
Smartphone	358	56	301	180	143	39	60	246	212	126	193	315	43
	49%	51%	49%	54%	46%	43%	41%	52%	53%	44%	54%	51%	40%
		16%	84%	50% <b>f</b>	40%	11%	17%	69% <b>f</b>	59% <b>i</b>	35%	54% <b>i</b>	88% <b>i</b>	12%
Tablet computer	323	50	273	164	121	36	43	238	207	100	187	290	33
	45%	45%	44%	49%	39%	40%	30%	51%	52%	35%	53%	47%	31%
		15%	85%	51% <b>df</b>	38%	11%	13%	74% <b>df</b>	64% <b>i</b>	31%	58% <b>i</b>	90% <b>i</b>	10%
TV service(s)	145	22	123	74	72	34	15	119	117	28	112	145	-
	20%	20%	20%	22%	23%	37%	10%	25%	29%	10%	31%	24%	-
		15%	85%	51% <b>f</b>	50% <b>f</b>	23% <b>cdffg</b>	10%	82% <b>f</b>	80% <b>i</b>	20%	77% <b>i</b>	100% <b>i</b>	-
Games console	81	13	69	35	39	15	17	60	57	24	52	81	-
	11%	11%	11%	10%	13%	16%	12%	13%	15%	8%	15%	13%	-
		16%	84%	43%	48%	18%	21%	74%	71% <b>i</b>	29%	64% <b>i</b>	100% <b>i</b>	-
Digital Media Player	67	11	56	28	34	13	13	45	49	19	48	67	-
	9%	10%	9%	8%	11%	14%	9%	10%	12%	6%	13%	11%	-
		16%	84%	42%	51%	19%	19%	67%	72% <b>i</b>	28%	71% <b>i</b>	100% <b>i</b>	-
Blu-ray player connected to a TV	17	2	14	12	6	3	2	12	15	1	15	17	-
	2%	2%	2%	3%	2%	3%	1%	3%	4%	*	4%	3%	-
		14%	86%	70%	38%	17%	9%	72%	92% <b>i</b>	8%	92% <b>i</b>	100%	-

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 49  
**QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**  
**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.**  
**Which, of these devices have you used to ... in the last 12 months?**  
**Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)**  
**MULTI CODE**

**Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
738	478 65%	369 50%	345 47%	265 36%	247 33%	150 20%	171 23%	76 10%	629 85%	146 20%	171 23%	63 9%	243 33%	495 67%	
723	468 65%	356 49%	339 47%	240 33%	250 35%	144 20%	159 22%	79* 11%*	617 85%	149 21%	168 23%	64* 9%*	244 34%	479 66%	
634	407	320	299	219	219	127	148	70	540	128	149	53	211	423	
466	293	205	210	153	192	87	92	47	391	103	104	44	161	305	
64%	62%	58%	62%	64%	77%	60%	58%	60%	63%	69%	62%	68%	66%	64%	
	63%	44%	45%	33%	41% <b>mnoprstu</b>	19%	20%	10%	84%	22%	22%	9%	34%	66%	
358	242	193	204	133	145	77	101	41	315	65	85	29	114	244	
49%	52%	54%	60%	55%	58%	54%	63%	51%	51%	43%	50%	45%	47%	51%	
	68%	54%	57% <b>mu</b>	37%	41%	22%	28% <b>mu</b>	11%	88%	18%	24%	8%	32%	68%	
323	229	187	175	126	118	107	86	41	290	61	77	28	106	216	
45%	49%	53%	52%	52%	47%	74%	54%	52%	47%	41%	46%	44%	44%	45%	
	71%	58%	54%	39%	37%	33% <b>mnopqstu</b>	27%	13%	90%	19%	24%	9%	33%	67%	
145	145	112	84	68	72	52	60	30	145	34	44	22	57	88	
20%	31%	31%	25%	28%	29%	36%	38%	38%	24%	23%	26%	34%	23%	18%	
	100% <b>u</b>	77% <b>u</b>	58%	47%	49%	36% <b>ou</b>	41% <b>ou</b>	21% <b>ou</b>	100%	23%	30%	15% <b>z</b>	39%	61%	
81	58	52	81	38	48	33	37	22	81	15	19	14	27	54	
11%	12%	15%	24%	16%	19%	23%	23%	28%	13%	10%	11%	21%	11%	11%	
	72%	64%	100% <b>mnp</b>	47%	59% <b>mu</b>	40% <b>mnu</b>	46% <b>mnu</b>	27% <b>mnp</b>	100%	19%	24%	17% <b>z</b>	33%	67%	
67	43	48	43	67	36	38	38	14	67	14	16	8	19	48	
9%	9%	13%	13%	28%	14%	27%	24%	17%	11%	9%	9%	13%	8%	10%	
	63%	71%	64%	100% <b>mnoqu</b>	53% <b>m</b>	57% <b>mnoqu</b>	57% <b>mnoqu</b>	20% <b>m</b>	100%	20%	24%	12%	29%	71%	
17	14	15	13	10	15	13	13	17	17	4	11	3	11	6	
2%	3%	4%	4%	4%	6%	9%	8%	21%	3%	2%	6%	5%	4%	1%	
	83%	92%	78%	61%	89% <b>u</b>	78% <b>mou</b>	78% <b>mu</b>	100% <b>mnopqrs</b>	100%	22%	64% <b>z</b>	18%	64% <b>z</b>	36%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 51

## **A20: SUMMARY - Net use of each service via any device**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Watch TV live at the time of broadcast	<b>1499</b> <b>63%</b>	822 69%	678 57%	730 63%	769 63%	222 63%	271 69%	287 71%	286 70%	214 62%	220 45%	360 68%	471 64%	331 65%	338 55%	831 66%	669 60%	579 72%	921 58%	499 72%	1000 59%	836 70%	662 56%
		55%	45%	49%	51%	<b>15%h</b>	<b>18%h</b>	<b>19%cgh</b>	<b>19%gh</b>	<b>14%h</b>	15%	<b>24%l</b>	<b>31%l</b>	<b>22%l</b>	23%	<b>55%n</b>	45%	<b>39%p</b>	61%	<b>33%r</b>	67%	<b>56%t</b>	44%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	<b>1331</b> <b>56%</b>	792 66%	539 45%	612 53%	719 59%	218 62%	251 64%	249 61%	245 60%	189 55%	179 37%	346 65%	434 59%	285 56%	266 43%	780 62%	551 49%	499 62%	832 53%	434 62%	897 53%	742 62%	588 49%
		60%	40%	46%	<b>54%a</b>	<b>16%h</b>	<b>19%gh</b>	<b>19%h</b>	<b>18%h</b>	<b>14%h</b>	13%	<b>26%kl</b>	<b>33%l</b>	<b>21%l</b>	20%	<b>59%n</b>	41%	<b>38%p</b>	62%	<b>33%r</b>	67%	<b>56%t</b>	44%
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	<b>684</b> <b>29%</b>	419 35%	264 22%	326 28%	357 29%	117 33%	164 42%	137 34%	134 33%	72 21%	60 12%	178 34%	215 29%	147 29%	144 23%	393 31%	291 26%	297 37%	387 25%	258 37%	426 25%	417 35%	265 22%
		61%	39%	48%	52%	<b>17%gh</b>	<b>24%cefg</b>	<b>20%gh</b>	<b>20%gh</b>	<b>11%h</b>	9%	<b>26%l</b>	<b>31%l</b>	21%	21%	<b>57%n</b>	43%	<b>43%p</b>	57%	<b>38%r</b>	62%	<b>61%t</b>	39%
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	<b>302</b> <b>13%</b>	176 15%	126 11%	133 11%	169 14%	57 16%	86 22%	74 18%	58 14%	16 5%	11 2%	97 18%	89 12%	68 14%	47 8%	186 15%	115 10%	160 20%	142 9%	147 21%	155 9%	206 17%	95 8%
		58%	42%	44%	56%	<b>19%gh</b>	<b>29%fgh</b>	<b>24%gh</b>	<b>19%gh</b>	5%	4%	<b>32%l</b>	<b>30%l</b>	<b>23%l</b>	16%	<b>62%n</b>	38%	<b>53%p</b>	47%	<b>49%r</b>	51%	<b>68%t</b>	31%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	<b>701</b> <b>29%</b>	463 39%	238 20%	281 24%	420 34%	163 46%	179 46%	154 38%	122 30%	50 14%	34 7%	167 32%	244 33%	154 30%	136 22%	411 33%	290 26%	329 41%	372 24%	286 41%	416 25%	430 36%	271 23%
		66%	34%	40%	<b>60%a</b>	<b>23%efgh</b>	<b>26%efgh</b>	<b>22%fgh</b>	<b>17%gh</b>	<b>7%h</b>	5%	<b>24%l</b>	<b>35%l</b>	<b>22%l</b>	19%	<b>59%n</b>	41%	<b>47%p</b>	53%	<b>41%r</b>	59%	<b>61%t</b>	39%
Watch TV,box sets,or films from an online pay-per-view or download to own service	<b>163</b> <b>7%</b>	104 9%	59 5%	83 7%	79 6%	31 9%	49 12%	42 10%	28 7%	6 2%	7 1%	53 10%	53 7%	27 5%	30 5%	106 8%	57 5%	84 10%	79 5%	75 11%	87 5%	106 9%	57 5%
		64%	36%	51%	49%	<b>18%gh</b>	<b>30%fgh</b>	<b>26%gh</b>	<b>17%gh</b>	4%	4%	<b>33%kl</b>	32%	17%	18%	<b>65%n</b>	35%	<b>52%p</b>	48%	<b>46%r</b>	54%	<b>65%t</b>	35%
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	<b>1052</b> <b>44%</b>	658 55%	394 33%	518 45%	534 44%	219 62%	232 59%	203 50%	185 45%	130 38%	85 17%	252 47%	365 50%	206 41%	230 38%	616 49%	436 39%	413 51%	639 41%	347 50%	705 42%	625 53%	427 36%
		63%	37%	49%	51%	<b>21%efgh</b>	<b>22%efgh</b>	<b>19%gh</b>	<b>18%h</b>	<b>12%h</b>	8%	<b>24%kl</b>	<b>35%kl</b>	20%	22%	<b>59%n</b>	41%	<b>39%p</b>	61%	<b>33%r</b>	67%	<b>69%t</b>	41%
Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	<b>714</b> <b>30%</b>	444 37%	269 23%	358 31%	356 29%	177 50%	173 44%	144 36%	112 28%	67 19%	40 8%	155 29%	255 35%	152 30%	153 25%	409 32%	304 27%	295 36%	418 27%	241 35%	472 28%	421 35%	292 25%
		62%	38%	50%	50%	<b>25%efgh</b>	<b>24%efgh</b>	<b>20%fgh</b>	<b>16%gh</b>	<b>9%h</b>	6%	22%	<b>36%l</b>	21%	21%	<b>57%n</b>	43%	<b>41%p</b>	59%	<b>34%r</b>	66%	<b>59%t</b>	41%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 51

**A20: SUMMARY - Net use of each service via any device****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%	
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%	
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286	
Watch TV live at the time of broadcast	1499	1470	24	1295	205	1450	49	1252	124	85	38	56	151	120	108	142	133	130	211	202	
	63%	69% 98%b	10% 2%	80% 86% <b>d</b>	26% 14%	76% 97% <b>f</b>	10% 3%	63% 83%	57% 8%	61% 6%	69% 3% <b>h</b>	57% 4%	57% 10%	61% 8%	64% 7%	69% 9% <b>l</b>	61% 9%	65% 9%	65% 14%	67% 13% <b>l</b>	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1331	1310	17	1331	-	1331	-	1105	117	80	29	49	141	99	89	120	140	125	194	147	
	56%	62% 98%b	7% 1%	83% 100% <b>d</b>	- -	70% 100% <b>f</b>	- -	56% 83%	54% 9%	57% 6%	53% 2%	50% 4%	54% 11%	51% 7%	53% 7%	58% 9%	64% 11% <b>kms</b>	63% 9% <b>ms</b>	60% 15% <b>s</b>	49% 11%	
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	684	679	5	684	-	684	-	560	62	43	18	26	78	59	49	51	61	73	100	64	
	29%	32% 99%b	2% 1%	42% 100% <b>d</b>	- -	36% 100% <b>f</b>	- -	28% 82%	29% 9%	30% 6%	33% 3%	27% 4%	30% 11% <b>s</b>	30% 9% <b>s</b>	29% 7%	25% 8%	28% 9%	36% 11% <b>os</b>	31% 15% <b>s</b>	21% 9%	
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	302	300	2	285	16	302	-	259	23	15	5	16	34	30	22	22	33	26	45	32	
	13%	14% 99%b	1% 1%	18% 95% <b>d</b>	2% 5%	16% 100% <b>f</b>	- -	13% 86%	10% 7%	11% 5%	10% 2%	16% 5%	13% 11%	15% 10%	13% 7%	11% 7%	15% 11%	13% 8%	14% 15%	10% 10%	
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	701	687	10	644	57	701	-	559	74	48	20	32	75	49	52	57	62	50	89	95	
	29%	32% 98%b	4% 1%	40% 92% <b>d</b>	7% 8%	37% 100% <b>f</b>	- -	28% 80%	34% 11%	34% 7%	36% 3%	32% 4%	28% 11%	25% 7%	31% 7%	27% 8%	29% 9%	25% 7%	28% 13%	32% 14%	
Watch TV,box sets,or films from an online pay-per-view or download to own service	163	159	3	156	7	163	-	139	17	4	2	11	19	10	8	12	19	20	19	21	
	7%	7% 98%b	1% 2%	10% 96% <b>d</b>	1% 4%	8% 100% <b>f</b>	- -	7% 86% <b>l</b>	8% 11% <b>l</b>	3% 2%	4% 1%	11% 7%	7% 12%	5% 6%	5% 5%	6% 7%	9% 12%	10% 12%	6% 12%	7% 13%	
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1052	1024	25	907	146	1052	-	876	88	62	27	46	111	92	77	67	95	88	143	157	
	44%	48% 97%b	10% 2%	56% 86% <b>d</b>	19% 14%	55% 100% <b>f</b>	- -	44% 83%	40% 8%	44% 6%	48% 3%	47% 4% <b>o</b>	42% 11% <b>o</b>	47% 9% <b>o</b>	45% 7% <b>o</b>	32% 6%	44% 9% <b>o</b>	44% 8% <b>o</b>	44% 14% <b>o</b>	52% 15% <b>lo</b>	
Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	714	691	19	613	101	714	-	595	63	38	17	25	75	66	52	41	65	69	91	111	
	30%	32% 97%b	8% 3%	38% 86% <b>d</b>	13% 14%	37% 100% <b>f</b>	- -	30% 83%	29% 9%	27% 5%	32% 2%	25% 3%	28% 10%	34% 9% <b>o</b>	31% 7% <b>o</b>	20% 6%	30% 9% <b>o</b>	34% 10% <b>o</b>	28% 13%	37% 16% <b>lor</b>	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 51

Absolutes/col percents/row percents 19 Apr 2018

**A20: SUMMARY - Net use of each service via any device****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Watch TV live at the time of broadcast	1499	224	1275	778	578	184	252	1115	855	623	778	1351	148
	63%	56%	64%	74%	56%	83%	40%	76%	76%	52%	80%	79%	22%
		15%	85%a	52%df	39%f	12%cdfg	17%	74%df	57%l	42%	52%l	90%l	10%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1331	209	1122	666	568	174	246	949	768	535	705	1186	146
	56%	53%	56%	63%	55%	79%	39%	65%	69%	45%	72%	70%	21%
		16%	84%	50%df	43%f	13%cdfg	18%	71%df	58%l	40%	53%l	89%l	11%
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	684	111	572	420	240	92	41	613	425	256	395	663	21
	29%	28%	29%	40%	23%	42%	6%	42%	38%	22%	41%	39%	3%
		16%	84%	61%df	35%f	14%df	6%	90%df	62%l	37%	58%l	97%l	3%
Watch Paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	302	43	259	175	94	46	25	258	214	84	199	295	7
	13%	11%	13%	17%	9%	21%	4%	18%	19%	7%	20%	17%	1%
		14%	86%	58%df	31%f	15%df	8%	85%df	71%l	28%	66%l	98%l	2%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	701	96	605	360	270	94	108	515	455	223	427	657	44
	29%	24%	30%	34%	26%	43%	17%	35%	41%	19%	44%	39%	6%
		14%	86%a	51%df	38%f	13%cdf	15%	73%df	65%l	32%	61%l	94%l	6%
Watch TV, box sets, or films from an online pay-per-view or download to own service	163	21	142	86	65	41	20	130	126	37	118	158	5
	7%	5%	7%	8%	6%	18%	3%	9%	11%	3%	12%	9%	1%
		13%	87%	53%f	40%f	25%cdfg	12%	80%df	77%l	23%	73%l	97%l	3%
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1052	159	893	505	470	128	221	702	588	423	529	893	160
	44%	40%	45%	48%	46%	58%	35%	48%	53%	36%	54%	52%	23%
		15%	85%	48%f	45%f	12%cdfg	21%	67%f	56%l	40%	50%l	85%l	15%
Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	714	109	604	332	303	91	142	469	392	284	354	614	100
	30%	27%	30%	31%	29%	41%	23%	32%	35%	24%	36%	36%	15%
		15%	85%	47%f	42%f	13%cdfg	20%	66%f	55%l	40%	50%l	86%l	14%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 51

## **A20: SUMMARY - Net use of each service via any device**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Watch TV live at the time of broadcast	1499	1173	778	579	453	384	224	243	165	1351	265	322	131	478	1022
	63%	87% 78%nopqrsu	80% 52%q	79% 39%	80% 30%q	75% 26%	80% 15%	82% 16%q	87% 11%noqu	79% 90%q	60% 18%	64% 21%	66% 9%	64% 32%	63% 68%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1331	978	705	533	436	359	215	235	139	1186	252	302	115	443	888
	56%	73%	72%	73%	77%	70%	77%	79%	73%	70%	57%	60%	58%	59%	54%
		73%	53%	40%	33%nqu	27%	16%qu	18%nqu	10%	89%	19%	23%z	9%	33%	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	684	588	395	346	283	234	147	158	85	663	105	164	63	222	462
	29%	44% 86%u	41% 58%	47% 51%nu	50% 41%mnu	45% 34%u	53% 21%mnu	53% 23%mnu	45% 12%	39% 97%	24% 15%	32% 24%v	32% 9%v	30% 32%v	28% 68%
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	302	255	199	173	133	124	80	100	52	295	46	81	34	103	199
	13%	19% 85%	20% 66%	24% 57%mu	24% 44%mu	24% 41%mu	29% 26%mnu	34% 33%mnopqu	28% 17%mn	17% 98%	10% 15%	16% 27%vz	17% 11%v	14% 34%	12% 66%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	701	527	427	390	335	249	158	176	88	657	115	177	72	233	469
	29%	39% 75%	44% 61%mu	53% 56%mnu	60% 48%mnopqtu	48% 35%mu	57% 23%mnqtu	59% 25%mnqtu	47% 13%u	39% 94%	26% 16%	35% 25%vz	36% 10%vz	31% 33%	29% 67%
Watch TV,box sets,or films from an online pay-per-view or download to own service	163	136	118	107	92	77	60	70	38	158	40	63	33	74	88
	7%	10% 83%	12% 73%u	15% 66%mu	16% 56%mnu	15% 47%mu	21% 37%mnopqu	23% 43%mnopqu	20% 23%mn	9% 97%	9% 25%z	12% 38%z	16% 20%vyz	10% 46%z	5% 54%
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1052	695	529	458	351	316	173	201	118	893	201	238	86	351	702
	44%	52% 66%	54% 50%	63% 44%mnu	62% 33%mnu	61% 30%mnu	62% 16%mnu	67% 19%mnu	62% 11%mu	52% 85%	45% 19%	47% 23%	43% 8%	47% 33%	43% 67%
Watch Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	714	468	354	339	240	250	144	159	79	614	147	164	64	239	474
	30%	35% 66%	36% 50%	46% 48%mnu	43% 34%mnu	49% 35%mnu	52% 20%mnptu	53% 22%mnoptu	42% 11%	36% 86%	33% 21%	32% 23%	32% 9%	32% 34%	29% 66%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 19 Apr 2018

Table 52

## QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1379	810 59%	569 41%	649 47%	730 53%	192 14%	264 19%	293 21%	267 19%	174 13%	189 14%	380 28%	421 31%	269 20%	309 22%	801 58%	578 42%	573 42%	806 58%	506 37%	873 63%	884 64%	493 36%
Weighted base	1341	750 56%	591 44%	645 48%	696 52%	200 15%	264 20%	262 20%	255 19%	175 13%	186 14%	336 25%	409 31%	294 22%	302 22%	745 56%	596 44%	547 41%	794 59%	473 35%	868 65%	760 57%	579 43%
Effective base	1164	699	471	533	633	165	228	256	225	148	147	327	357	224	263	683	485	489	675	433	732	769	423
TV live at the time of broadcast	1151 86%	629 84% 55%	522 88% 45%	563 87% 49%	588 84% 51%	154 77% 13%	212 80% 18%	229 87% 20%cd	222 91% 19%cd	159 91% 14%cd	174 93% 15%cd	292 87% 25%	346 84% 30%	250 85% 22%	264 88% 23%	637 86% 55%	513 86% 45%	462 85% 40%	689 87% 60%	399 84% 35%	751 87% 65%	647 85% 56%	502 87% 44%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	840 63%	468 62% 56%	372 63% 44%	396 61% 47%	444 64% 53%	103 51% 12%	165 62% 20%c	164 63% 20%c	158 62% 19%c	130 74% 15%cd	121 65% 14%cd	237 71% 28%jkl	252 62% 30%	178 61% 21%	173 57% 21%	489 66% 58%ln	351 59% 42%	326 60% 39%	514 65% 61%	289 61% 34%	551 64% 66%	475 63% 57%	364 63% 43%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	500 37%	297 40% 59%	204 34% 41%	240 37% 48%	260 37% 52%	72 36% 14%	107 40% 21%h	104 40% 21%h	110 43% 22%h	58 33% 12%	49 27% 10%	140 42% 28%	151 37% 30%	103 35% 21%	106 35% 21%	291 39% 58%	209 35% 42%	216 39% 43%	284 36% 57%	190 40% 38%	311 36% 62%	310 41% 62%t	188 32% 38%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	344 26%	208 28% 60%	137 23% 40%	151 23% 44%	193 28% 56%	52 26% 15%h	89 34% 26%gh	81 31% 24%gh	68 27% 20%h	33 19% 9%	21 11% 6%	98 29% 28%l	105 26% 31%	75 26% 22%	66 22% 19%	203 27% 59%	141 24% 41%	179 33% 52%p	165 21% 48%	159 34% 46%r	185 21% 54%	224 30% 65%t	120 21% 35%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	205 15%	115 15% 56%	89 15% 44%	94 15% 46%	110 16% 54%	31 16% 15%gh	64 24% 31%ctgh	49 19% 24%gh	39 15% 19%gh	13 7% 6%	8 4% 4%	69 21% 34%jl	58 14% 28%	47 16% 23%	31 10% 15%	127 17% 62%	78 13% 38%	106 19% 52%p	99 12% 48%	97 20% 47%r	108 12% 53%	143 19% 70%t	61 10% 30%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	184 14%	108 14% 59%	76 13% 41%	100 15% 54%	84 12% 46%	17 8% 9%	52 20% 28%ctfh	50 19% 27%ctfh	31 12% 17%	25 14% 13%h	11 6% 6%	52 16% 28%	54 13% 30%	35 12% 19%	42 14% 23%	107 14% 58%	77 13% 42%	91 17% 49%p	94 12% 51%	83 17% 45%r	101 12% 55%	115 15% 63%	69 12% 37%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	145 11%	92 12% 63%	53 9% 37%	80 12% 55%	65 9% 45%	16 8% 11%	44 17% 30%ctgh	37 14% 26%ctfh	21 8% 15%	17 9% 11%	10 5% 7%	40 12% 27%	45 11% 31%	26 9% 18%	35 12% 24%	85 11% 58%	60 10% 42%	64 12% 44%	81 10% 56%	58 12% 40%	87 10% 60%	87 11% 60%	58 10% 40%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	83 6%	51 7% 62%	32 5% 38%	45 7% 54%	38 5% 46%	10 5% 13%	30 11% 36%ctgh	21 8% 26%gh	15 6% 19%h	4 2% 5%	2 1% 3%	23 7% 28%	29 7% 35%	15 5% 18%	16 5% 19%	52 7% 62%	31 5% 38%	43 8% 52%p	40 5% 48%	40 9% 49%r	43 5% 51%	57 7% 68%t	26 5% 32%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 52

**QA20 Summary of services used on each device (1): Broadband connected TV service(s)  
MULTI CODE****Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1341	750 56%	591 44%	645 48%	696 52%	200 15%	264 20%	262 20%	255 19%	175 13%	186 14%	336 25%	409 31%	294 22%	302 22%	745 56%	596 44%	547 41%	794 59%	473 35%	868 65%	760 57%	579 43%
Net: ANY	1263	704	559	607	656	181	244	252	239	170	178	326	379	275	283	705	558	518	746	450	813	716	546
	94%	94%	95%	94%	94%	90%	93%	96%	94%	97%	96%	97%	93%	93%	94%	95%	94%	95%	94%	95%	94%	94%	94%
		56%	44%	48%	52%	14%	19%	20% <b>c</b>	19%	13% <b>c</b>	14%	26% <b>i</b>	30%	22%	22%	56%	44%	41%	59%	36%	64%	57%	43%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1022	579	443	482	541	142	206	197	203	139	135	281	307	212	223	587	435	410	612	362	660	587	434
	76%	77%	75%	75%	78%	71%	78%	75%	80%	80%	73%	84%	75%	72%	74%	79%	73%	75%	77%	76%	76%	77%	75%
		57%	43%	47%	53%	14%	20%	19%	20% <b>c</b>	14%	13%	27% <b>jkl</b>	30%	21%	22%	57% <b>an</b>	43%	40%	60%	35%	65%	57%	42%
Net: LIVE TV ONLY	241	125	116	125	116	39	38	55	36	30	43	45	73	63	60	118	123	107	134	88	153	129	112
	18%	17%	20%	19%	17%	20%	14%	21%	14%	17%	23%	13%	18%	22%	20%	16%	21%	20%	17%	19%	18%	17%	19%
		52%	48%	52%	48%	16%	16%	23% <b>f</b>	15%	13%	18% <b>df</b>	19%	30%	26% <b>l</b>	25% <b>l</b>	49%	51% <b>m</b>	44%	56%	37%	63%	54%	46%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 52

Absolutes/col percents/row percents 19 Apr 2018

## **QA20 Summary of services used on each device (1): Broadband connected TV service(s)** **MULTI CODE**

**Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1379	1379 100%	-	1215 88%	164 12%	1311 95%	68 5%	983 71%	124 9%	132 10%	140 10%	41 3%	118 9%	100 7%	88 6%	111 8%	88 6%	105 8%	154 11%	178 13%
Weighted base	1341	1341 100%	***	1176 88%	165 12%	1265 94%	76* 6%*	1128 84%	106 8%	72 5%	35* 3%*	46* 3%*	131 10%	106* 8%*	99* 7%*	119 9%	140* 10%*	128* 10%*	180 13%	179 13%
Effective base	1164	1164	-	1024	139	1105	59	915	115	121	89	39	111	95	83	107	83	97	146	171
TV live at the time of broadcast	1151 86%	1151 86% 100%	-	1030 88% 89% <b>d</b>	121 73% 11%	1101 87% 96% <b>f</b>	49 65% 4%	965 86% 84%	91 86% 8%	65 90% 6%	29 84% 3%	37 80% 3%	112 86% 10%	92 87% 8%	87 88% 8%	107 90% 9%	112 80% 10%	107 84% 9%	164 91% 14% <b>kps</b>	146 82% 13%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	840 63%	840 63% 100%	-	840 71% 100% <b>d</b>	- - -	840 66% 100% <b>f</b>	- - -	697 62% 83%	71 67% 8%	50 70% 6%	22 63% 3%	25 55% 3%	76 58% 9% <b>s</b>	62 58% 7% <b>s</b>	59 60% 7% <b>s</b>	70 59% 8% <b>s</b>	98 70% 12% <b>s</b>	91 71% 11% <b>ls</b>	137 76% 16% <b>klmnos</b>	79 44% 9%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	500 37%	500 37% 100%	-	500 43% 100% <b>d</b>	- - -	500 40% 100% <b>f</b>	- - -	414 37% 83%	38 36% 8%	33 46% 7% <b>g</b>	15 44% 3%	13 28% 3%	52 40% 10% <b>s</b>	48 45% 10% <b>os</b>	34 34% 7%	37 31% 7%	47 34% 9%	55 43% 11% <b>s</b>	83 46% 17% <b>kos</b>	44 25% 9%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	344 26%	344 26% 100%	-	322 27% 94% <b>d</b>	22 13% 6%	344 27% 100% <b>f</b>	- - -	278 25% 81%	35 33% 10% <b>g</b>	19 26% 5%	12 34% 3%	9 20% 3%	39 30% 11% <b>d</b>	22 21% 6%	23 24% 7%	28 23% 8%	32 23% 9%	21 16% 6%	56 31% 16% <b>aq</b>	49 27% 14% <b>d</b>
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	205 15%	205 15% 100%	-	197 17% 96% <b>d</b>	8 5% 4%	205 16% 100% <b>f</b>	- - -	176 16% 86%	14 13% 7%	10 14% 5%	4 12% 2%	8 16% 4%	18 13% 9%	22 21% 11% <b>s</b>	15 15% 7%	15 13% 7%	27 20% 13% <b>s</b>	20 16% 10%	33 19% 16% <b>s</b>	18 10% 9%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	184 14%	184 14% 100%	-	181 15% 98% <b>d</b>	3 2% 2%	184 15% 100% <b>f</b>	- - -	152 14% 83%	15 15% 8%	9 13% 5%	7 20% 4%	8 17% 4%	21 16% 12%	15 14% 8%	11 11% 6%	14 12% 8%	21 15% 11%	15 11% 8%	22 12% 12%	26 15% 14%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	145 11%	145 11% 100%	-	143 12% 98% <b>d</b>	2 1% 2%	145 11% 100% <b>f</b>	- - -	122 11% 84%	14 13% 9%	4 6% 3%	5 14% 3% <b>l</b>	4 9% 3%	16 13% 11%	11 11% 8%	9 9% 6%	9 7% 6%	20 14% 14%	15 12% 10%	18 10% 12%	20 11% 14%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	83 6%	83 6% 100%	-	81 7% 97% <b>d</b>	2 1% 3%	83 7% 100% <b>f</b>	- - -	71 6% 85%	8 8% 10%	3 4% 3%	1 4% 2%	5 11% 6% <b>ln</b>	3 3% 4%	9 8% 11% <b>n</b>	2 2% 2%	5 4% 6%	18 13% 22% <b>lnos</b>	7 6% 8%	12 7% 15%	9 5% 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 52

**QA20 Summary of services used on each device (1): Broadband connected TV service(s)**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1341	1341 100%	-** - **	1176 88%	165 12%	1265 94%	76* 6%*	1128 84%	106 8%	72 5%	35* 3%*	46* 3%*	131 10%	106* 8%*	99* 7%*	119 9%	140* 10%*	128* 10%*	180 13%	179 13%
1263 94%	1263 94% 100%	- - -	1133 96% 90% <b>d</b>	131 79% 10%	1214 96% 96% <b>f</b>	49 65% 4%	1062 94% 84%	99 94% 8%	69 96% 5%	33 95% 3%	42 90% 3%	120 92% 9%	100 94% 8%	93 95% 7%	114 95% 9%	130 93% 10%	121 94% 10%	176 97% 14% <b>l</b>	167 94% 13%
1022 76%	1022 76% 100%	- - -	993 84% 97% <b>d</b>	29 18% 3%	1022 81% 100% <b>f</b>	- - -	855 76% 84%	82 78% 8%	56 78% 6%	29 84% 3%	32 69% 3%	96 73% 9%	76 71% 7%	74 75% 7% <b>s</b>	84 70% 8%	115 82% 11% <b>s</b>	110 86% 11% <b>kimos</b>	155 86% 15% <b>kimno</b> <b>s</b>	112 63% 11%
241 18%	241 18% 100%	- - -	140 12% 58%	102 62% 42% <b>c</b>	192 15% 80%	49 65% 20% <b>e</b>	207 18% 86%	17 16% 7%	13 18% 5%	4 11% 2%	10 22% 4% <b>q</b>	24 18% 10% <b>q</b>	24 23% 10% <b>pqr</b>	19 19% 8% <b>q</b>	30 25% 12% <b>pqr</b>	15 11% 6%	10 8% 4%	20 11% 8%	55 31% 23% <b>lpqr</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 52

**QA20 Summary of services used on each device (1): Broadband connected TV service(s)  
MULTI CODE****Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1379	238 17%	1141 83%	821 60%	461 33%	199 14%	131 9%	1159 84%	856 62%	523 38%	802 58%	1379 100%	-
Weighted base	1341	204 15%	1137 85%	773 58%	453 34%	195 15%	129 10%	1120 84%	837 62%	504 38%	780 58%	1341 100%	-**
Effective base	1164	189	975	680	396	165	117	973	729	435	682	1164	-
TV live at the time of broadcast	1151 86%	169 82% 15%	982 86% 85%	654 85% 57%	391 86% 34%	171 88% 15%	104 81% 9%	975 87% 85%	705 84% 61%	446 89% 39%h	661 85% 57%	1151 86% 100%	-
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	840 63%	122 60% 15%	718 63% 85%	473 61% 56%f	302 67% 36%f	137 70% 16%cf	65 51% 8%	728 65% 87%f	538 64% 64%	302 60% 36%	505 65% 60%	840 63% 100%	-
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	500 37%	78 38% 16%	423 37% 84%	321 42% 64%def	161 35% 32%f	64 33% 13%f	13 10% 3%	479 43% 96%def	311 37% 62%	189 38% 38%	293 38% 59%	500 37% 100%	-
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	344 26%	47 23% 14%	297 26% 86%	198 26% 58%f	111 24% 32%f	61 31% 18%f	20 16% 6%	306 27% 89%f	256 31% 74%i	88 18% 26%	239 31% 69%i	344 26% 100%	-
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	205 15%	23 11% 11%	182 16% 89%	124 16% 61%f	60 13% 29%	32 17% 16%f	9 7% 4%	189 17% 92%f	151 18% 74%i	54 11% 26%	138 18% 67%i	205 15% 100%	-
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	184 14%	23 11% 12%	161 14% 88%	99 13% 54%	86 19% 47%cg	33 17% 18%	20 15% 11%	151 13% 82%	143 17% 75%i	41 8% 22%	141 18% 76%i	184 14% 100%	-
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	145 11%	22 11% 15%	123 11% 85%	74 10% 51%	72 16% 50%cg	34 17% 23%cg	15 12% 10%	119 11% 82%	117 14% 80%i	28 6% 20%	112 14% 77%i	145 11% 100%	-
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	83 6%	5 2% 6%	78 7% 94%a	49 6% 59%f	25 5% 30%	29 15% 34%cdfg	2 1% 2%	73 7% 89%f	67 8% 81%i	16 3% 19%	62 8% 75%i	83 6% 100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
\*\* very small base (under 30) ineligible for sig testing



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 52

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Summary of services used on each device (1): Broadband connected TV service(s)  
MULTI CODE****Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1341	204 15%	1137 85%	773 58%	453 34%	195 15%	129 10%	1120 84%	837 62%	504 38%	780 58%	1341 100%	-**
Net: ANY	1263 94%	191 94%	1072 94%	728 94%	426 94%	186 96%	114 88%	1074 96%	789 94%	474 94%	740 95%	1263 94%	-
		15%	85%	58% <b>f</b>	34% <b>f</b>	15% <b>f</b>	9%	85% <b>f</b>	62%	38%	59%	100%	-
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1022 76%	159 78%	864 76%	594 77%	351 77%	157 81%	77 60%	886 79%	661 72%	361 72%	623 80%	1022 76%	-
		16%	84%	58% <b>f</b>	34% <b>f</b>	15% <b>f</b>	8%	87% <b>f</b>	65% <b>i</b>	35%	61% <b>i</b>	100%	-
Net: LIVE TV ONLY	241 18%	33 16%	208 18%	133 17%	75 17%	29 15%	37 29%	188 78%	128 15%	113 22%	117 15%	241 18%	-
		14%	86%	55%	31%	12%	15% <b>cdegj</b>	78%	53%	47% <b>hj</b>	49%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \*\* very small base (under 30) ineligible for sig testing

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 52

## QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1379	1379 100%	802 58%	604 44%	477 35%	406 29%	234 17%	259 19%	172 12%	1379 100%	248 18%	331 24%	137 10%	458 33%	921 67%
Weighted base	1341	1341 100%	780 58%	583 44%	437 33%	396 30%	225 17%	246 18%	169 13%	1341 100%	253 19%	319 24%	135 10%	454 34%	887 66%
Effective base	1164	1164	682	522	401	352	198	223	153	1164	212	284	118	393	771
TV live at the time of broadcast	1151	1151 86%	661 86%	491 85%	356 84%	311 81%	181 79%	203 83%	148 88%	1151 86%	204 81%	250 78%	102 76%	366 81%	784 88%
		100% <b>pq</b>	57% <b>q</b>	43% <b>q</b>	31%	27%	16%	18%	13% <b>q</b>	100% <b>pq</b>	18%	22%	9%	32%	68% <b>vwxy</b>
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	840	840 63%	505 63%	360 65%	273 62%	222 63%	140 62%	156 63%	102 60%	840 63%	147 58%	185 58%	81 60%	274 60%	566 64%
		100% <b>q</b>	60% <b>q</b>	43%	33%	26%	17%	19%	12%	100% <b>q</b>	18%	22%	10%	33%	67%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	500	500 37%	293 37%	242 38%	189 41%	156 39%	94 42%	104 42%	64 38%	500 37%	64 25%	110 34%	38 28%	149 33%	351 40%
		100%	59%	48%	38% <b>mu</b>	31%	19%	21%	13%	100%	13%	22% <b>v</b>	8%	30%	70% <b>vxy</b>
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	344	344 26%	239 31%	197 34%	159 36%	126 32%	86 38%	93 38%	50 30%	344 26%	56 22%	98 31%	40 30%	124 27%	220 25%
		100%	69% <b>mu</b>	57% <b>mu</b>	46% <b>mu</b>	37% <b>mu</b>	25% <b>mnu</b>	27% <b>mnu</b>	15%	100%	16%	29% <b>v</b>	12%	36%	64%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	205	205 15%	138 18%	118 20%	85 19%	69 17%	53 24%	60 25%	40 24%	205 15%	33 13%	53 17%	25 18%	69 15%	135 15%
		100%	67%	58% <b>mu</b>	42%	34%	26% <b>mu</b>	30% <b>mnqu</b>	20% <b>mu</b>	100%	16%	26%	12%	34%	66%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	184	184 14%	141 18%	102 17%	78 18%	78 20%	52 23%	62 25%	42 25%	184 14%	36 14%	47 15%	21 16%	67 15%	117 13%
		100%	76% <b>mu</b>	55% <b>mu</b>	42% <b>mu</b>	43% <b>mu</b>	28% <b>mu</b>	34% <b>mnopu</b>	23% <b>mnou</b>	100%	20%	26%	12%	36%	64%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	145	145 11%	112 14%	84 14%	68 16%	72 18%	52 23%	60 24%	30 18%	145 11%	34 13%	44 14%	22 16%	57 13%	88 10%
		100%	77% <b>mu</b>	58% <b>mu</b>	47% <b>mu</b>	49% <b>mu</b>	36% <b>mnopu</b>	41% <b>mnopu</b>	21% <b>mu</b>	100%	23%	30%	15% <b>z</b>	39%	61%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 52

## QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1341	1341 100%	780 58%	583 44%	437 33%	396 30%	225 17%	246 18%	169 13%	1341 100%	253 19%	319 24%	135 10%	454 34%	887 66%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	83 6%	83 6%	62 8%	59 10%	45 10%	40 10%	30 13%	38 16%	24 14%	83 6%	19 7%	36 11%	18 13%	39 9%	44 5%
		100%	75%	71% <b>mu</b> 55% <b>mu</b> 48% <b>mu</b> 36% <b>mnu</b> 46% <b>mnou</b> 29% <b>mnu</b>				100%	22%	43% <b>z</b> 21% <b>z</b> 47% <b>z</b>			53%		
Net: ANY	1263 94%	1263 94% 100%	740 95% 59%	558 96% 44%	409 94% 32%	370 93% 29%	210 93% 17%	237 97% 19%	164 97% 13%	1263 94% 100%	230 91% 18%	291 91% 23%	128 95% 10%	418 92% 33%	845 95% <b>67%vwxy</b>
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1022 76%	1022 76% 100%	623 80% <b>61%t</b>	462 79% 45%	343 78% 34%	303 76% 30%	175 78% 17%	198 80% 19%	122 72% 12%	1022 76% 100%	184 73% 18%	245 77% 24%	107 79% 10%	345 76% 34%	677 76% 66%
Net: LIVE TV ONLY	241 18%	241 18% 100%	117 15% 49%	96 16% 40%	66 15% 27%	67 17% 28%	35 15% 14%	40 16% 17%	43 25% <b>18%mnopqrsu</b>	241 18% 100%	46 18% 19%	46 15% 19%	21 16% 9%	73 16% 30%	168 19% 70%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 53

## **QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE**

**Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	194	133 69%	61 31%	112 58%	82 42%	33 17%	45 23%	46 24%	30 15%	24 12%	16 8%	73 38%	49 25%	32 16%	40 21%	122 63%	72 37%	102 53%	92 47%	86 44%	108 56%	143 74%	51 26%
Weighted base	189	122 64%	68* 36%*	114* 60%*	75* 40%*	34** 18%**	48* 25%*	40* 21%*	28** 15%**	25** 13%**	14** 7%**	67* 35%*	52* 27%*	35** 18%**	36* 19%*	119 63%	71* 37%*	100* 53%*	89* 47%*	83* 44%*	106* 56%*	131 69%	58* 31%*
Effective base	172	117	56	99	73	29	41	42	27	22	12	66	44	29	34	110	62	92	80	78	94	132	43
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	29 15%	24 19%	5 8%	13 12%	15 20%	5 15%	11 23%	3 9%	6 20%	1 3%	3 18%	8 13%	5 11%	11 32%	4 11%	14 12%	15 21%	16 16%	13 14%	14 17%	14 14%	21 16%	8 14%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	25 13%	17 14%	7 11%	13 11%	12 15%	1 3%	12 25%	4 9%	3 9%	- -	5 39%	4 6%	9 17%	7 21%	4 12%	13 11%	12 17%	15 15%	10 11%	13 15%	12 11%	15 11%	10 17%
TV live at the time of broadcast	23 12%	16 13%	8 11%	15 14%	8 11%	3 10%	7 15%	5 13%	6 22%	2 8%	- -	10 15%	5 9%	5 13%	4 12%	15 12%	9 13%	15 15%	9 10%	12 14%	12 11%	22 16%	2 3%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	20 11%	18 15%	3 4%	12 11%	8 11%	3 10%	7 15%	5 14%	3 10%	- -	2 13%	4 7%	6 11%	5 14%	5 15%	10 9%	10 15%	10 10%	11 12%	8 9%	13 12%	14 11%	6 10%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	17 9%	15 12%	2 3%	8 7%	9 12%	4 10%	5 10%	5 12%	2 7%	- -	2 13%	5 7%	6 11%	3 9%	3 9%	10 9%	6 9%	8 8%	9 10%	7 8%	10 9%	11 8%	6 10%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	15 8%	11 9%	4 6%	7 6%	7 10%	- -	7 15%	4 10%	1 3%	- -	3 18%	6 9%	5 9%	3 8%	1 4%	11 9%	4 6%	9 9%	6 7%	8 9%	7 7%	10 8%	4 8%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10 5%	8 7%	2 4%	6 5%	5 6%	1 4%	4 7%	3 7%	3 10%	- -	- -	6 9%	- -	3 10%	1 4%	6 5%	5 7%	5 5%	6 6%	5 6%	6 5%	9 7%	1 2%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	10 5%	10 8%	- -	7 6%	3 4%	- -	5 10%	3 7%	1 3%	1 4%	- -	3 4%	5 9%	2 6%	- -	7 6%	2 3%	7 7%	3 3%	6 7%	4 4%	10 7%	- -

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 53

**QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV**  
**MULTI CODE**

**Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	189	122 64%	68* 36%*	114* 60%*	75* 40%*	34** 18%**	48* 25%*	40* 21%*	28** 15%**	25** 13%**	14** 7%**	67* 35%*	52* 27%*	35** 18%**	36* 19%*	119 63%	71* 37%*	100* 53%*	89* 47%*	83* 44%*	106* 56%*	131 69%	58* 31%*
Net: ANY	65 35%	49 41% 76%	16 23% 24%	37 32% 56%	29 38% 44%	11 31% 16%	21 44% 32%	13 32% 19%	13 45% 19%	3 12% 5%	5 39% 8%	18 26% 27%	19 36% 28%	18 50% 27%	12 33% 18%	36 30% 55%	29 41% 45%	38 38% 58%	28 31% 42%	33 39% 50%	33 31% 50%	48 36% 73%	17 30% 27%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	56 30%	45 37% 81%	11 16% 19%	29 26% 52%	27 36% 48%	9 27% 17%	20 42% 36%	10 25% 18%	9 33% 17%	2 7% 3%	5 39% 10%	14 21% 25%	16 32% 29%	16 46% 29%	10 28% 18%	30 25% 54%	26 37% 46%	32 32% 57%	24 27% 43%	29 35% 52%	27 25% 48%	40 30% 71%	16 28% 29%
Net: LIVE TV ONLY	9 5%	4 3% 45%	5 7% 55%	7 6% 80%	2 2% 20%	1 3% 13%	1 2% 10%	3 7% 28%	3 12% 37%	1 4% 12%	- - -	4 6% 41%	2 4% 23%	2 4% 17%	2 5% 19%	6 5% 64%	3 5% 36%	5 5% 59%	4 4% 41%	3 4% 38%	6 5% 62%	8 6% 87%	1 2% 13%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 53

## **QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE**

**Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	194	194 100%	-	173 89%	21 11%	189 97%	5 3%	150 77%	17 9%	16 8%	11 6%	13 7%	16 8%	11 6%	12 6%	14 7%	12 6%	13 7%	17 9%	42 22%
Weighted base	189	189 100%	-**	168 89%	22** 11%**	184 97%	6** 3%**	164 86%	14** 7%**	10** 5%**	2** 1%**	15** 8%**	16** 8%**	11** 6%**	14** 7%**	15** 8%**	18** 9%**	15** 8%**	20** 10%**	41* 22%*
Effective base	172	172	-	152	20	167	5	141	16	15	10	13	15	11	11	13	11	13	16	40
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	29	29	-	29	-	29	-	25	-	3	1	2	3	2	1	4	1	6	4	2
	15%	15%	-	17%	-	16%	-	15%	-	36%	23%	14%	19%	15%	8%	27%	8%	37%	22%	4%
		100%	-	100%	-	100%	-	86%	-	12%	2%	7%	10%	6%	4%	13%	5%	19%	15%	6%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	25	25	-	22	2	25	-	20	1	3	*	2	1	-	2	1	-	1	7	6
	13%	13%	-	13%	11%	13%	-	12%	4%	37%	12%	16%	7%	-	16%	6%	-	8%	36%	13%
		100%	-	90%	10%	100%	-	82%	2%	14%	1%	10%	4%	-	9%	4%	-	5%	29%	22%
TV live at the time of broadcast	23	23	-	20	4	23	-	20	3	1	*	-	2	1	1	2	3	3	3	6
	12%	12%	-	12%	16%	13%	-	12%	18%	6%	12%	-	13%	7%	7%	12%	16%	18%	16%	14%
		100%	-	85%	15%	100%	-	86%	11%	3%	1%	-	9%	4%	4%	8%	12%	12%	14%	24%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	20	20	-	19	1	20	-	18	1	2	-	1	1	2	-	2	1	2	4	5
	11%	11%	-	12%	5%	11%	-	11%	4%	19%	-	7%	7%	15%	-	11%	8%	16%	21%	11%
		100%	-	95%	5%	100%	-	88%	3%	9%	-	5%	5%	8%	-	8%	7%	12%	20%	23%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	17	17	-	17	-	17	-	14	1	2	-	2	1	1	-	2	1	-	3	3
	9%	9%	-	10%	-	9%	-	8%	9%	19%	-	15%	7%	7%	-	17%	8%	-	16%	6%
		100%	-	100%	-	100%	-	81%	8%	11%	-	13%	6%	5%	-	15%	8%	-	19%	15%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	15	15	-	15	-	15	-	13	-	1	-	1	1	1	-	1	1	-	4	4
	8%	8%	-	9%	-	8%	-	8%	-	15%	-	8%	7%	7%	-	7%	8%	-	21%	9%
		100%	-	100%	-	100%	-	90%	-	10%	-	9%	7%	6%	-	7%	9%	-	29%	24%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10	10	-	10	-	10	-	10	-	-	-	2	1	1	1	-	-	1	2	2
	5%	5%	-	6%	-	6%	-	6%	-	-	-	16%	7%	7%	9%	-	-	8%	11%	4%
		100%	-	100%	-	100%	-	100%	-	-	-	23%	10%	8%	12%	-	-	12%	21%	15%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	10	10	-	10	-	10	-	10	-	-	-	1	1	-	-	-	2	-	4	2
	5%	5%	-	6%	-	5%	-	6%	-	-	-	7%	7%	-	-	-	9%	-	21%	4%
		100%	-	100%	-	100%	-	100%	-	-	-	11%	11%	-	-	-	16%	-	43%	18%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 53

**QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
189	189 100%	-**	168 89%	22** 11%**	184 97%	6** 3%**	164 86%	14** 7%**	10** 5%**	2** 1%**	15** 8%**	16** 8%**	11** 6%**	14** 7%**	15** 8%**	18** 9%**	15** 8%**	20** 10%**	41* 22%*
65	65	-	58	7	65	-	57	3	5	1	5	3	2	5	7	4	10	9	13
35%	35%	-	35%	32%	36%	-	35%	22%	49%	23%	31%	19%	15%	39%	46%	24%	65%	46%	31%
	100%	-	89%	11%	100%	-	87%	5%	7%	1%	7%	5%	3%	8%	10%	7%	15%	14%	20%
56	56	-	53	3	56	-	50	1	5	1	5	3	2	5	6	4	8	9	9
30%	30%	-	31%	16%	31%	-	30%	9%	49%	23%	31%	19%	15%	33%	39%	24%	54%	46%	22%
	100%	-	94%	6%	100%	-	89%	2%	8%	1%	8%	5%	3%	8%	10%	8%	14%	16%	16%
9	9	-	6	4	9	-	7	2	-	-	-	-	-	1	1	-	2	-	4
5%	5%	-	3%	16%	5%	-	4%	13%	-	-	-	-	-	7%	6%	-	10%	-	10%
	100%	-	62%	38%	100%	-	80%	20%	-	-	-	-	-	10%	10%	-	17%	-	43%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 53

## **QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV** **MULTI CODE**

**Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	194	23 12%	171 88%	125 64%	67 35%	33 17%	15 8%	163 84%	145 75%	49 25%	144 74%	194 100%	-
Weighted base	189	19** 10%**	170 90%	118 63%	67* 35%*	33* 17%*	15** 8%**	159 84%	138 73%	52* 27%*	137 72%	189 100%	-** -
Effective base	172	19	153	111	60	30	13	146	127	45	126	172	-
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	29 15%	2 12% 8%	26 16% 92%	17 14% 59%	16 24% 55%	5 14% 16%	5 31% 16%	20 13% 71%	25 18% 89%	3 6% 11%	25 19% 89%	29 15% 100%	- - -
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	25 13%	2 12% 10%	22 13% 90%	17 14% 70%	8 12% 33%	2 5% 7%	1 8% 5%	19 12% 79%	19 13% 76%	6 11% 24%	19 14% 76%	25 13% 100%	- - -
TV live at the time of broadcast	23 12%	3 15% 12%	21 12% 88%	16 14% 70%	8 12% 33%	5 16% 23%	3 20% 13%	18 11% 76%	18 13% 79%	5 10% 21%	18 14% 79%	23 12% 100%	- - -
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	20 11%	1 6% 5%	19 11% 95%	13 11% 64%	8 11% 37%	2 5% 9%	3 19% 13%	15 9% 71%	17 12% 82%	4 7% 18%	17 12% 82%	20 11% 100%	- - -
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	17 9%	2 12% 14%	14 8% 86%	12 10% 70%	6 9% 38%	3 9% 17%	2 11% 9%	12 7% 72%	15 11% 92%	1 3% 8%	15 11% 92%	17 9% 100%	- - -
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	15 8%	1 7% 9%	13 8% 91%	12 10% 80%	5 7% 31%	2 8% 17%	- - -	14 9% 93%	13 10% 91%	1 2% 9%	13 10% 91%	15 8% 100%	- - -
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10 5%	1 7% 12%	9 5% 88%	7 6% 66%	4 6% 37%	3 8% 25%	- - -	10 7% 100%	9 7% 88%	1 2% 12%	9 7% 88%	10 5% 100%	- - -
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	10 5%	1 6% 11%	9 5% 89%	9 7% 89%	3 4% 29%	2 5% 18%	- - -	9 5% 89%	10 7% 100%	- - -	10 7% 100%	10 5% 100%	- - -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 53

**QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV  
MULTI CODE****Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	189	19** 10%**	170 90%	118 63%	67* 35%*	33* 17%*	15** 8%**	159 84%	138 73%	52* 27%*	137 72%	189 100%	-** -**
Net: ANY	65 35%	8 41% 12%	58 34% 88%	45 38% 69%	24 36% 37%	11 33% 16%	5 31% 7%	55 34% 84%	52 38% 79%	14 26% 21%	52 38% 79%	65 35% 100%	- - -
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	56 30%	6 30% 10%	50 30% 90%	39 33% 69%	22 33% 39%	6 19% 11%	5 31% 8%	45 29% 81%	46 33% 82%	10 19% 18%	46 34% 82%	56 30% 100%	- - -
Net: LIVE TV ONLY	9 5%	2 11% 22%	7 4% 78%	6 5% 70%	2 3% 22%	4 14% 49%	- - -	9 6% 100%	6 4% 62%	4 7% 38%	6 4% 62%	9 5% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 53

## **QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV** **MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	194	172 89%	144 74%	118 61%	61 31%	84 43%	63 32%	73 38%	194 100%	194 100%	33 17%	67 35%	24 12%	78 40%	116 60%
Weighted base	189	169 89%	137 72%	117 62%	59* 31%*	80* 42%*	62* 33%*	72* 38%*	189 100%	189 100%	31* 16%*	64* 34%*	23** 12%**	74* 39%*	115 61%
Effective base	172	153	126	105	55	75	56	65	172	172	31	60	23	70	102
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	29 15%	23 14% 80%	25 19% 89%	18 15% 62%	12 20% 42%	18 23% 63%	14 23% 50%	14 20% 49%	29 15% 100%	29 15% 100%	6 20% 22%	14 22% 48%	6 27% 22%	16 21% 54%	13 11% 46%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	25 13%	17 10% 70%	19 14% 76%	13 12% 55%	11 19% 45%	14 18% 58%	9 15% 39%	13 18% 54%	25 13% 100%	25 13% 100%	6 19% 24%	14 21% 56% <b>z</b>	6 27% 26%	14 18% 56%	11 9% 44%
TV live at the time of broadcast	23 12%	18 10% 76%	18 14% 79%	14 12% 59%	8 14% 35%	15 18% 63%	11 18% 48%	14 20% 61%	23 12% 100%	23 12% 100%	6 19% 25%	13 20% 54% <b>z</b>	5 23% 23%	15 19% 62% <b>z</b>	9 8% 38%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	20 11%	17 10% 84%	17 12% 82%	15 13% 72%	11 19% 55%	18 22% 88% <b>mtu</b>	14 22% 66% <b>mtu</b>	15 20% 71% <b>m</b>	20 11% 100%	20 11% 100%	5 15% 23%	12 19% 59% <b>z</b>	4 18% 20%	12 16% 59%	8 7% 41%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	17 9%	14 8% 83%	15 11% 92%	13 11% 78%	10 17% 61%	15 18% 89% <b>mtu</b>	13 21% 78% <b>mtu</b>	13 18% 78% <b>mtu</b>	17 9% 100%	17 9% 100%	4 12% 22%	11 17% 64% <b>z</b>	3 13% 18%	11 14% 64% <b>z</b>	6 5% 36%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	15 8%	12 7% 82%	13 10% 91%	11 9% 75%	7 13% 51%	10 12% 65%	10 16% 66%	9 12% 62%	15 8% 100%	15 8% 100%	3 9% 20%	10 15% 66% <b>z</b>	6 26% 41%	11 14% 73% <b>z</b>	4 3% 27%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10 5%	8 5% 81%	9 7% 88%	7 6% 66%	6 11% 62%	6 7% 54%	5 9% 51%	9 13% 88% <b>m</b>	10 5% 100%	10 5% 100%	2 6% 19%	6 9% 58%	2 9% 20%	6 8% 58%	4 4% 42%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 53

## QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	189	169 89%	137 72%	117 62%	59* 31%*	80* 42%*	62* 33%*	72* 38%*	189 100%	189 100%	31* 16%*	64* 34%*	23** 12%**	74* 39%*	115 61%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	10 5%	9 5%	10 7%	9 7%	9 15%	9 11%	6 10%	9 12%	10 5%	10 5%	4 14%	9 13%	3 13%	9 11%	1 1%
		89%	100%	89%	92%mtu	89%	64%	89%	100%	100%	44%z	89%z	32%	89%z	11%
Net: ANY	65 35%	55 32% 84%	52 38% 79%	42 36% 64%	26 45% 40%	37 46% 57%mtu	33 53% 50%mtu	38 52% 58%mtu	65 35% 100%	65 35% 100%	13 41% 19%	29 46% 45%z	15 65% 23%	32 43% 49%	33 29% 51%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	56 30%	46 27% 81%	46 34% 82%	38 32% 67%	25 42% 44%mtu	32 40% 58%mtu	29 47% 51%mtu	33 45% 58%mtu	56 30% 100%	56 30% 100%	11 35% 19%	26 40% 46%z	12 54% 22%	28 38% 51%	28 24% 49%
Net: LIVE TV ONLY	9 5%	9 5% 100%	6 4% 62%	4 3% 43%	2 3% 19%	5 6% 53%	4 6% 43%	5 7% 53%	9 5% 100%	9 5% 100%	2 6% 20%	4 6% 40%	3 11% 28%	4 5% 40%	6 5% 60%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 54

## **QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE**

**Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>619</b>	442 71%	177 29%	280 45%	339 55%	106 17%	139 22%	146 24%	127 21%	62 10%	39 6%	177 29%	211 34%	124 20%	107 17%	388 63%	231 37%	297 48%	322 52%	267 43%	352 57%	439 71%	179 29%
Weighted base	<b>563</b>	392 70%	171 30%	257 46%	306 54%	97* 17%*	132 23%	121 21%	124 22%	59* 10%*	31* 5%*	150 27%	191 34%	123 22%	99* 18%*	342 61%	222 39%	264 47%	299 53%	233 41%	330 59%	366 65%	197 35%
Effective base	<b>520</b>	378	144	230	290	89	121	125	105	52	30	155	174	103	91	328	193	247	273	222	299	379	150
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	<b>195</b> <b>35%</b>	143 36%	52 31%	74 29%	121 40%	35 36%	41 31%	49 40%	38 31%	20 33%	14 44%	55 37%	61 32%	46 38%	33 33%	116 34%	79 36%	100 38%	95 32%	88 38%	107 33%	123 34%	72 37%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	<b>188</b> <b>33%</b>	144 37%	44 26%	73 28%	115 38%	30 31%	38 29%	54 45%	40 33%	18 31%	8 25%	49 32%	66 35%	39 32%	34 35%	115 61%	73 39%	97 37%	91 31%	84 36%	104 32%	117 32%	71 36%
TV live at the time of broadcast	<b>140</b> <b>25%</b>	95 24%	45 26%	64 25%	76 25%	24 25%	28 21%	29 24%	32 26%	18 31%	8 27%	39 26%	41 21%	37 30%	24 24%	79 23%	61 28%	66 25%	75 25%	57 25%	83 25%	87 24%	53 27%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	<b>99</b> <b>18%</b>	73 19%	26 15%	42 16%	57 19%	19 20%	23 18%	27 22%	16 13%	10 16%	3 11%	31 20%	28 15%	24 19%	17 17%	59 17%	41 18%	52 20%	47 16%	44 19%	55 17%	67 18%	32 17%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	<b>93</b> <b>16%</b>	67 17%	25 15%	41 16%	52 17%	13 13%	26 20%	28 23%	14 11%	8 13%	4 14%	28 19%	33 17%	20 16%	12 12%	61 18%	32 14%	49 19%	44 15%	44 19%	49 15%	68 19%	24 12%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	<b>67</b> <b>12%</b>	54 14%	14 8%	35 14%	32 11%	12 13%	21 16%	18 15%	7 6%	5 8%	4 13%	24 16%	23 12%	12 10%	8 8%	47 14%	20 9%	31 12%	37 12%	27 12%	40 12%	51 14%	17 8%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	<b>49</b> <b>9%</b>	34 9%	14 8%	22 9%	26 9%	12 12%	9 7%	14 11%	11 9%	2 4%	1 3%	18 12%	13 7%	12 10%	5 5%	31 9%	17 8%	28 11%	20 7%	25 11%	24 7%	35 10%	13 7%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	<b>41</b> <b>7%</b>	36 9%	6 3%	24 9%	17 6%	4 4%	16 12%	14 12%	6 5%	1 1%	- -	13 8%	13 7%	7 6%	8 8%	26 8%	16 7%	23 9%	19 6%	21 9%	21 6%	31 8%	11 5%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 54

**QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV**  
**MULTI CODE**

**Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	563	392 70%	171 30%	257 46%	306 54%	97* 17%*	132 23%	121 21%	124 22%	59* 10%*	31* 5%*	150 27%	191 34%	123 22%	99* 18%*	342 61%	222 39%	264 47%	299 53%	233 41%	330 59%	366 65%	197 35%
Net: ANY	349	263	87	147	202	65	83	79	70	35	17	93	110	84	62	203	146	170	180	150	199	223	126
	62%	67%	51%	57%	66%	67%	63%	66%	56%	60%	54%	62%	58%	68%	63%	60%	66%	64%	60%	64%	60%	61%	64%
		75%	25%	42%	58%a	19%	24%	23%	20%	10%	5%	27%	32%	24%	18%	58%	42%	49%	51%	43%	57%	64%	36%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	322	242	80	132	190	58	77	77	64	32	15	85	104	74	59	189	133	159	163	142	181	207	115
	57%	62%	47%	51%	62%	59%	59%	64%	52%	54%	49%	57%	54%	61%	60%	55%	60%	60%	54%	61%	55%	57%	59%
		75%	25%	41%	59%a	18%	24%	24%	20%	10%	5%	26%	32%	23%	18%	59%	41%	49%	51%	44%	56%	64%	36%
Net: LIVE TV ONLY	27	20	7	15	12	8	5	3	6	4	2	8	7	9	3	15	13	10	17	8	19	16	11
	5%	5%	4%	6%	4%	8%	4%	2%	5%	6%	5%	5%	3%	8%	3%	4%	6%	4%	6%	4%	6%	4%	6%
		75%	25%	57%	43%	29%	20%	10%	22%	14%	6%	29%	24%	34%	12%	54%	46%	38%	62%	31%	69%	60%	40%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 54

## **QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV** **MULTI CODE**

**Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	619	619 100%	-	576 93%	43 7%	611 99%	8 1%	411 66%	69 11%	63 10%	76 12%	27 4%	66 11%	33 5%	44 7%	58 9%	32 5%	37 6%	47 8%	67 11%
Weighted base	563	563 100%	-**	525 93%	38* 7%*	555 99%	8** 1%**	455 81%	58* 10%*	33* 6%*	18* 3%*	31** 5%**	72* 13%*	32* 6%*	49* 9%*	60* 11%*	52* 9%*	43* 8%*	50* 9%*	66* 12%*
Effective base	520	520	-	485	35	513	7	387	64	58	72	26	63	32	42	56	30	35	45	64
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	195 35%	195 35% 100%	- - -	195 37% 100% <sup>d</sup>	- - -	195 35% 100%	- - -	154 34% 79%	21 36% 11%	15 46% 8%	5 31% 3%	11 36% 6%	30 42% 15% <sup>s</sup>	13 42% 7%	17 34% 9%	21 35% 11%	13 26% 7%	12 29% 6%	19 39% 10%	16 24% 8%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	188 33%	188 33% 100%	- - -	182 35% 97% <sup>d</sup>	6 16% 3%	188 34% 100%	- - -	150 33% 80%	18 32% 10%	15 45% 8% <sup>j</sup>	5 27% 3%	15 49% 8%	24 34% 13%	12 38% 7%	13 28% 7%	19 32% 10%	14 26% 7%	18 41% 9%	14 28% 7%	21 31% 11%
TV live at the time of broadcast	140 25%	140 25% 100%	- - -	134 25% 95%	7 18% 5%	140 25% 100%	- - -	113 25% 81%	10 17% 7%	12 37% 9% <sup>gh</sup>	5 29% 4%	10 32% 7%	21 29% 15%	8 26% 6%	9 19% 7%	12 21% 9%	14 28% 10%	8 18% 6%	11 22% 8%	19 29% 14%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	99 18%	99 18% 100%	- - -	99 19% 100% <sup>d</sup>	- - -	99 18% 100%	- - -	82 18% 82%	12 21% 12%	4 12% 4%	2 10% 2%	7 23% 7%	17 23% 17%	6 19% 6%	7 14% 7%	9 15% 9%	5 10% 5%	8 19% 8%	13 26% 13%	9 14% 10%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	93 16%	93 16% 100%	- - -	90 17% 97%	3 8% 3%	93 17% 100%	- - -	75 16% 80%	9 16% 10%	6 18% 7%	3 15% 3%	8 25% 8%	17 24% 19% <sup>np</sup>	8 24% 8%	4 8% 4%	10 17% 11%	4 7% 4%	7 17% 8%	8 15% 8%	8 13% 9%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	67 12%	67 12% 100%	- - -	66 13% 99%	1 2% 1%	67 12% 100%	- - -	55 12% 82%	6 10% 8%	5 14% 7%	2 9% 2%	3 11% 5%	14 19% 20% <sup>n</sup>	6 18% 9%	2 5% 4%	9 15% 14%	4 7% 6%	6 15% 9%	6 11% 9%	5 8% 8%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	49 9%	49 9% 100%	- - -	49 9% 100%	- - -	49 9% 100%	- - -	43 10% 89%	3 4% 5%	2 6% 4%	1 5% 2%	6 20% 13%	4 6% 9%	4 13% 9%	3 7% 7%	7 12% 15%	4 7% 8%	6 13% 12%	3 6% 6%	6 9% 12%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	41 7%	41 7% 100%	- - -	41 8% 100%	- - -	41 7% 100%	- - -	39 8% 93% <sup>j</sup>	2 4% 6%	1 2% 1%	- - -	4 14% 10%	5 7% 12%	1 3% 3%	4 8% 9%	6 10% 14%	3 7% 8%	7 15% 16%	5 10% 12%	4 6% 9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base, \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 54

**QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV  
MULTI CODE****Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
563	563 100%	-** - **	525 93%	38* 7%**	555 99%	8** 1%**	455 81%	58* 10%*	33* 6%*	18* 3%**	31** 5%**	72* 13%*	32* 6%*	49* 9%**	60* 11%**	52* 9%**	43* 8%**	50* 9%**	66* 12%**
349 62%	349 62% 100%	- - -	337 64% 96% <sup>d</sup>	12 32% 4%	349 63% 100%	-	279 61% 80%	35 61% 10%	25 75% 7% <sup>g</sup>	10 57% 3%	22 70% 6%	43 60% 12%	23 72% 7%	29 61% 8%	34 57% 10%	27 51% 8%	27 62% 8%	32 64% 9%	42 64% 12%
322 57%	322 57% 100%	- - -	314 60% 97% <sup>d</sup>	8 22% 3%	322 58% 100%	-	257 57% 80%	33 58% 10%	24 71% 7% <sup>g</sup>	8 47% 3%	22 70% 7%	40 55% 12%	21 66% 7%	28 59% 9%	32 54% 10%	21 41% 7%	26 61% 8%	28 56% 9%	38 58% 12%
27 5%	27 5% 100%	- - -	23 4% 86%	4 10% 14%	27 5% 100%	-	22 5% 82%	2 3% 6%	1 4% 5%	2 11% 7% <sup>gh</sup>	- - -	3 4% 11%	2 6% 7%	1 2% 4%	2 4% 8%	5 10% 19%	1 2% 3%	4 8% 14%	4 7% 16%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 54

## **QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV** **MULTI CODE**

**Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	619	116 19%	503 81%	317 51%	258 42%	94 15%	108 17%	455 74%	424 68%	195 32%	401 65%	619 100%	-
Weighted base	563	87* 16%*	476 84%	276 49%	237 42%	84* 15%*	102* 18%*	410 73%	388 69%	175 31%	366 65%	563 100%	-**
Effective base	520	93	429	262	218	76	94	381	362	158	345	520	-
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	195 35%	33 37% 17%	163 34% 83%	84 31% 43%	100 42% 51% <i>ceq</i>	27 31% 14%	47 46% 24% <i>ceq</i>	129 31% 66%	129 33% 66%	67 38% 34%	123 34% 63%	195 35% 100%	-
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	188 33%	27 31% 15%	161 34% 85%	84 30% 45%	92 39% 49%	30 36% 16%	44 43% 23% <i>ceq</i>	129 31% 68%	125 32% 67%	63 36% 33%	123 34% 65%	188 33% 100%	-
TV live at the time of broadcast	140 25%	17 19% 12%	124 26% 88%	55 20% 39%	74 31% 52% <i>ceq</i>	11 13% 8%	44 43% 31% <i>cdceq</i>	83 20% 59%	95 25% 68%	45 26% 32%	91 25% 64%	140 25% 100%	-
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	99 18%	15 18% 15%	84 18% 85%	57 21% 58%	49 21% 49%	15 18% 15%	12 12% 12%	79 19% 79%	67 17% 67%	32 19% 33%	64 17% 64%	99 18% 100%	-
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	93 16%	12 14% 13%	81 17% 87%	39 14% 42%	48 20% 51%	19 23% 21%	18 17% 19%	67 16% 72%	67 17% 72%	26 15% 28%	63 17% 68%	93 16% 100%	-
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	67 12%	11 13% 16%	56 12% 84%	28 10% 42%	34 14% 51%	13 15% 19%	13 13% 19%	45 11% 67%	49 13% 72%	19 11% 28%	48 13% 71%	67 12% 100%	-
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	49 9%	4 4% 8%	45 9% 92%	24 9% 49%	23 10% 48%	10 12% 20%	8 7% 16%	37 9% 77%	38 10% 79%	10 6% 21%	37 10% 77%	49 9% 100%	-
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	41 7%	6 7% 16%	35 7% 84%	19 7% 47%	17 7% 40%	10 11% 23%	5 5% 12%	32 8% 78%	36 9% 87% <i>ai</i>	5 3% 13%	35 9% 84% <i>ai</i>	41 7% 100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 54

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV  
MULTI CODE****Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	563	87* 16%*	476 84%	276 49%	237 42%	84* 15%*	102* 18%*	410 73%	388 69%	175 31%	366 65%	563 100%	-**
Net: ANY	349 62%	57 65% 16%	293 62% 84%	158 57% 45%	163 69% 47% <b>ceq</b>	50 59% 14%	76 74% 22% <b>ceq</b>	244 60% 70%	238 61% 68%	111 64% 32%	228 62% 65%	349 62% 100%	- - -
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	322 57%	52 60% 16%	270 57% 84%	146 53% 45%	152 64% 47% <b>ceq</b>	47 55% 14%	68 66% 21% <b>c</b>	227 55% 71%	216 56% 67%	107 61% 33%	206 56% 64%	322 57% 100%	- - -
Net: LIVE TV ONLY	27 5%	5 5% 17%	23 5% 83%	12 4% 44%	11 5% 41%	3 4% 11%	8 8% 29%	17 4% 62%	22 6% 82%	5 3% 16%	21 6% 79%	27 5% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 54

Absolutes/col percents/row percents 19 Apr 2018

## **QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE**

**Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	619	477 77%	401 65%	344 56%	619 100%	239 39%	169 27%	187 30%	61 10%	619 100%	138 22%	196 32%	82 13%	250 40%	369 60%
Weighted base	563	437 78%	366 65%	307 55%	563 100%	224 40%	153 27%	163 29%	59* 10%*	563 100%	129 23%	185 33%	78* 14%*	239 42%	324 58%
Effective base	520	401	345	292	520	207	141	161	55	520	121	171	72	218	302
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	195 35%	121 28% 62%	123 34% 63%	107 35% 55% <b>m</b>	195 35% 100% <b>m</b>	74 33% 38%	62 41% 32% <b>m</b>	69 42% 35% <b>m</b>	25 42% 13% <b>m</b>	195 35% 100% <b>m</b>	38 30% 20%	63 34% 32%	24 31% 12%	78 33% 40%	117 36% 60%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	188 33%	129 30% 69%	123 34% 65%	106 35% 56%	188 33% 100%	73 33% 39%	65 43% 34% <b>m</b> <b>pu</b>	67 41% 35% <b>m</b>	25 43% 13% <b>m</b>	188 33% 100%	35 27% 19%	51 28% 27%	21 27% 11%	65 27% 35%	123 38% 65% <b>vwy</b>
TV live at the time of broadcast	140 25%	63 14% 45%	91 25% 64% <b>m</b>	60 20% 43%	140 25% 100% <b>m</b>	57 25% 40% <b>m</b>	38 25% 27% <b>m</b>	40 24% 28% <b>m</b>	14 23% 10%	140 25% 100% <b>m</b>	26 20% 19%	38 20% 27%	14 18% 10%	48 20% 34%	93 29% 66% <b>wy</b>
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	99 18%	65 15% 66%	64 17% 64%	57 19% 58%	99 18% 100%	48 21% 48%	42 28% 43% <b>m</b> <b>nopu</b>	37 23% 38% <b>m</b>	13 22% 13%	99 18% 100%	21 16% 21%	31 17% 31%	11 14% 11%	39 16% 39%	61 19% 61%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	93 16%	58 13% 63%	63 17% 68%	61 20% 66% <b>m</b>	93 16% 100%	47 21% 50% <b>m</b>	42 28% 46% <b>m</b> <b>npu</b>	49 30% 53% <b>m</b> <b>nopqu</b>	16 27% 17% <b>m</b> <b>pu</b>	93 16% 100%	20 16% 22%	27 14% 29%	14 18% 16%	36 15% 38%	57 18% 62%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	67 12%	43 10% 63%	48 13% 71%	43 14% 64%	67 12% 100%	36 16% 53% <b>m</b>	38 25% 57% <b>m</b> <b>nopqu</b>	38 23% 57% <b>m</b> <b>nopu</b>	14 23% 20% <b>m</b> <b>npu</b>	67 12% 100%	14 11% 20%	16 9% 24%	8 10% 12%	19 8% 29%	48 15% 71% <b>y</b>
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	49 9%	35 8% 73%	37 10% 77%	27 9% 55%	49 9% 100%	25 11% 51%	22 14% 46% <b>m</b> <b>pu</b>	25 15% 51% <b>m</b> <b>opu</b>	10 17% 21% <b>m</b> <b>pu</b>	49 9% 100%	6 5% 13%	14 8% 29%	4 5% 9%	14 6% 29%	35 11% 71%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 54

## QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE

Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	563	437 78%	366 65%	307 55%	563 100%	224 40%	153 27%	163 29%	59* 10%*	563 100%	129 23%	185 33%	78* 14%*	239 42%	324 58%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	41 7%	35	35	24	41	22	19	23	14	41	9	17	8	18	23
		8% 85%	9% 84%	8% 57%	7% 100%	10% 54%	12% 46%	14% 55% <b>mopu</b>	23% 33% <b>mnopqu</b>	7% 100%	7% 23%	9% 42%	11% 20%	8% 44%	7% 56%
Net: ANY	349 62%	244 56% 70%	228 62% 65%	198 64% 57% <b>m</b>	349 62% 100%	144 64% 41% <b>m</b>	107 70% 31% <b>m</b>	118 72% 34% <b>mnpu</b>	42 71% 12% <b>m</b>	349 62% 100%	75 58% 21%	112 61% 32%	50 63% 14%	139 58% 40%	211 65% 60%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	322 57%	227 52% 70%	206 56% 64%	184 60% 57% <b>m</b>	322 57% 100%	129 57% 40%	101 66% 31% <b>mn</b>	113 69% 35% <b>mnpu</b>	41 69% 13% <b>m</b>	322 57% 100%	68 52% 21%	106 58% 33%	43 55% 13%	129 54% 40%	193 60% 60%
Net: LIVE TV ONLY	27 5%	17 4% 62%	21 6% 79%	14 4% 50%	27 5% 100%	15 7% 57%	6 4% 22%	5 3% 19%	1 2% 4%	27 5% 100%	7 5% 25%	6 3% 22%	7 8% 24%	10 4% 36%	17 5% 64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 55

## **QA20 Summary of services used on each device (4): Games console connected to broadband and a TV** **MULTI CODE**

**Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	759	521 69%	238 31%	343 45%	416 55%	166 22%	209 28%	184 24%	136 18%	47 6%	17 2%	172 23%	248 33%	168 22%	171 23%	420 55%	339 45%	454 60%	305 40%	396 52%	363 48%	535 70%	224 30%
Weighted base	733	482 66%	251 34%	337 46%	396 54%	166 23%	213 29%	165 22%	131 18%	46* 6%*	12** 2%**	145 20%	243 33%	174 24%	171 23%	388 53%	345 47%	434 59%	299 41%	371 51%	362 49%	466 64%	267 36%
Effective base	655	453	204	289	366	142	184	161	117	40	13	150	216	142	150	364	292	392	262	344	312	470	199
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	138 19%	115 24%	23 9%	58 17%	80 20%	39 24%	59 28%	20 12%	15 11%	4 9%	1 6%	31 21%	48 20%	30 17%	29 17%	79 20%	59 17%	72 16%	66 22%	61 16%	77 21%	100 21%	38 14%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	121 17%	90 19%	32 13%	55 16%	66 17%	34 20%	46 22%	21 13%	13 10%	5 10%	1 11%	20 14%	41 17%	30 17%	31 18%	61 16%	61 18%	59 14%	62 21%	46 12%	75 21%	76 16%	46 17%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	90 12%	68 14%	22 9%	43 13%	46 12%	25 15%	32 15%	21 13%	9 7%	3 7%	-	15 11%	34 14%	20 11%	20 12%	50 13%	40 12%	53 12%	36 12%	44 12%	45 13%	63 13%	27 10%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	81 11%	65 13%	17 7%	35 10%	46 12%	22 13%	29 14%	19 12%	9 7%	2 5%	-	14 10%	31 13%	15 8%	21 12%	45 12%	36 10%	50 11%	31 11%	43 12%	38 10%	51 11%	30 11%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	67 9%	55 11%	12 5%	35 10%	32 8%	18 11%	28 13%	11 7%	8 6%	2 4%	1 5%	19 13%	21 9%	17 10%	10 6%	40 10%	27 8%	42 10%	26 9%	35 9%	33 9%	50 11%	17 6%
TV live at the time of broadcast	59 8%	41 9%	18 7%	30 9%	29 7%	16 10%	25 12%	9 5%	5 4%	3 6%	1 9%	10 7%	20 8%	15 9%	13 8%	31 8%	28 8%	35 8%	24 8%	26 7%	33 9%	39 8%	20 7%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	38 5%	31 7%	6 2%	18 5%	20 5%	7 5%	14 6%	9 6%	6 5%	-	1 7%	10 7%	15 6%	8 4%	6 3%	24 6%	13 4%	22 5%	15 5%	22 6%	15 4%	30 6%	7 3%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	33 4%	29 6%	4 2%	17 5%	16 4%	6 4%	14 7%	6 4%	6 5%	-	-	10 7%	12 5%	9 5%	3 1%	21 5%	11 3%	19 4%	14 5%	18 5%	15 4%	28 6%	5 2%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 55

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Summary of services used on each device (4): Games console connected to broadband and a TV  
MULTI CODE****Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	733	482 66%	251 34%	337 46%	396 54%	166 23%	213 29%	165 22%	131 18%	46* 6%*	12** 2%**	145 20%	243 33%	174 24%	171 23%	388 53%	345 47%	434 59%	299 41%	371 51%	362 49%	466 64%	267 36%
Net: ANY	278 38%	218 45% 79%	60 24% 21%	127 38% 46%	151 38% 54%	72 43% 26% <b>e</b>	99 47% 36% <b>e</b>	51 31% 19%	41 31% 15%	10 23% 4%	4 33% 1%	58 40% 21%	96 39% 35%	62 35% 22%	62 36% 22%	154 40% 55%	124 36% 45%	156 36% 56%	122 41% 44%	133 36% 48%	145 40% 52%	187 40% 67%	91 34% 33%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	260 36%	209 43% 80%	51 20% 20%	118 35% 45%	142 36% 55%	65 39% 25%	95 44% 36% <b>e</b>	51 31% 19%	37 28% 14%	10 23% 4%	3 23% 1%	54 37% 21%	93 38% 36%	56 32% 21%	57 33% 22%	147 38% 57%	113 33% 43%	144 33% 55%	116 39% 45%	124 34% 48%	136 38% 52%	179 38% 69% <b>t</b>	81 30% 31%
Net: LIVE TV ONLY	17 2%	9 2% 51%	9 3% 49%	8 3% 48%	9 2% 52%	7 4% 40% <b>e</b>	5 2% 27%	1 * 4%	4 3% 23%	- - -	1 9% 6%	4 3% 22%	3 1% 15%	6 3% 34%	5 3% 29%	7 2% 37%	11 3% 63%	12 3% 70%	5 2% 30%	8 2% 46%	9 3% 54%	7 2% 42%	10 4% 58%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 55

## **QA20 Summary of services used on each device (4): Games console connected to broadband and a TV** **MULTI CODE**

**Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	759	759 100%	-	663 87%	96 13%	731 96%	28 4%	543 72%	66 9%	77 10%	73 10%	29 4%	79 10%	53 7%	62 8%	58 8%	38 5%	53 7%	79 10%	92 12%
Weighted base	733	733 100%	-** -**	637 87%	96* 13%*	704 96%	29** 4%**	618 84%	54* 7%*	43* 6%*	18* 2%*	32** 4%**	89* 12%*	57* 8%*	68* 9%*	62* 9%*	60* 8%*	65* 9%*	94* 13%*	90* 12%*
Effective base	655	655	-	572	83	631	24	515	61	70	70	28	75	51	60	56	36	51	76	88
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	138 19%	138 19%	-	136 21%	2 2%	138 20%	-	115 19%	10 18%	10 23%	3 16%	8 24%	18 21%	11 19%	7 10%	12 19%	14 24%	11 18%	17 18%	17 19%
	19%	100%	-	98% <b>d</b>	2%	100%	-	84%	7%	7%	2%	6%	13%	8%	5%	9%	10%	8%	12%	12%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	121 17%	121 17%	-	121 19%	-	121 17%	-	103 17%	9 17%	7 16%	2 12%	7 21%	15 16%	6 10%	8 12%	16 26%	10 17%	9 15%	17 18%	14 16%
	17%	100%	-	100% <b>d</b>	-	100%	-	85%	7%	6%	2%	6%	12%	5%	7%	14% <b>mnn</b>	9%	8%	14%	12%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	90 12%	90 12%	-	86 13%	4 5%	90 13%	-	79 13%	6 11%	3 7%	2 11%	7 20%	12 14%	3 6%	13 19%	7 12%	10 16%	6 10%	10 11%	10 11%
	12%	100%	-	95% <b>d</b>	5%	100%	-	88%	6%	4%	2%	7%	14%	4%	15% <b>m</b>	8%	11%	7%	11%	11%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	81 11%	81 11%	-	76 12%	5 6%	81 12%	-	68 11%	7 14%	4 9%	2 11%	7 21%	13 15%	4 7%	9 14%	5 8%	8 14%	5 7%	12 13%	5 5%
	11%	100%	-	93%	7%	100%	-	84%	9%	5%	2%	8%	16% <b>ss</b>	5%	11%	6%	10%	6%	15%	6%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	67 9%	67 9%	-	67 11%	-	67 10%	-	57 9%	6 11%	3 8%	1 7%	3 10%	10 11%	3 5%	6 9%	5 9%	7 12%	3 5%	9 10%	10 11%
	9%	100%	-	100% <b>d</b>	-	100%	-	85%	8%	5%	2%	5%	15%	4%	9%	8%	11%	5%	13%	15%
TV live at the time of broadcast	59 8%	59 8%	-	52 8%	7 7%	59 8%	-	52 8%	3 6%	3 8%	1 4%	-	6 6%	4 7%	3 4%	7 12%	6 9%	7 11%	12 13%	7 8%
	8%	100%	-	88%	12%	100%	-	88%	5%	6%	1%	-	9%	7%	5%	12%	9%	12%	20%	12%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	38 5%	38 5%	-	35 6%	2 3%	38 5%	-	35 6%	1 1%	1 3%	1 3%	5 17%	7 8%	4 7%	3 4%	-	5 9%	3 5%	3 3%	4 5%
	5%	100%	-	93%	7%	100%	-	94%	2%	3%	1%	14%	19% <b>o</b>	11% <b>o</b>	8%	-	14% <b>o</b>	9%	8%	11%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	33 4%	33 4%	-	32 5%	1 1%	33 5%	-	29 5%	3 7%	-	-	1 3%	4 5%	-	-	2 3%	8 14%	6 10%	5 6%	2 2%
	4%	100%	-	96%	4%	100%	-	89%	11% <b>i</b>	-	-	3%	13%	-	-	6%	26% <b>mns</b>	20% <b>mns</b>	16%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 55

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Summary of services used on each device (4): Games console connected to broadband and a TV  
MULTI CODE****Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
733	733	-**	637	96*	704	29**	618	54*	43*	18*	32**	89*	57*	68*	62*	60*	65*	94*	90*
	100%	-**	87%	13%**	96%	4%**	84%	7%**	6%**	2%**	4%**	12%**	8%**	9%**	9%**	8%**	9%**	13%**	12%**
278	278	-	263	15	278	-	239	20	15	4	19	32	19	19	27	31	28	28	35
38%	38%	-	41%	16%	39%	-	39%	37%	35%	25%	58%	36%	34%	28%	43%	52%	43%	30%	39%
	100%	-	95% <b>d</b>	5%	100%	-	86% <b>j</b>	7%	5%	2%	7%	12%	7%	7%	10%	11% <b>nr</b>	10%	10%	13%
260	260	-	251	9	260	-	223	19	14	4	19	30	19	19	24	31	23	26	32
36%	36%	-	39%	9%	37%	-	36%	35%	33%	25%	58%	34%	33%	28%	39%	52%	35%	28%	35%
	100%	-	97% <b>d</b>	3%	100%	-	86%	7%	5%	2%	7%	12%	7%	7%	9%	12% <b>nr</b>	9%	10%	12%
17	17	-	11	6	17	-	16	1	1	-	-	2	1	-	2	-	5	2	4
2%	2%	-	2%	6%	2%	-	3%	1%	2%	-	-	3%	2%	-	4%	-	7%	2%	4%
	100%	-	64%	36% <b>c</b>	100%	-	91%	4%	4%	-	-	14%	5%	-	13%	-	27% <b>n</b>	12%	20%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 55

Absolutes/col percents/row percents 19 Apr 2018

## **QA20 Summary of services used on each device (4): Games console connected to broadband and a TV** **MULTI CODE**

**Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	759	148 19%	611 81%	462 61%	278 37%	100 13%	92 12%	603 79%	524 69%	235 31%	492 65%	759 100%	-
Weighted base	733	132 18%	601 82%	429 58%	275 37%	97* 13%*	93* 13%*	577 79%	500 68%	233 32%	468 64%	733 100%	-**
Effective base	655	123	532	391	241	86	83	518	454	201	427	655	-
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	138 19%	21 16% 15%	117 19% 85%	76 18% 55%	55 20% 40%	19 19% 14%	23 24% 17%	105 18% 76%	96 19% 70%	41 18% 30%	89 19% 65%	138 19% 100%	-
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	121 17%	22 17% 18%	99 16% 82%	60 14% 50%	50 18% 42%	20 21% 17%	24 25% 20% <b>cg</b>	85 15% 70%	81 16% 67%	40 17% 33%	75 16% 62%	121 17% 100%	-
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	90 12%	14 11% 16%	75 13% 84%	41 10% 46%	39 14% 44%	21 21% 23% <b>cg</b>	16 18% 18% <b>c</b>	70 12% 77%	64 13% 71%	26 11% 29%	58 12% 65%	90 12% 100%	-
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	81 11%	13 10% 16%	69 11% 84%	35 8% 43%	39 14% 48% <b>c</b>	15 15% 18% <b>c</b>	17 18% 21% <b>cg</b>	60 10% 74%	57 11% 71%	24 10% 29%	52 11% 64%	81 11% 100%	-
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	67 9%	16 13% 24%	51 8% 76%	43 10% 64%	28 10% 41%	11 11% 17%	6 7% 9%	57 10% 84%	54 11% 80% <b>l</b>	13 6% 20%	50 11% 75% <b>l</b>	67 9% 100%	-
TV live at the time of broadcast	59 8%	10 8% 17%	49 8% 83%	33 8% 57%	23 8% 39%	11 12% 19%	11 11% 18%	41 7% 70%	45 9% 77%	14 6% 23%	40 8% 68%	59 8% 100%	-
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	38 5%	9 7% 24%	29 5% 76%	25 6% 66%	11 4% 28%	10 11% 27% <b>df</b>	2 2% 5%	32 5% 84%	34 7% 90% <b>l</b>	4 2% 10%	29 6% 76% <b>l</b>	38 5% 100%	-
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	33 4%	6 4% 18%	27 4% 82%	20 5% 60%	13 5% 39%	10 10% 30% <b>cg</b>	4 4% 12%	26 5% 80%	29 6% 87% <b>l</b>	4 2% 13%	25 5% 76% <b>l</b>	33 4% 100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 55

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Summary of services used on each device (4): Games console connected to broadband and a TV  
MULTI CODE****Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	733	132 18%	601 82%	429 58%	275 37%	97* 13%*	93* 13%*	577 79%	500 68%	233 32%	468 64%	733 100%	-**
Net: ANY	278 38%	51 38%	227 38%	149 35%	114 41%	46 47%	40 43%	215 37%	201 40%	77 33%	188 40%	278 38%	-
		18%	82%	54%	41%	17% <b>c</b>	14%	78%	72%	28%	68%	100%	-
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	260 36%	45 34%	215 36%	140 33%	107 39%	44 45%	37 40%	205 36%	188 38%	72 31%	177 38%	260 36%	-
		17%	83%	54%	41%	17% <b>c</b>	14%	79%	72%	28%	68%	100%	-
Net: LIVE TV ONLY	17 2%	6 4%	12 2%	9 2%	6 2%	2 2%	3 3%	10 2%	12 2%	5 2%	11 2%	17 2%	-
		33%	67%	53%	37%	9%	16%	60%	69%	31%	64%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 55

Absolutes/col percents/row percents 19 Apr 2018

## **QA20 Summary of services used on each device (4): Games console connected to broadband and a TV** **MULTI CODE**

**Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	759	604 80%	492 65%	759 100%	344 45%	301 40%	175 23%	220 29%	118 16%	759 100%	132 17%	204 27%	95 13%	267 35%	492 65%
Weighted base	733	583 80%	468 64%	733 100%	307 42%	298 41%	166 23%	208 28%	117 16%	733 100%	128 17%	198 27%	96* 13%*	261 36%	473 64%
Effective base	655	522	427	655	292	266	149	190	105	655	118	178	85	235	419
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	138 19%	112 81%	89 65%	138 100%	78 56% <i>mnou</i>	64 46%	40 29%	56 40% <i>mnou</i>	23 17%	138 100%	23 17%	39 28%	16 11%	53 39%	85 61%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	121 17%	90 16%	75 16%	121 17%	61 20%	56 19%	36 22%	49 24%	21 18%	121 17%	17 13%	35 18%	17 18%	40 15%	82 17%
		75%	62%	100%	51%	46%	30%	40% <i>mnou</i>	17%	100%	14%	29%	14%	33%	67%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	90 12%	65 11%	58 12%	90 12%	43 14%	50 17%	34 21%	39 19%	23 20%	90 12%	17 13%	18 9%	14 15%	28 11%	62 13%
		73%	65%	100%	48%	56% <i>m</i>	38% <i>mnou</i>	43% <i>mnou</i>	26% <i>mou</i>	100%	18%	20%	16%	32%	68%
Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	81 11%	58 10%	52 11%	81 11%	38 12%	48 16%	33 20%	37 18%	22 19%	81 11%	15 12%	19 10%	14 14%	27 10%	54 11%
		72%	64%	100%	47%	59% <i>mou</i>	40% <i>mnou</i>	46% <i>mnou</i>	27% <i>mnou</i>	100%	19%	24%	17%	33%	67%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	67 9%	57 10%	50 11%	67 9%	45 14%	39 13%	23 14%	30 14%	11 9%	67 9%	12 9%	29 15%	16 17%	32 12%	36 8%
		85%	75%	100%	66% <i>mou</i>	58%	34%	44% <i>ou</i>	16%	100%	17%	43% <i>z</i>	24% <i>z</i>	47%	53%
TV live at the time of broadcast	59 8%	41 7%	40 8%	59 8%	23 8%	33 11%	19 11%	25 12%	11 9%	59 8%	8 7%	18 9%	10 11%	24 9%	34 7%
		70%	68%	100%	40%	57% <i>m</i>	31%	42% <i>m</i>	19%	100%	14%	30%	18%	42%	58%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	38 5%	34 6%	29 6%	38 5%	25 8%	24 8%	14 8%	21 10%	10 8%	38 5%	10 8%	19 9%	9 10%	23 9%	15 3%
		90%	76%	100%	66%	65%	37%	57% <i>mou</i>	26%	100%	27% <i>z</i>	49% <i>z</i>	25% <i>z</i>	61% <i>z</i>	39%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

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Table 55

## **QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	733	583 80%	468 64%	733 100%	307 42%	298 41%	166 23%	208 28%	117 16%	733 100%	128 17%	198 27%	96* 13%*	261 36%	473 64%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	33 4%	29	25	33	19	18	13	17	12	33	11	20	11	23	10
		5% 89%	5% 76%	4% 100%	6% 58%	6% 56%	8% 41%	8% 51%	11% 38% <b>mou</b>	4% 100%	8% 33% <b>z</b>	10% 60% <b>z</b>	11% 32% <b>z</b>	9% 70% <b>z</b>	2% 30%
Net: ANY	278 38%	219 37% 79%	188 40% 68%	278 38% 100%	141 46% 51% <b>mou</b>	140 47% 50% <b>mou</b>	85 51% 31% <b>mnou</b>	115 55% 41% <b>mnoupu</b>	53 45% 19%	278 38% 100%	50 39% 18%	83 42% 30%	39 41% 14%	105 40% 38%	173 37% 62%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	260 36%	209 36% 80%	177 38% 68%	260 36% 100%	139 45% 54% <b>mnou</b>	130 44% 50% <b>mou</b>	80 48% 31% <b>mnou</b>	111 54% 43% <b>mnouqu</b>	50 42% 19%	260 36% 100%	48 38% 19%	79 40% 30%	37 39% 14%	100 38% 38%	161 34% 62%
Net: LIVE TV ONLY	17 2%	9 2%	11 2%	17 2%	1 *	10 3%	5 3%	4 2%	3 3%	17 2%	1 1%	4 2%	2 2%	5 2%	12 3%
		53%	64% <b>p</b>	100% <b>p</b>	7%	56% <b>p</b>	30% <b>p</b>	21%	19% <b>p</b>	100% <b>p</b>	6%	22%	12%	29%	71%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 56

## **QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE**

**Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1879	1186 63%	693 37%	881 47%	998 53%	256 14%	307 16%	377 20%	358 19%	273 15%	308 16%	514 27%	611 33%	354 19%	400 21%	1125 60%	754 40%	675 36%	1204 64%	590 31%	1289 69%	1151 61%	725 39%
Weighted base	1854	1103 59%	751 41%	902 49%	953 51%	275 15%	313 17%	338 18%	342 18%	280 15%	305 16%	470 25%	613 33%	384 21%	387 21%	1083 58%	772 42%	651 35%	1204 65%	560 30%	1295 70%	1002 54%	850 46%
Effective base	1608	1026 64%	593 37%	742 46%	870 54%	225 14%	270 17%	334 21%	302 19%	239 15%	247 15%	442 27%	530 32%	297 19%	347 21%	970 60%	641 40%	586 36%	1024 66%	513 27%	1098 73%	1012 57%	632 43%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	648 35%	464 42%	183 24%	337 37%	311 48%	134 21%	129 20%	119 18%	114 18%	90 33%	62 14%	156 33%	233 38%	136 21%	123 19%	389 36%	258 33%	220 34%	427 36%	177 32%	470 36%	368 37%	280 33%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	485 26%	335 30%	150 20%	228 25%	258 27%	111 40%	83 27%	78 23%	76 22%	69 25%	68 22%	117 25%	194 32%	103 27%	73 19%	310 29%	175 23%	149 23%	336 28%	114 20%	371 29%	256 26%	229 27%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	466 25%	314 29%	152 20%	246 27%	220 23%	114 42%	103 33%	96 28%	76 22%	45 16%	32 10%	104 22%	171 28%	105 27%	86 22%	275 25%	191 25%	172 26%	294 24%	136 24%	330 25%	262 26%	204 24%
TV live at the time of broadcast	314 17%	200 18%	114 15%	182 20%	132 14%	62 23%	59 19%	50 15%	41 12%	47 17%	54 18%	68 14%	117 19%	84 22%	45 12%	185 17%	128 17%	85 13%	229 19%	65 12%	248 19%	170 17%	142 17%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	267 14%	192 17%	74 10%	101 11%	166 17%	94 34%	67 21%	45 13%	35 10%	16 6%	9 4%	60 13%	108 18%	58 15%	41 11%	168 16%	99 13%	107 16%	160 13%	86 15%	181 14%	149 15%	118 14%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	146 8%	99 9%	47 6%	62 7%	84 9%	29 11%	49 16%	28 8%	18 5%	10 3%	12 4%	35 7%	54 9%	33 9%	24 6%	89 8%	57 7%	60 9%	86 7%	53 9%	93 7%	86 9%	60 7%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	72 4%	53 5%	19 3%	37 4%	36 4%	14 5%	23 7%	21 6%	7 2%	7 2%	1 1%	21 4%	23 4%	22 6%	7 2%	43 4%	29 4%	35 5%	37 3%	33 6%	39 3%	49 5%	23 3%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	56 3%	41 4%	15 2%	33 4%	24 2%	11 4%	22 7%	13 4%	5 1%	3 1%	3 1%	21 4%	21 3%	11 3%	3 1%	42 4%	14 2%	31 5%	26 2%	24 4%	32 2%	38 4%	18 2%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 56

**QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband  
MULTI CODE****Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1854	1103 59%	751 41%	902 49%	953 51%	275 15%	313 17%	338 18%	342 18%	280 15%	305 16%	470 25%	613 33%	384 21%	387 21%	1083 58%	772 42%	651 35%	1204 65%	560 30%	1295 70%	1002 54%	850 46%
Net: ANY	1009	690 54%	319 42%	500 55%	509 53%	198 72%	191 61%	186 55%	182 53%	126 45%	126 41%	255 54%	358 58%	209 54%	187 48%	613 57%	396 51%	354 54%	655 54%	294 53%	715 55%	566 57%	442 52%
		68%	32%	50%	50%	20%defg h	19%gh	18%gh	18%h	12%	13%	25%	36%l	21%	19%	61%an	39%	35%	65%	29%	71%	56%	44%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	942	660 51%	282 38%	462 51%	480 50%	188 68%	184 59%	173 51%	169 49%	118 42%	109 36%	240 51%	336 55%	190 49%	176 45%	576 53%	366 47%	338 52%	604 50%	282 50%	659 51%	530 53%	412 48%
		60%	30%	49%	51%	20%defg h	20%fgh	18%gh	18%h	13%	12%	26%	36%l	20%	19%	61%an	39%	36%	64%	30%	70%	56%	44%
Net: LIVE TV ONLY	68	31 4%	37 5%	38 4%	29 3%	10 4%	8 2%	13 4%	12 4%	7 3%	17 6%	14 3%	23 4%	19 5%	11 3%	37 3%	30 4%	17 3%	51 4%	12 2%	56 4%	37 4%	30 4%
		46%	54%	57%	43%	15%	11%	19%	18%	11%	25%	21%	34%	28%	17%	55%	45%	25%	75%	18%	82%q	54%	44%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 56

## **QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE**

**Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1879	1845 98%	28 1%	1453 77%	426 23%	1699 90%	180 10%	1375 73%	160 9%	197 10%	147 8%	59 3%	186 10%	136 7%	117 6%	150 8%	116 6%	131 7%	233 12%	247 13%
Weighted base	1854	1814 98%	33** 2%**	1419 77%	435 23%	1666 90%	189 10%	1571 85%	140 8%	110 6%	34 2%	68* 4%*	205 11%	142 8%	132 7%	163 9%	181 10%	163 9%	272 15%	246 13%
Effective base	1608	1578	26	1244	365	1453	156	1279	146	182	140	57	175	129	111	143	109	121	219	235
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	648 35%	634 35%	12 38%	554 39%	93 21%	648 39%	-	552 35%	50 36%	35 32%	10 30%	32 47%	65 32%	51 36%	38 29%	50 30%	59 33%	67 41%	93 34%	98 40%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	485 26%	473	9	485	-	485	-	413	43	24	6	15	52	31	25	40	56	51	69	74
		26%	27%	34%	-	29%	-	26%	31%	21%	17%	23%	26%	22%	19%	24%	31%	31%	25%	30%
		97%	2%	100% <b>d</b>	-	100% <b>f</b>	-	85% <b>j</b>	9% <b>j</b>	5%	1%	3%	11%	6%	5%	8%	12% <b>n</b>	10% <b>n</b>	14%	15% <b>n</b>
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	466 25%	452 25%	12 36%	396 28%	70 16%	466 28%	-	395 25%	42 30%	24 22%	6 17%	19 28%	49 24%	40 28%	28 21%	31 19%	41 23%	50 31%	61 22%	76 31%
TV live at the time of broadcast	314 17%	299	10	262	51	314	-	270	21	19	4	8	35	17	20	29	26	21	53	62
		16%	32%	18%	12%	19%	-	17%	15%	18%	11%	11%	17%	12%	15%	18%	14%	13%	20%	25%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	267 14%	258	5	242	25	267	-	215	25	22	5	13	27	17	13	20	28	22	28	46
		14%	16%	17%	6%	16%	-	14%	18%	20%	16%	18%	13%	12%	10%	13%	16%	14%	10%	19%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	146 8%	146	-	146	-	146	-	118	16	8	4	5	10	7	11	10	14	17	24	19
		8%	-	10%	-	9%	-	8%	11%	7%	12%	8%	5%	5%	8%	6%	8%	10%	9%	8%
Paid Video On-demand content available through your TV service provider – e.g. film rental or events on a pay-per-view basis	72 4%	71	2	66	6	72	-	65	4	2	1	2	10	2	3	6	10	9	13	12
		4%	5%	5%	1%	4%	-	4%	3%	2%	3%	3%	5%	1%	2%	3%	5%	5%	5%	5%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	56 3%	55	1	52	4	56	-	51	4	*	*	3	3	-	1	6	7	7	9	15
		3%	4%	4%	1%	3%	-	3%	3%	*	1%	5%	2%	-	1%	4%	4%	5%	3%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 56

## **QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE**

**Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1854	1814 98%	33** 2%**	1419 77%	435 23%	1666 90%	189 10%	1571 85%	140 8%	110 6%	34 2%	68* 4%*	205 11%	142 8%	132 7%	163 9%	181 10%	163 9%	272 15%	246 13%
1009	981	22	857	152	1009	-	853	80	58	17	43	102	77	58	81	102	91	140	160
54%	54%	68%	60%	35%	61%	-	54%	58%	53%	51%	63%	50%	54%	44%	50%	57%	56%	51%	65%
	97%	2%	85% <sup>d</sup>	15%	100% <sup>f</sup>	-	85%	8%	6%	2%	4% <sup>n</sup>	10%	8%	6%	8%	10%	9%	14%	16% <sup>lmnor</sup>
942	922	15	825	117	942	-	793	79	53	16	43	90	74	53	72	100	89	130	142
51%	51%	45%	58%	27%	57%	-	50%	57%	48%	48%	63%	44%	52%	40%	44%	56%	55%	48%	58%
	98%	2%	88% <sup>d</sup>	12%	100% <sup>f</sup>	-	84%	8%	6%	2%	5% <sup>lmnor</sup>	10%	8%	6%	8%	11% <sup>n</sup>	9% <sup>n</sup>	14%	15% <sup>lmnor</sup>
68	59	7	32	35	68	-	60	1	5	1	-	12	3	5	9	2	2	10	18
4%	3%	23%	2%	8%	4%	-	4%	1%	5%	4%	-	6%	2%	4%	6%	1%	1%	4%	7%
	88%	11%	48%	52% <sup>c</sup>	100% <sup>f</sup>	-	89%	2%	8% <sup>h</sup>	2%	-	17% <sup>pq</sup>	4%	7%	13% <sup>p</sup>	3%	3%	15%	26% <sup>kmpa</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 56

## **QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband** **MULTI CODE**

**Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1879	357 19%	1522 81%	939 50%	753 40%	202 11%	382 20%	1267 67%	979 52%	839 45%	880 47%	1510 80%	369 20%
Weighted base	1854	318 17%	1537 83%	896 48%	753 41%	196 11%	390 21%	1233 66%	951 51%	839 45%	851 46%	1469 79%	386 21%
Effective base	1608	288	1321	794	650	168	335	1075	843	712	758	1293	316
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	648 35%	100 31% 15%	548 36% 85%	286 32% 44%	286 38% 44% <b>c</b>	93 48% 14% <b>cd</b> <b>fg</b>	137 35% 21%	414 34% 64%	327 34% 50%	290 35% 45%	289 34% 45%	532 36% 82% <b>l</b>	115 30% 18%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	485 26%	77 24% 16%	409 27% 84%	196 22% 40%	251 33% 52% <b>cg</b>	64 33% 13% <b>cg</b>	128 33% 26% <b>cg</b>	276 22% 57%	237 25% 49%	221 26% 46%	217 25% 45%	372 25% 77%	113 29% 23%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	466 25%	71 22% 15%	395 26% 85%	199 22% 43%	191 25% 41%	62 32% 13% <b>cg</b>	93 24% 20%	297 24% 64%	229 24% 49%	206 25% 44%	205 24% 44%	391 27% 84% <b>l</b>	75 19% 16%
TV live at the time of broadcast	314 17%	39 12% 12%	275 18% 88% <b>a</b>	132 15% 42%	158 21% 50% <b>cg</b>	33 17% 11%	89 23% 28% <b>cg</b>	165 13% 53%	160 17% 51%	132 16% 42%	138 16% 44%	206 14% 66%	107 28% 34% <b>k</b>
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	267 14%	30 10% 11%	236 15% 89% <b>a</b>	116 13% 43%	107 14% 40%	40 20% 15% <b>cd</b> <b>fg</b>	40 10% 15%	178 14% 67%	155 16% 58% <b>l</b>	89 11% 33%	144 17% 54% <b>l</b>	231 16% 87% <b>l</b>	36 9% 13%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	146 8%	23 7% 16%	123 8% 84%	92 10% 63% <b>df</b>	53 7% 36% <b>f</b>	24 12% 17% <b>df</b>	8 2% 6%	121 10% 83% <b>df</b>	99 10% 68% <b>l</b>	44 5% 30%	91 11% 62% <b>l</b>	135 9% 93% <b>l</b>	11 3% 7%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	72 4%	17 5% 23%	55 4% 77%	38 4% 52%	26 3% 36%	14 7% 19% <b>df</b>	10 3% 14%	54 4% 74%	54 6% 74% <b>l</b>	16 2% 23%	49 6% 68% <b>l</b>	67 5% 93% <b>l</b>	5 1% 7%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	56 3%	8 2% 13%	49 3% 87%	28 3% 49%	24 3% 42%	17 9% 31% <b>cd</b> <b>fg</b>	6 2% 11%	46 4% 82% <b>f</b>	44 5% 77% <b>l</b>	13 2% 23%	41 5% 73% <b>l</b>	55 4% 98% <b>l</b>	1 * 2%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 56

**QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband  
MULTI CODE****Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1854	318 17%	1537 83%	896 48%	753 41%	196 11%	390 21%	1233 66%	951 51%	839 45%	851 46%	1469 79%	386 21%
Net: ANY	1009	163	846	454	454	121	231	633	522	440	467	802	207
	54%	51%	55%	51%	60%	62%	59%	51%	55%	52%	55%	55%	54%
		16%	84%	45%	45% <b>cg</b>	12% <b>cg</b>	23% <b>cg</b>	63%	52%	44%	46%	80%	20%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	942	157	784	422	422	118	210	596	489	407	442	768	174
	51%	50%	51%	47%	56%	60%	54%	48%	51%	48%	52%	52%	45%
		17%	83%	45%	45% <b>cg</b>	13% <b>cg</b>	22% <b>c</b>	63%	52%	43%	47%	82% <b>l</b>	18%
Net: LIVE TV ONLY	68	6	62	32	31	3	21	37	33	34	25	35	33
	4%	2%	4%	4%	4%	1%	5%	3%	3%	4%	3%	2%	9%
		9%	91%	47%	47%	4%	31% <b>eg</b>	55%	49%	50%	37%	51%	49% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 56

Absolutes/col percents/row percents 19 Apr 2018

## **QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE**

**Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1879	1186 63%	880 47%	675 36%	547 29%	512 27%	246 13%	276 15%	173 9%	1510 80%	360 19%	425 23%	164 9%	612 33%	1267 67%
Weighted base	1854	1154 62%	851 46%	653 35%	502 27%	504 27%	236 13%	257 14%	167 9%	1469 79%	355 19%	408 22%	165 9%	600 32%	1255 68%
Effective base	1608	1011	758	586	462	447	209	238	154	1293	309	366	143	528	1080
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	648 35%	413 36% 64%	289 34% 45%	264 40% 41% <b>n</b>	209 42% 32% <b>mnu</b>	227 45% 35% <b>mnu</b>	98 41% 15%	107 42% 17% <b>n</b>	65 39% 10%	532 36% 82%	140 39% 22% <b>xz</b>	155 38% 24%	48 29% 7%	231 38% 36% <b>xz</b>	417 33% 64%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	485 26%	277 24% 57%	217 25% 45%	181 28% 37%	133 26% 27%	187 37% 39% <b>mnoptu</b>	79 33% 16% <b>mnu</b>	81 32% 17% <b>mu</b>	41 25% 8%	372 25% 77%	106 30% 22%	121 30% 25%	40 25% 8%	173 29% 36%	312 25% 64%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	466 25%	293 25% 63%	205 24% 44%	210 32% 45% <b>mnu</b>	153 30% 33% <b>mn</b>	192 38% 41% <b>mnoptu</b>	87 37% 19% <b>mnu</b>	92 36% 20% <b>mnu</b>	47 28% 10%	391 27% 84%	103 29% 22%	104 25% 22%	44 26% 9%	161 27% 34%	305 24% 66%
TV live at the time of broadcast	314 17%	151 13% 48%	138 16% 44%	110 17% 35% <b>m</b>	73 14% 23%	126 25% 40% <b>mnopu</b>	53 23% 17% <b>mnpu</b>	56 22% 18% <b>mpu</b>	31 19% 10%	206 14% 66%	68 19% 22%	81 20% 26% <b>z</b>	39 24% 12% <b>z</b>	121 20% 39% <b>z</b>	193 15% 61%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	267 14%	177 15% 66%	144 17% 54%	146 22% 55% <b>mnu</b>	107 21% 40% <b>mu</b>	128 25% 48% <b>mnu</b>	61 26% 23% <b>mnu</b>	65 25% 24% <b>mnu</b>	34 20% 13%	231 16% 87%	49 14% 18%	69 17% 26%	28 17% 10%	91 15% 34%	176 14% 66%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	146 8%	109 9% 75%	91 11% 62%	88 13% 60% <b>mu</b>	66 13% 45% <b>mu</b>	79 16% 54% <b>mnu</b>	46 20% 32% <b>mnoptu</b>	39 15% 27% <b>mu</b>	17 10% 12%	135 9% 93%	22 6% 15%	40 10% 27%	16 10% 11%	48 8% 33%	98 8% 67%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	72 4%	51 4% 71%	49 6% 68%	46 7% 63% <b>mu</b>	35 7% 49% <b>mu</b>	54 11% 74% <b>mnou</b>	24 10% 32% <b>mnu</b>	29 11% 41% <b>mnopu</b>	12 7% 17%	67 5% 93%	12 3% 17%	27 7% 37% <b>z</b>	8 5% 11%	30 5% 42%	42 3% 58%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 56

## QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1854	1154 62%	851 46%	653 35%	502 27%	504 27%	236 13%	257 14%	167 9%	1469 79%	355 19%	408 22%	165 9%	600 32%	1255 68%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	56 3%	47 4%	41 5%	39 6%	29 6%	38 8%	18 8%	27 10%	18 11%	55 4%	15 4%	31 7%	16 10%	33 6%	23 2%
		83%	73%	69%u	52%	67%mu	32%mu	48%mnopu	31%mnopu	98%	26%z	54%z	28%vz	59%z	41%
Net: ANY	1009 54%	617 53%	467 55%	393 60%	303 60%	358 71%	150 64%	169 66%	98 58%	802 55%	200 56%	238 58%	85 52%	346 58%	664 53%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	942 51%	590 51%	442 52%	373 57%	289 58%	340 68%	144 61%	158 61%	91 54%	768 52%	192 54%	227 56%	77 47%	330 55%	612 49%
		63%	47%	40%mu	31%mu	36%mnopu	15%mnmu	17%mnmu	10%	82%	20%	24%z	8%	35%z	65%
Net: LIVE TV ONLY	68 4%	27 2%	25 3%	20 3%	13 3%	18 4%	6 3%	11 4%	7 4%	35 2%	8 2%	11 3%	8 5%	16 3%	52 4%
		40%	37%	29%	20%	27%	10%	16%	10%	51%	11%	16%	13%	23%	77%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 57

## **QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE**

**Base: All with a tablet computer connected to home broadband in the last 12 months**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1411	777	634	618	793	190	241	306	271	203	200	403	451	274	283	854	557	600	811	529	882	876	534
		55%	45%	44%	56%	13%	17%	22%	19%	14%	14%	29%	32%	19%	20%	61%	39%	43%	57%	37%	63%	62%	38%
Weighted base	1379	725	654	621	758	200	243	271	264	205	196	367	443	295	274	810	569	566	812	493	886	755	623
		53%	47%	45%	55%	14%	18%	20%	19%	15%	14%	27%	32%	21%	20%	59%	41%	41%	59%	36%	64%	55%	45%
Effective base	1192	677	523	511	684	161	210	267	230	173	157	345	384	229	240	727	467	509	685	450	744	762	459
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	469	270	199	217	253	85	113	98	91	50	33	130	163	92	84	293	176	221	248	192	278	285	184
	34%	37%	31%	35%	33%	42%	47%	36%	34%	24%	17%	36%	37%	31%	31%	36%	31%	39%	31%	39%	31%	38%	30%
		58%	42%	46%	54%	18% <b>gh</b>	24% <b>efgh</b>	21% <b>gh</b>	19% <b>gh</b>	11%	7%	28%	35%	20%	18%	63%	37%	47% <b>p</b>	53%	41% <b>r</b>	59%	61% <b>t</b>	39%
Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	323	177	146	145	178	76	91	69	49	23	15	82	120	69	51	202	120	166	157	141	182	199	123
	23%	24%	22%	23%	23%	38%	37%	25%	18%	11%	7%	22%	27%	24%	19%	25%	21%	29%	19%	29%	21%	26%	20%
		55%	45%	45%	55%	24% <b>efgh</b>	28% <b>efgh</b>	21% <b>gh</b>	15% <b>h</b>	7%	5%	25%	37% <b>l</b>	22%	16%	63%	37%	51% <b>p</b>	49%	44% <b>r</b>	56%	62% <b>t</b>	38%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	287	160	128	110	177	50	61	70	53	27	25	84	106	62	35	191	96	136	151	117	170	178	108
	21%	22%	20%	18%	23%	25%	25%	26%	20%	13%	13%	23%	24%	21%	13%	24%	17%	24%	19%	24%	19%	24%	17%
		56%	44%	38%	62% <b>a</b>	18% <b>gh</b>	21% <b>gh</b>	24% <b>gh</b>	19%	9%	9%	29% <b>l</b>	37% <b>l</b>	22% <b>l</b>	12%	66% <b>n</b>	34%	48% <b>p</b>	52%	41%	59%	62% <b>t</b>	38%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	180	103	77	66	114	42	52	42	26	11	8	57	65	38	21	121	59	100	80	86	94	113	68
	13%	14%	12%	11%	15%	21%	21%	16%	10%	5%	4%	15%	15%	13%	8%	15%	10%	18%	10%	17%	11%	15%	11%
		57%	43%	37%	63% <b>a</b>	23% <b>lgh</b>	29% <b>lgh</b>	23% <b>lgh</b>	14% <b>h</b>	6%	4%	31% <b>l</b>	36% <b>l</b>	21%	12%	67% <b>n</b>	33%	55% <b>p</b>	45%	48% <b>r</b>	52%	63% <b>t</b>	37%
TV live at the time of broadcast	175	82	93	86	89	21	38	36	33	25	22	50	64	31	30	113	61	83	92	70	105	109	65
	13%	11%	14%	14%	12%	10%	15%	13%	13%	12%	11%	14%	14%	10%	11%	14%	11%	15%	11%	14%	12%	14%	10%
		47%	53%	49%	51%	12%	22%	20%	19%	14%	13%	29%	36%	18%	17%	65%	35%	48%	52%	40%	60%	63% <b>t</b>	37%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	121	68	53	47	73	18	39	30	18	9	7	43	44	17	17	87	34	64	57	62	58	73	47
	9%	9%	8%	8%	10%	9%	16%	11%	7%	5%	4%	12%	10%	6%	6%	11%	6%	11%	7%	13%	7%	10%	8%
		56%	44%	39%	61%	15% <b>h</b>	32% <b>cfgh</b>	25% <b>gh</b>	15%	8%	6%	35% <b>k</b>	36%	14%	14%	72% <b>n</b>	28%	53% <b>p</b>	47%	52% <b>r</b>	48%	60%	39%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	45	26	18	19	25	10	14	13	3	5	1	16	13	9	7	29	16	23	21	23	21	30	15
	3%	4%	3%	3%	3%	5%	6%	5%	1%	2%	*	4%	3%	3%	3%	4%	3%	4%	3%	5%	2%	4%	2%
		59%	41%	43%	57%	22% <b>fh</b>	30% <b>fh</b>	29% <b>fh</b>	7%	10%	1%	35%	30%	19%	16%	64%	36%	52%	48%	52% <b>r</b>	48%	67%	33%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	35	27	7	21	14	5	13	11	1	3	1	14	11	7	2	25	10	22	12	18	16	26	9
	3%	4%	1%	3%	2%	3%	5%	4%	*	2%	1%	4%	3%	2%	1%	3%	2%	4%	2%	4%	2%	3%	1%
		79%	21%	60%	40%	15%	36% <b>fh</b>	33% <b>fh</b>	3%	10%	3%	40% <b>l</b>	32%	21%	7%	72%	28%	64% <b>p</b>	36%	53% <b>r</b>	47%	74% <b>t</b>	26%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 57

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Summary of services used on each device (6): Tablet computer connected to broadband  
MULTI CODE****Base: All with a tablet computer connected to home broadband in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1379	725 53%	654 47%	621 45%	758 55%	200 14%	243 18%	271 20%	264 19%	205 15%	196 14%	367 27%	443 32%	295 21%	274 20%	810 59%	569 41%	566 41%	812 59%	493 36%	886 64%	755 55%	623 45%
Net: ANY	694	387	307	306	389	122	157	153	133	74	55	193	244	137	120	437	257	331	363	288	406	415	278
	50%	53%	47%	49%	51%	61%	65%	56%	50%	36%	28%	53%	55%	46%	44%	54%	45%	58%	45%	59%	46%	55%	45%
		56%	44%	44%	56%	18% <i>fgh</i>	23% <i>fgh</i>	22% <i>gh</i>	19% <i>gh</i>	11%	8%	28% <i>i</i>	35% <i>kl</i>	20%	17%	63% <i>mn</i>	37%	48% <i>p</i>	52%	42% <i>r</i>	58%	60% <i>t</i>	40%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	665	374	291	287	378	121	155	144	125	68	52	187	234	131	113	421	244	316	349	277	388	397	267
	48%	52%	44%	46%	50%	61%	64%	53%	47%	33%	27%	51%	53%	44%	41%	52%	43%	56%	43%	56%	44%	53%	43%
		56%	44%	43%	57%	18% <i>fgh</i>	23% <i>efgh</i>	22% <i>gh</i>	19% <i>gh</i>	10%	8%	28% <i>i</i>	35% <i>kl</i>	20%	17%	63% <i>mn</i>	37%	48% <i>p</i>	52%	42% <i>r</i>	58%	60% <i>t</i>	40%
Net: LIVE TV ONLY	29	13	17	18	11	2	2	9	8	6	3	6	11	6	7	17	13	15	14	12	18	18	11
	2%	2%	3%	3%	1%	1%	1%	3%	3%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%
		43%	57%	62%	38%	5%	6%	30%	27%	22%	10%	21%	36%	19%	24%	57%	43%	52%	48%	40%	60%	62%	38%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 57

## **QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE**

**Base: All with a tablet computer connected to home broadband in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1411	1398 99%	11 1%	1152 82%	259 18%	1312 93%	99 7%	999 71%	128 9%	141 10%	143 10%	43 3%	147 10%	96 7%	85 6%	101 7%	90 6%	96 7%	173 12%	168 12%
Weighted base	1379	1362 99%	13** 1%**	1121 81%	258 19%	1280 93%	98* 7%*	1153 84%	111 8%	78 6%	36* 3%*	49* 4%*	165 12%	100* 7%*	98* 7%*	109* 8%*	140* 10%*	118* 9%*	204 15%	170 12%
Effective base	1192	1180	10	979	214	1113	79	932	118	130	92	41	139	91	80	97	85	90	163	160
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	469 34%	462 98%	6 1%	419 37% 89% <b>d</b>	50 19% 11%	469 37% 100% <b>f</b>	- - -	395 34% 84%	35 32% 8%	25 32% 5%	14 39% 3%	10 20% 2%	55 34% 12%	31 31% 7%	27 28% 6%	28 26% 6%	49 35% 10%	41 35% 9%	77 38% 16% <b>k</b>	76 45% 16% <b>klmno</b>
Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	323 23%	315 98%	6 2%	286 26% 89% <b>d</b>	36 14% 11%	323 25% 100% <b>f</b>	- - -	272 24% 84%	27 24% 8%	15 19% 5%	9 25% 3%	4 9% 1%	34 21% 11%	22 23% 7%	21 21% 7%	15 13% 5%	34 24% 10% <b>k</b>	39 33% 12% <b>klo</b>	49 24% 15% <b>ko</b>	53 31% 16% <b>klo</b>
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	287 21%	281 98%	5 2%	287 26% 100% <b>d</b>	- - -	287 22% 100% <b>f</b>	- - -	240 21% 84%	23 20% 8%	18 23% 6%	6 17% 2%	8 16% 3%	34 21% 12%	16 16% 6%	22 22% 8%	24 22% 8%	34 24% 12%	26 22% 9%	43 21% 15%	33 19% 12%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	180 13%	176 98%	3 2%	169 15% 94% <b>d</b>	12 5% 6%	180 14% 100% <b>f</b>	- - -	138 12% 77%	21 19% 12% <b>g</b>	12 15% 6%	9 25% 5% <b>g</b>	5 9% 3%	24 15% 13%	12 12% 7%	8 8% 4%	12 11% 7%	23 17% 13%	10 8% 5%	18 9% 10%	27 16% 15%
TV live at the time of broadcast	175 13%	170 97%	4 3%	160 14% 91% <b>d</b>	15 6% 9%	175 14% 100% <b>f</b>	- - -	146 83% 83%	17 15% 10%	9 12% 5%	3 8% 2%	7 14% 4%	26 16% 15% <b>d</b>	9 9% 5%	12 12% 7%	7 6% 4%	21 15% 12%	11 10% 7%	25 12% 14%	28 17% 16% <b>o</b>
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	121 9%	120 99%	1 1%	121 11% 100% <b>d</b>	- - -	121 9% 100% <b>f</b>	- - -	99 9% 82%	14 13% 12% <b>i</b>	4 5% 3%	4 12% 3% <b>i</b>	3 7% 3%	14 9% 12%	8 8% 6%	9 9% 7%	6 5% 5%	19 13% 15%	13 11% 11%	17 8% 14%	10 6% 9%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	45 3%	43 96%	2 4%	41 4% 93%	3 1% 7%	45 3% 100%	- - -	35 3% 79%	7 6% 16%	1 2% 3%	1 2% 2%	1 2% 2%	8 5% 18% <b>n</b>	4 4% 10%	- - -	3 3% 7%	7 5% 15%	2 1% 4%	4 2% 9%	6 4% 14%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	35 3%	33 97%	- -	35 3% 100% <b>d</b>	- - -	35 3% 100%	- - -	31 3% 89%	3 3% 9%	1 1% 2%	* * *	2 4% 6% <b>p</b>	5 3% 14%	1 1% 3%	1 1% 3%	5 5% 15% <b>p</b>	- - -	6 5% 17% <b>p</b>	6 3% 18%	4 2% 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 57

**QA20 Summary of services used on each device (6): Tablet computer connected to broadband**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a tablet computer connected to home broadband in the last 12 months**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1379	1362 99%	13** 1%**	1121 81%	258 19%	1280 93%	98* 7%*	1153 84%	111 8%	78 6%	36* 3%**	49* 4%*	165 12%	100* 7%*	98* 7%*	109* 8%*	140* 10%*	118* 9%*	204 15%	170 12%
694	683 99%	10 1%	620 89% <b>d</b>	75 11%	694 100% <b>f</b>	-	574 83%	62 9%	37 5%	21 3%	21 3%	90 13% <b>c</b>	45 7%	42 6%	41 6%	75 11% <b>c</b>	62 9%	96 14%	102 15% <b>mno</b>
50%	50% 98%	77% 1%	55% 89% <b>d</b>	29% 11%	54% 100% <b>f</b>	-	50% 83%	56% 9%	47% 5%	58% 3%	43% 3%	55% 13% <b>c</b>	45% 7%	43% 6%	38% 6%	53% 11% <b>c</b>	52% 9%	47% 14%	60% 15% <b>mno</b>
665	656 99%	8 1%	602 90% <b>d</b>	63 10%	665 100% <b>f</b>	-	553 83%	56 8%	36 5%	21 3%	20 3%	82 12%	44 7%	41 6%	41 6%	71 11%	60 9%	95 14%	97 15% <b>kno</b>
48%	48% 99%	59% 1%	54% 90% <b>d</b>	25% 10%	52% 100% <b>f</b>	-	48% 83%	50% 8%	45% 5%	58% 3%	40% 3%	50% 12%	45% 7%	42% 6%	38% 6%	51% 11%	51% 9%	47% 14%	57% 15% <b>kno</b>
29	27 92%	2 7%	18 61%	11 39% <b>c</b>	29 100%	-	22 74%	6 22% <b>g</b>	1 4%	* 1%	2 5%	8 27% <b>o</b>	1 3%	1 4%	-	3 11%	1 4%	1 4%	5 15%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 57

## **QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE**

**Base: All with a tablet computer connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1411	273 19%	1138 81%	757 54%	560 40%	157 11%	258 18%	1003 71%	822 58%	561 40%	755 54%	1217 86%	194 14%
Weighted base	1379	244 18%	1135 82%	707 51%	562 41%	153 11%	265 19%	968 70%	795 58%	553 40%	721 52%	1174 85%	205 15%
Effective base	1192	219	974	622	479	134	225	840	699	469	642	1030	164
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	469 34%	72 30% 15%	397 35% 85%	256 36% 54% <b>f</b>	192 34% 41% <b>f</b>	54 35% 11%	68 26% 15%	351 36% 75% <b>f</b>	289 36% 62% <b>i</b>	166 30% 35%	266 37% 57% <b>i</b>	422 36% 90% <b>i</b>	48 23% 10%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	323 23%	50 20% 15%	273 24% 85%	164 23% 51% <b>f</b>	121 22% 38%	36 23% 11%	43 16% 13%	238 25% 74% <b>f</b>	207 26% 64% <b>i</b>	100 18% 31%	187 26% 58% <b>i</b>	290 25% 90% <b>i</b>	33 16% 10%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	287 21%	49 20% 17%	238 21% 83%	156 22% 54%	132 23% 46%	29 19% 10%	63 24% 22%	196 20% 68%	168 21% 59%	112 20% 39%	161 22% 56%	246 21% 86%	41 20% 14%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	180 13%	21 9% 12%	159 14% 88% <b>a</b>	103 15% 57% <b>f</b>	73 13% 40%	22 15% 12%	23 9% 13%	134 14% 75% <b>f</b>	124 16% 69% <b>i</b>	51 9% 28%	117 16% 65% <b>i</b>	167 14% 93% <b>i</b>	13 6% 7%
TV live at the time of broadcast	175 13%	27 11% 16%	147 13% 84%	93 13% 53%	75 13% 43%	22 15% 13%	34 13% 20%	121 13% 69%	120 15% 69% <b>i</b>	51 9% 29%	114 16% 65% <b>i</b>	144 12% 83%	30 15% 17%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	121 9%	28 12% 23%	92 8% 77%	79 11% 66% <b>f</b>	45 8% 37% <b>f</b>	26 17% 21% <b>dffg</b>	6 2% 5%	103 11% 85% <b>f</b>	89 11% 74% <b>i</b>	30 5% 25%	84 12% 69% <b>i</b>	113 10% 94% <b>i</b>	8 4% 6%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	45 3%	7 3% 16%	37 3% 84%	32 5% 72% <b>df</b>	12 2% 26%	6 4% 13%	4 1% 9%	34 4% 76%	34 4% 76% <b>i</b>	9 2% 21%	34 5% 76% <b>i</b>	41 4% 92%	3 2% 8%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	35 3%	6 3% 18%	28 2% 82%	20 3% 57%	18 3% 51%	11 7% 31% <b>cdffg</b>	3 1% 9%	28 3% 80%	32 4% 93% <b>i</b>	2 * 7%	31 4% 90% <b>i</b>	33 3% 94%	2 1% 6%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 57

**QA20 Summary of services used on each device (6): Tablet computer connected to broadband  
MULTI CODE****Base: All with a tablet computer connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1379	244 18%	1135 82%	707 51%	562 41%	153 11%	265 19%	968 70%	795 58%	553 40%	721 52%	1174 85%	205 15%
Net: ANY	694 50%	115 47%	580 51%	377 53%	283 50%	83 54%	116 44%	504 52%	425 53%	250 45%	396 55%	608 52%	87 42%
		17%	83%	54% <b>f</b>	41%	12%	17%	73% <b>f</b>	61% <b>i</b>	36%	57% <b>i</b>	88% <b>i</b>	12%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	665 48%	110 45%	555 49%	364 52%	269 48%	82 53%	107 40%	486 50%	408 51%	238 43%	382 53%	590 50%	75 37%
		16%	84%	55% <b>f</b>	40%	12% <b>f</b>	16%	73% <b>f</b>	61% <b>i</b>	36%	57% <b>i</b>	89% <b>i</b>	11%
Net: LIVE TV ONLY	29 2%	5 2%	24 2%	13 2%	14 2%	1 1%	9 4%	18 2%	17 2%	13 2%	14 2%	18 2%	11 6%
		17%	83%	43%	47%	4%	32%	60%	57%	43%	49%	61%	39% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 57

## **QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE**

**Base: All with a tablet computer connected to home broadband in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1411	973 69%	755 54%	547 39%	466 33%	341 24%	287 20%	246 17%	147 10%	1217 86%	273 19%	302 21%	133 9%	454 32%	957 68%
Weighted base	1379	947 69%	721 52%	523 38%	416 30%	337 24%	275 20%	227 16%	142 10%	1174 85%	272 20%	295 21%	135 10%	452 33%	927 67%
Effective base	1192	822	642	467	388	298	242	211	129	1030	238	261	116	395	797
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	469 34%	337 36% 72%	266 37% 57%	232 44% 49% <b>mnu</b>	184 44% 39% <b>mnu</b>	152 45% 32% <b>mnu</b>	131 48% 28% <b>mnu</b>	100 44% 21% <b>mu</b>	56 40% 12%	422 36% 90%	91 33% 19%	108 37% 23%	44 32% 9%	154 34% 33%	316 34% 67%
Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	323 23%	229 24% 71%	187 26% 58%	175 34% 54% <b>mnu</b>	126 30% 39% <b>mu</b>	118 35% 37% <b>mnu</b>	107 39% 33% <b>mnpu</b>	86 38% 27% <b>mnu</b>	41 29% 13%	290 25% 90%	61 22% 19%	77 26% 24%	28 21% 9%	106 24% 33%	216 23% 67%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	287 21%	175 19% 61%	161 22% 56%	127 24% 44% <b>m</b>	99 24% 35% <b>m</b>	82 24% 29% <b>m</b>	93 34% 33% <b>mnpqtlu</b>	69 30% 24% <b>mnu</b>	32 22% 11%	246 21% 86%	52 19% 18%	67 23% 24%	21 16% 7%	89 20% 31%	198 21% 69%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	180 13%	128 14% 71%	117 16% 65%	100 19% 55% <b>mu</b>	79 19% 44% <b>mu</b>	58 17% 32%	63 23% 35% <b>mnu</b>	44 19% 24% <b>m</b>	24 17% 13%	167 14% 93%	29 11% 16%	44 15% 24%	23 17% 12%	59 13% 33%	121 13% 67%
TV live at the time of broadcast	175 13%	105 11% 60%	114 16% 65% <b>mu</b>	70 13% 40%	56 13% 32%	56 17% 32% <b>mnu</b>	65 24% 37% <b>mnpqpqu</b>	51 22% 29% <b>mnpqu</b>	29 21% 17% <b>mopu</b>	144 12% 83%	32 12% 19%	53 18% 30% <b>z</b>	25 18% 14%	63 14% 36%	111 12% 64%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	121 9%	90 10% 75%	84 12% 69%	74 14% 61% <b>mu</b>	57 14% 47% <b>mu</b>	49 15% 41% <b>mu</b>	51 18% 42% <b>mnu</b>	39 17% 32% <b>mnu</b>	19 14% 16%	113 10% 94%	23 8% 19%	39 13% 32% <b>z</b>	20 15% 16% <b>z</b>	49 11% 40%	72 8% 60%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	45 3%	31 3% 70%	34 5% 76%	23 4% 52%	19 5% 43%	21 6% 48% <b>mu</b>	23 8% 52% <b>mnpou</b>	22 10% 50% <b>mnpou</b>	7 5% 17%	41 4% 92%	8 3% 17%	12 4% 27%	3 3% 8%	15 3% 33%	30 3% 67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 19 Apr 2018

Table 57

## QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Base: All with a tablet computer connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1379	947 69%	721 52%	523 38%	416 30%	337 24%	275 20%	227 16%	142 10%	1174 85%	272 20%	295 21%	135 10%	452 33%	927 67%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	35 3%	26 3%	31 4%	24 5%	19 5%	18 5%	20 7%	21 9%	12 9%	33 3%	16 6%	19 6%	11 8%	22 5%	13 1%
		76%	90%	70%	56%	53% <b>mu</b>	59% <b>mu</b>	60% <b>mnopu</b>	36% <b>mnu</b>	94%	48% <b>z</b>	55% <b>z</b>	33% <b>z</b>	63% <b>z</b>	37%
Net: ANY	694 50%	474 50%	396 55%	319 61%	249 60%	219 65%	201 73%	157 69%	82 58%	608 52%	121 44%	156 53%	65 48%	221 49%	473 51%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	665 48%	465 49%	382 53%	312 60%	240 58%	209 62%	194 70%	150 66%	77 54%	590 50%	118 44%	147 50%	65 48%	212 47%	453 49%
		70%	57%	47% <b>mnu</b>	36% <b>mu</b>	31% <b>mnu</b>	29% <b>mnopqtu</b>	23% <b>mnptu</b>	12%	89%	18%	22%	10%	32%	68%
Net: LIVE TV ONLY	29 2%	9 1%	14 2%	7 1%	9 2%	10 3%	7 3%	7 3%	4 3%	18 2%	2 1%	10 3%	1 *	10 2%	20 2%
		32%	49%	23%	30%	35% <b>m</b>	25% <b>m</b>	23% <b>m</b>	15% <b>m</b>	61%	7%	33%	2%	33%	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 58

## **QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE**

**Base: All with a smartphone connected to home broadband in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPi (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1671	964 58%	707 42%	744 45%	927 55%	284 17%	321 19%	374 22%	310 19%	215 13%	167 10%	442 26%	545 33%	308 18%	376 23%	987 59%	684 41%	698 42%	973 58%	617 37%	1054 63%	1086 65%	583 35%
Weighted base	1617	897 55%	721 45%	733 45%	884 55%	298 18%	318 20%	335 21%	298 18%	215 13%	153 9%	393 24%	535 33%	325 20%	363 22%	929 57%	689 43%	660 41%	957 59%	572 35%	1045 65%	940 58%	675 42%
Effective base	1425	839	592	623	803	246	277	328	263	183	133	381	472	258	321	851	577	595	831	527	900	950	505
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	596 37%	376 42%	221 31%	266 36%	330 37%	159 53%	152 48%	132 39%	94 31%	46 21%	14 9%	128 33%	222 41%	123 38%	124 34%	350 31%	246 36%	265 40%	331 35%	220 38%	377 36%	364 39%	233 35%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	358 22%	216 24%	142 20%	158 22%	200 23%	119 40%	101 32%	78 23%	42 14%	14 7%	4 3%	71 18%	137 26%	71 22%	78 22%	208 22%	149 22%	174 26%	183 19%	137 24%	220 21%	215 23%	143 21%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	203 13%	131 15%	72 10%	91 12%	113 13%	58 19%	52 16%	48 14%	25 8%	14 6%	7 5%	41 11%	70 13%	49 15%	42 12%	111 12%	92 13%	103 16%	100 10%	80 14%	123 12%	113 56%	89 13%
TV live at the time of broadcast	124 8%	67 8%	57 8%	71 10%	53 6%	26 9%	31 10%	34 10%	21 7%	10 4%	4 2%	26 6%	42 8%	27 8%	30 8%	67 7%	57 8%	65 10%	59 6%	49 9%	75 7%	78 8%	47 7%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	122 8%	80 9%	42 6%	55 8%	67 8%	33 11%	51 16%	28 8%	7 3%	2 1%	* *	28 7%	50 9%	25 8%	20 5%	78 8%	44 6%	68 10%	55 6%	54 9%	68 7%	76 8%	46 7%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	86 5%	57 6%	29 4%	39 5%	47 5%	13 4%	42 13%	19 6%	9 3%	3 2%	* *	19 5%	30 6%	24 7%	14 4%	49 5%	38 5%	45 7%	41 4%	44 8%	42 4%	48 5%	37 5%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	36 2%	23 3%	13 2%	19 3%	17 2%	4 1%	11 4%	12 4%	4 2%	2 1%	2 1%	9 2%	11 2%	13 4%	3 1%	20 2%	16 2%	20 3%	16 2%	20 4%	16 2%	25 3%	11 2%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	33 2%	20 2%	13 2%	21 3%	12 1%	8 3%	13 4%	6 2%	4 1%	- -	2 1%	7 2%	14 3%	8 2%	4 1%	22 2%	12 2%	20 3%	13 1%	14 2%	19 2%	23 2%	10 1%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 58

Absolutes/col percents/row percents 19 Apr 2018

**QA20 Summary of services used on each device (7): Smartphone connected to broadband  
MULTI CODE****Base: All with a smartphone connected to home broadband in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	<b>1617</b>	897 55%	721 45%	733 45%	884 55%	298 18%	318 20%	335 21%	298 18%	215 13%	153 9%	393 24%	535 33%	325 20%	363 22%	929 57%	689 43%	660 41%	957 59%	572 35%	1045 65%	940 58%	675 42%
Net: ANY	<b>719</b> <b>44%</b>	452 50%	267 37%	315 43%	404 46%	180 61%	189 60%	168 50%	110 37%	48 22%	23 15%	154 39%	258 61%	157 48%	150 41%	412 44%	307 45%	339 51%	381 40%	285 50%	434 42%	435 46%	283 42%
		63%	37%	44%	56%	25%efgh	26%efgh	23%fgh	15%gh	7%	3%	21%	36%l	22%l	21%	57%	43%	47%p	53%	40%r	60%	61%	39%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	<b>700</b> <b>43%</b>	440 49%	261 36%	304 41%	396 45%	176 59%	188 59%	163 48%	105 35%	48 22%	20 13%	153 39%	252 47%	149 46%	147 40%	405 44%	295 43%	327 50%	373 39%	280 49%	420 40%	424 45%	275 41%
		63%	37%	43%	57%	25%efgh	27%efgh	23%fgh	15%gh	7%h	3%	22%	36%l	21%	21%	58%	42%	47%p	53%	40%r	60%	61%	39%
Net: LIVE TV ONLY	<b>19</b> <b>1%</b>	12 1%	6 1%	11 1%	8 1%	4 1%	1 *	6 2%	5 2%	- -	3 2%	1 *	6 1%	8 2%	4 1%	7 1%	12 2%	11 2%	8 1%	5 1%	14 1%	11 1%	7 1%
		65%	35%	57%	43%	22%	6%	31%	27%	-	14%	4%	33%	43%l	20%	38%	62%	59%	41%	27%	73%	61%	39%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 58

## **QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a smartphone connected to home broadband in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1671	1625 97%	42 3%	1328 79%	343 21%	1553 93%	118 7%	1185 71%	154 9%	163 10%	169 10%	51 3%	164 10%	115 7%	102 6%	130 8%	105 6%	105 6%	198 12%	215 13%
Weighted base	1617	1566 97%	46* 3%*	1282 79%	335 21%	1500 93%	117* 7%*	1351 84%	135 8%	90 6%	42 3%	59* 4%*	184 11%	117 7%	115* 7%*	139 9%	163* 10%*	125* 8%*	233 14%	216 13%
Effective base	1425	1384	38	1133	292	1325	100	1113	142	149	114	50	156	111	98	125	100	100	189	206
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	596 37%	575 37%	19 42%	521 41%	76 23%	596 40%	-	489 36%	55 41%	34 38%	17 41%	20 34%	62 33%	43 36%	41 36%	36 26%	59 36%	57 46%	79 34%	93 43%
		96%	3%	87% <b>d</b>	13%	100% <b>f</b>	-	82%	9%	6%	3%	3%	10%	7%	7%	6%	10%	10% <b>o</b>	13%	16% <b>s</b>
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	358 22%	346 22%	11 23%	313 24%	45 13%	358 24%	-	294 22%	32 24%	22 24%	11 26%	11 18%	40 22%	27 23%	25 22%	23 16%	26 16%	44 35%	48 20%	50 23%
		97%	3%	87% <b>d</b>	13%	100% <b>f</b>	-	82%	9%	6%	3%	3%	11%	8%	7%	6%	7%	12% <b>klnop</b> <b>rs</b>	13%	14%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	203 13%	195 12%	8 18%	203 16%	-	203 14%	-	169 12%	19 14%	11 12%	5 11%	12 21%	26 14%	7 6%	13 11%	22 15%	22 13%	20 16%	20 9%	27 13%
		96%	4%	100% <b>d</b>	-	100% <b>f</b>	-	83%	9%	5%	2%	6% <b>mr</b>	13% <b>m</b>	3%	6%	11% <b>m</b>	11%	10% <b>m</b>	10%	13%
TV live at the time of broadcast	124 8%	112 7%	11 24%	107 8%	17 5%	124 8%	-	99 7%	15 11%	7 8%	3 7%	5 9%	17 9%	6 5%	6 5%	7 5%	16 10%	10 8%	12 5%	20 9%
		90%	9% <b>a</b>	86%	14%	100% <b>f</b>	-	80%	12%	6%	2%	4%	14%	5%	5%	6%	13%	8%	10%	16%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	122 8%	116 7%	7 14%	108 8%	15 4%	122 8%	-	99 7%	14 11%	7 8%	2 5%	5 8%	12 7%	5 4%	10 9%	18 13%	12 7%	9 7%	9 4%	19 9%
		95%	5%	88% <b>d</b>	12%	100% <b>f</b>	-	81%	12%	6%	2%	4%	10%	4%	9%	15% <b>mr</b>	9%	7%	7%	16% <b>r</b>
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	86 5%	82 5%	4 8%	86 7%	-	86 6%	-	73 5%	6 4%	5 5%	3 6%	4 4%	8 5%	7 6%	5 6%	5 4%	12 7%	8 7%	11 5%	13 6%
		96%	4%	100% <b>d</b>	-	100% <b>f</b>	-	85%	7%	5%	3%	4%	10%	8%	6%	6%	14%	10%	12%	15%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	36 2%	34 2%	2 4%	33 3%	3 1%	36 2%	-	32 2%	3 2%	* *	* 1%	1 2%	8 4%	2 2%	1 1%	2 1%	7 4%	- -	4 2%	7 3%
		95%	5%	92%	8%	100%	-	89%	9%	1%	1%	3%	22% <b>q</b>	6%	4%	5%	20% <b>q</b>	-	10%	21%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	33 2%	31 2%	2 4%	33 3%	-	33 2%	-	29 2%	3 3%	1 1%	* 1%	1 2%	6 3%	2 2%	1 1%	3 2%	2 1%	3 2%	4 2%	7 3%
		95%	5%	100% <b>d</b>	-	100%	-	86%	10%	2%	1%	3%	18%	7%	4%	9%	5%	8%	12%	21%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 58

**QA20 Summary of services used on each device (7): Smartphone connected to broadband**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a smartphone connected to home broadband in the last 12 months**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1617	1566 97%	46* 3%*	1282 79%	335 21%	1500 93%	117* 7%*	1351 84%	135 8%	90 6%	42 3%	59* 4%*	184 11%	117 7%	115* 7%*	139 9%	163* 10%*	125* 8%*	233 14%	216 13%
719	687	30	623	96	719	-	588	68	42	21	27	81	49	49	49	73	60	88	112
44%	44%	65%	49%	29%	48%	-	44%	51%	46%	50%	46%	44%	41%	42%	35%	45%	48%	38%	52%
	96%	4% <b>a</b>	87% <b>d</b>	13%	100% <b>f</b>	-	82%	10%	6%	3%	4%	11%	7%	7%	7%	10%	8%	12%	16% <b>lor</b>
700	670	28	610	90	700	-	571	68	41	21	26	72	47	48	49	73	60	87	110
43%	43%	60%	48%	27%	47%	-	42%	50%	45%	49%	44%	39%	40%	41%	35%	45%	48%	37%	51%
	96%	4% <b>a</b>	87% <b>d</b>	13%	100% <b>f</b>	-	82%	10%	6%	3%	4%	10%	7%	7%	7%	10%	9%	12%	16% <b>lor</b>
19	17	2	12	6	19	-	17	1	1	*	1	9	2	1	-	-	-	1	2
1%	1%	4%	1%	2%	1%	-	1%	1%	1%	*	2%	5%	1%	1%	-	-	-	1%	1%
	90%	10%	67%	33%	100%	-	89%	5%	5%	1%	6%	51% <b>opqrs</b>	9%	7%	-	-	-	7%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 58

## **QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a smartphone connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1671	309 18%	1362 82%	846 51%	660 39%	183 11%	329 20%	1156 69%	930 56%	692 41%	839 50%	1387 83%	284 17%
Weighted base	1617	270 17%	1347 83%	781 48%	644 40%	177 11%	328 20%	1103 68%	892 55%	672 42%	799 49%	1326 82%	291 18%
Effective base	1425	248	1178	701	569	155	291	977	798	583	719	1179	246
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	596 37%	86 32% 14%	511 38% 86%	294 38% 49%	256 40% 43%	70 40% 12%	113 34% 19%	402 36% 67%	357 40% 60% <i>f</i>	209 31% 35%	325 41% 54% <i>f</i>	517 39% 87% <i>f</i>	79 27% 13%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	358 22%	56 21% 16%	301 22% 84%	180 23% 50%	143 22% 40%	39 22% 11%	60 18% 17%	246 22% 69%	212 24% 59% <i>f</i>	126 19% 35%	193 24% 54% <i>f</i>	315 24% 88% <i>f</i>	43 15% 12%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	203 13%	34 13% 17%	169 13% 83%	96 12% 47%	96 15% 47%	24 14% 12%	44 13% 21%	135 12% 66%	130 15% 64% <i>f</i>	69 10% 34%	120 15% 59% <i>f</i>	180 14% 89% <i>f</i>	23 8% 11%
TV live at the time of broadcast	124 8%	13 5% 10%	111 8% 90%	62 8% 50%	52 8% 42%	14 8% 11%	25 8% 20%	76 7% 61%	85 10% 69% <i>f</i>	33 5% 26%	74 9% 60% <i>f</i>	99 7% 80%	25 9% 20%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	122 8%	18 7% 14%	104 8% 86%	66 9% 54%	50 8% 41%	14 8% 11%	22 7% 18%	84 8% 68%	73 8% 60%	44 6% 36%	68 9% 56%	109 8% 89%	13 5% 11%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	86 5%	15 6% 18%	71 5% 82%	53 7% 61% <i>f</i>	31 5% 35%	12 7% 14% <i>f</i>	7 2% 9%	71 6% 83% <i>f</i>	59 7% 68% <i>f</i>	26 4% 30%	52 6% 60% <i>f</i>	81 6% 94% <i>f</i>	5 2% 6%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	36 2%	3 1% 8%	33 2% 92%	24 3% 66%	10 2% 29%	5 3% 14%	4 1% 12%	29 3% 79%	25 3% 69%	10 2% 29%	24 3% 66%	34 3% 93%	2 1% 7%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	33 2%	3 1% 9%	30 2% 91%	16 2% 48%	13 2% 40%	10 6% 30% <i>cdfg</i>	4 1% 13%	25 2% 76%	24 3% 71%	9 1% 29%	23 3% 68%	31 2% 95%	2 1% 5%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 58

**QA20 Summary of services used on each device (7): Smartphone connected to broadband  
MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with a smartphone connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	<b>1617</b>	270 17%	1347 83%	781 48%	644 40%	177 11%	328 20%	1103 68%	892 55%	672 42%	799 49%	1326 82%	291 18%
Net: ANY	<b>719</b> <b>44%</b>	106 39% 15%	613 46% 85%	359 46% 50%	299 46% 42%	79 45% 11%	136 41% 19%	484 44% 67%	428 48% <b>60%<i>l</i></b>	259 39% 36%	392 49% <b>54%<i>l</i></b>	620 47% <b>86%<i>l</i></b>	99 34% 14%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	<b>700</b> <b>43%</b>	103 38% 15%	597 44% 85%	349 45% 50%	294 46% 42%	78 44% 11%	134 41% 19%	473 43% 68%	417 47% <b>60%<i>l</i></b>	251 37% 36%	381 48% <b>54%<i>l</i></b>	604 46% <b>86%<i>l</i></b>	96 33% 14%
Net: LIVE TV ONLY	<b>19</b> <b>1%</b>	2 1% 13%	16 1% 87%	10 1% 52%	5 1% 29%	1 1% 7%	2 + 9%	11 1% 57%	11 1% 59%	8 1% 41%	11 1% 59%	16 1% 85%	3 1% 15%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 58

## **QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE**

**Base: All with a smartphone connected to home broadband in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1671	1102 66%	839 50%	663 40%	526 31%	405 24%	254 15%	310 19%	164 10%	1387 83%	282 17%	345 21%	136 8%	501 30%	1170 70%
Weighted base	1617	1059 65%	799 49%	637 39%	475 29%	396 25%	240 15%	290 18%	158 10%	1326 82%	280 17%	332 21%	134 8%	489 30%	1128 70%
Effective base	1425	934	719	571	442	352	214	266	145	1179	249	301	120	439	986
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	596 37%	402 38% 67%	325 41% 54%	307 48% 51% <b>mnu</b>	219 46% 37% <b>mu</b>	192 48% 32% <b>mnu</b>	109 45% 18%	140 48% 24% <b>mnu</b>	63 40% 10%	517 39% 87%	102 37% 17%	134 40% 22%	44 33% 7%	183 37% 31%	414 37% 69%
Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	358 22%	242 23% 68%	193 24% 54%	204 32% 57% <b>mnu</b>	133 28% 37% <b>m</b>	145 37% 41% <b>mnptu</b>	77 32% 22% <b>mnu</b>	101 35% 28% <b>mnu</b>	41 26% 11%	315 24% 88%	65 23% 18%	85 25% 24%	29 22% 8%	114 23% 32%	244 22% 68%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	203 13%	129 12% 64%	120 15% 59%	112 18% 55% <b>mu</b>	87 18% 43% <b>mu</b>	76 19% 37% <b>mu</b>	53 22% 26% <b>mnu</b>	81 28% 40% <b>mnopqtu</b>	25 16% 12%	180 14% 89%	39 14% 19%	48 15% 24%	21 15% 10%	69 14% 34%	135 12% 66%
TV live at the time of broadcast	124 8%	69 6% 55%	74 9% 60% <b>m</b>	60 9% 48% <b>m</b>	46 10% 37% <b>m</b>	54 14% 43% <b>mnu</b>	31 13% 25% <b>mu</b>	50 17% 40% <b>mnopu</b>	17 11% 13%	99 7% 80%	29 10% 23%	34 10% 28% <b>z</b>	17 13% 14% <b>z</b>	47 10% 38%	77 7% 62%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	122 8%	88 8% 72%	68 9% 56%	80 13% 65% <b>mnu</b>	57 12% 46% <b>mu</b>	51 13% 42% <b>mnu</b>	31 13% 25% <b>mu</b>	48 17% 39% <b>mnu</b>	17 11% 14%	109 8% 89%	21 8% 18%	38 11% 31% <b>z</b>	17 13% 14% <b>z</b>	45 9% 37%	77 7% 63%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	86 5%	68 6% 79%	52 6% 60%	62 10% 72% <b>mnu</b>	48 10% 55% <b>mnu</b>	39 10% 45% <b>mu</b>	24 10% 28% <b>u</b>	37 13% 43% <b>mnu</b>	14 9% 17%	81 6% 94%	13 5% 15%	23 7% 27%	13 10% 15% <b>z</b>	29 6% 34%	57 5% 66%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	36 2%	25 2% 69%	24 3% 66%	21 3% 60%	13 3% 37%	18 5% 50% <b>m</b>	16 7% 44% <b>mnpu</b>	21 7% 58% <b>mnopu</b>	8 5% 23% <b>m</b>	34 3% 93%	4 1% 10%	10 3% 28%	3 2% 7%	10 2% 28%	26 2% 72%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/yz

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Absolutes/col percents/row percents 19 Apr 2018

Table 58

## QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Base: All with a smartphone connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1617	1059 65%	799 49%	637 39%	475 29%	396 25%	240 15%	290 18%	158 10%	1326 82%	280 17%	332 21%	134 8%	489 30%	1128 70%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	33 2%	24	23	20	17	17	15	23	9	31	11	16	10	17	16
		2%	3%	3%	4%	4%	6%	8%	6%	2%	4%	5%	8%	3%	1%
		74%	68%	62%	51%	51%	44% <i>mnu</i>	70% <i>mnopu</i>	28% <i>mu</i>	95%	33% <i>z</i>	49% <i>z</i>	31% <i>z</i>	51% <i>z</i>	49%
Net: ANY	719 44%	474	392	363	263	229	138	183	74	620	122	162	57	221	498
		45%	49%	57%	55%	58%	57%	63%	47%	47%	44%	49%	42%	45%	44%
		66%	54%	50% <i>mntu</i>	37% <i>mnu</i>	32% <i>mntu</i>	19% <i>mntu</i>	25% <i>mnptu</i>	10%	86%	17%	23%	8%	31%	69%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	700 43%	465	381	357	257	221	133	175	71	604	119	158	55	216	485
		44%	48%	56%	54%	56%	55%	60%	45%	46%	43%	47%	41%	44%	43%
		66%	54%	51% <i>mntu</i>	37% <i>mnu</i>	31% <i>mntu</i>	19% <i>mnu</i>	25% <i>mntu</i>	10%	86%	17%	23%	8%	31%	69%
Net: LIVE TV ONLY	19 1%	9	11	6	6	9	5	8	2	16	3	4	2	5	13
		1%	1%	1%	1%	2%	2%	3%	1%	1%	1%	1%	1%	1%	1%
		50%	59%	33%	31%	46%	26%	41% <i>m</i>	12%	85%	14%	22%	10%	28%	72%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 59

**A20: SUMMARY - Net use of each device**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
1263	704	559	607	656	181	244	252	239	170	178	326	379	275	283	705	558	518	746	450	813	716	546
53%	59%	47%	52%	54%	51%	62%	62%	58%	49%	37%	61%	52%	54%	46%	56%	50%	64%	47%	64%	48%	60%	46%
	56%	44%	48%	52%	14%h	19%cgh	20%cgh	19%gh	13%h	14%	26%ijkl	30%	22%l	22%	56%n	44%	41%p	59%	36%r	64%	57%t	43%
65	49	16	37	29	11	21	13	13	3	5	18	19	18	12	36	29	38	28	33	33	48	17
3%	4%	1%	3%	2%	3%	5%	3%	3%	1%	1%	3%	3%	3%	2%	3%	3%	5%	2%	5%	2%	4%	1%
	76%	24%	56%	44%	16%	32%gh	19%g	19%g	5%	8%	27%	28%	27%	18%	55%	45%	58%p	42%	50%r	50%	73%t	27%
349	263	87	147	202	65	83	79	70	35	17	93	110	84	62	203	146	170	180	150	199	223	126
15%	22%	7%	13%	16%	19%	21%	20%	17%	10%	3%	18%	15%	17%	10%	16%	13%	21%	11%	21%	12%	19%	11%
	75%	25%	42%	58%a	19%gh	24%gh	23%gh	20%gh	10%h	5%	27%l	32%l	24%l	18%	58%	42%	49%p	51%	43%r	57%	64%t	36%
278	218	60	127	151	72	99	51	41	10	4	58	96	62	62	154	124	156	122	133	145	187	91
12%	18%	5%	11%	12%	20%	25%	13%	10%	3%	1%	11%	13%	12%	10%	12%	11%	19%	8%	19%	9%	16%	8%
	79%	21%	46%	54%	26%efgh	36%efgh	19%gh	15%gh	4%h	1%	21%	35%	22%	22%	55%	45%	56%p	44%	48%r	52%	67%t	33%
1009	690	319	500	509	198	191	186	182	126	126	255	358	209	187	613	396	354	655	294	715	566	442
42%	58%	27%	43%	42%	56%	49%	46%	45%	37%	26%	48%	49%	41%	30%	48%	35%	44%	42%	42%	48%	48%	37%
	68%	32%	50%	50%	20%efgh	19%gh	18%gh	18%gh	12%h	13%	25%kl	36%kl	21%l	19%	61%n	39%	35%	65%	29%	71%	56%t	44%
694	387	307	306	389	122	157	153	133	74	55	193	244	137	120	437	257	331	363	288	406	415	278
29%	32%	26%	26%	32%	35%	40%	38%	33%	22%	11%	36%	33%	27%	20%	35%	23%	41%	23%	41%	24%	35%	23%
	56%	44%	44%	56%a	18%gh	23%fgh	22%gh	19%gh	11%h	8%	28%kl	35%kl	20%l	17%	63%n	37%	48%p	52%	42%r	58%	60%t	40%
719	452	267	315	404	180	189	168	110	48	23	154	258	157	150	412	307	339	381	285	434	435	283
30%	38%	22%	27%	33%	51%	48%	42%	27%	14%	5%	29%	35%	31%	24%	33%	27%	42%	24%	41%	26%	37%	24%
	63%	37%	44%	56%a	25%efgh	26%fgh	23%fgh	15%gh	7%h	3%	21%l	36%il	22%l	21%	57%n	43%	47%p	53%	40%r	60%	61%t	39%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 59

**A20: SUMMARY - Net use of each device****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Broadband connected TV service(s)	1263 53%	1263 59%	-	1133 70%	131 17%	1214 63%	49 10%	1062 54%	99 46%	69 49%	33 60%	42 43%	120 46%	100 51%	93 55%	114 55%	130 60%	121 60%	176 55%	167 56%
		100%b	-	90% <b>d</b>	10%	96% <b>f</b>	4%	84% <b>h</b>	8%	5%	3% <b>hi</b>	3%	9%	8%	7%	9%	10% <b>kl</b>	10% <b>kl</b>	14%	13% <b>kl</b>
Blu-ray player connected to broadband and a TV	65 3%	65 3%	-	58 4%	7 1%	65 3%	-	57 3%	3 1%	5 3%	1 1%	5 5%	3 1%	2 1%	5 3%	7 3%	4 2%	10 5%	9 3%	13 4%
		100% <b>b</b>	-	89% <b>d</b>	11%	100% <b>f</b>	-	87%	5%	7%	1%	7%	5%	3%	8%	10%	7%	15% <b>lm</b>	14%	20% <b>lm</b>
Digital media player connected to broadband and a TV	349 15%	349 16%	-	337 21%	12 2%	349 18%	-	279 14%	35 16%	25 18%	10 18%	22 22%	43 16%	23 12%	29 17%	34 17%	27 12%	32 13%	42 10%	42 14%
		100% <b>b</b>	-	96% <b>d</b>	4%	100% <b>f</b>	-	80%	10%	7%	3%	6% <b>mr</b>	12% <b>r</b>	7%	8% <b>r</b>	10% <b>r</b>	8%	8%	9%	12%
Games console connected to broadband and a TV	278 12%	278 13%	-	263 16%	15 2%	278 15%	-	239 12%	20 9%	15 11%	4 8%	19 19%	32 12%	19 10%	19 11%	27 13%	31 14%	28 14%	28 9%	35 12%
		100% <b>b</b>	-	95% <b>d</b>	5%	100% <b>f</b>	-	86%	7%	5%	2%	7% <b>mr</b>	12%	7%	7%	10%	11%	10%	10%	13%
Desktop/ laptop computer connected to broadband	1009 42%	981 46%	22 9%	857 53%	152 20%	1009 53%	-	853 43%	80 37%	58 41%	17 31%	43 44%	102 39%	77 39%	58 34%	81 39%	102 47%	91 45%	140 43%	160 53%
		97% <b>b</b>	2%	85% <b>d</b>	15%	100% <b>f</b>	-	85% <b>j</b>	8%	6%	2%	4%	10%	8%	6%	8%	10% <b>n</b>	9%	14%	16% <b>lmnor</b>
Tablet computer connected to broadband	694 29%	683 32%	10 4%	620 38%	75 10%	694 36%	-	574 29%	62 26%	37 26%	21 38%	21 22%	90 34%	45 23%	42 25%	41 20%	75 34%	62 31%	96 30%	102 34%
		96% <b>b</b>	1%	89% <b>d</b>	11%	100% <b>f</b>	-	83%	9%	5%	3% <b>gi</b>	3%	13% <b>kmc</b>	7%	6%	6%	11% <b>mo</b>	9% <b>o</b>	14% <b>o</b>	15% <b>kmc</b>
Smartphone connected to broadband	719 30%	687 32%	30 12%	623 39%	96 12%	719 38%	-	588 30%	68 32%	42 30%	21 38%	27 27%	81 31%	49 25%	49 29%	49 24%	73 34%	60 30%	88 27%	112 37%
		96% <b>b</b>	4%	87% <b>d</b>	13%	100% <b>f</b>	-	82%	10%	6%	3% <b>g</b>	4%	11%	7%	7%	7%	10%	8%	12%	16% <b>mor</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 59

**A20: SUMMARY - Net use of each device****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Broadband connected TV service(s)	1263	191	1072	728	426	186	114	1074	789	474	740	1263	-
	53%	48%	54%	69%	41%	84%	18%	74%	70%	40%	76%	74%	-
		15%	85%a	58%df	34%f	15%cdfg	9%	85%cdf	62%l	38%	59%hl	100%l	-
Blu-ray player connected to broadband and a TV	65	8	58	45	24	11	5	55	52	14	52	65	-
	3%	2%	3%	4%	2%	5%	1%	4%	5%	1%	5%	4%	-
		12%	88%	69%df	37%f	16%f	7%	84%f	79%l	21%	79%l	100%l	-
Digital media player connected to broadband and a TV	349	57	293	158	163	50	76	244	238	111	228	349	-
	15%	14%	15%	15%	16%	22%	12%	17%	21%	9%	23%	20%	-
		16%	84%	45%	47%	14%cdf	22%	70%f	68%l	32%	65%l	100%l	-
Games console connected to broadband and a TV	278	51	227	149	114	46	40	215	201	77	188	278	-
	12%	13%	11%	14%	11%	21%	6%	15%	18%	7%	19%	16%	-
		18%	82%	54%f	41%f	17%cdfg	14%	78%df	72%l	28%	68%l	100%l	-
Desktop/ laptop computer connected to broadband	1009	163	846	454	454	121	231	633	522	440	467	802	207
	42%	41%	43%	43%	44%	54%	37%	43%	47%	37%	48%	47%	30%
		16%	84%	45%f	45%f	12%cdfg	23%	63%f	52%l	44%	46%l	80%l	20%
Tablet computer connected to broadband	694	115	580	377	283	83	116	504	425	250	396	608	87
	29%	29%	29%	36%	27%	37%	19%	35%	38%	21%	41%	36%	13%
		17%	83%	54%df	41%f	12%df	17%	73%df	61%l	36%	57%l	88%l	12%
Smartphone connected to broadband	719	106	613	359	299	79	136	484	428	259	392	620	99
	30%	27%	31%	34%	29%	36%	22%	33%	38%	22%	40%	36%	15%
		15%	85%	50%df	42%f	11%f	19%	67%df	60%l	36%	54%l	86%l	14%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 59

**A20: SUMMARY - Net use of each device**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
1263	1263	740	558	409	370	210	237	164	1263	230	291	128	418	845
53%	94%	76%	76%	73%	72%	75%	80%	87%	74%	52%	58%	64%	56%	52%
	100%nopqrstu	59%	44%	32%	29%	17%	19%pq	13%nopqru	100%	18%	23%z	10%vyz	33%	67%
65	55	52	42	26	37	33	38	65	65	13	29	15	32	33
3%	4%	5%	6%	5%	7%	12%	13%	35%	4%	3%	6%	8%	4%	2%
	84%	79%	64%	40%	57%mu	50%mnpqu	58%mnpqu	100%mnpqrsu	100%	19%	45%vz	23%vz	49%z	51%
349	244	228	198	349	144	107	118	42	349	75	112	50	139	211
15%	18%	23%	27%	62%	28%	38%	39%	22%	20%	17%	22%	25%	18%	13%
	70%	65%am	57%mu	100%mnopqrstu	41%mu	31%mnopqtu	34%mnopqtu	12%	100%	21%	32%z	14%vz	40%z	60%
278	219	188	278	141	140	85	115	53	278	50	83	39	105	173
12%	16%	19%	38%	25%	27%	30%	39%	28%	16%	11%	16%	20%	14%	11%
	79%	68%	100%amnpqrtu	51%mnu	50%amnu	31%amnu	41%amnpqtu	19%amnu	100%	18%	30%vz	14%vz	38%z	62%
1009	617	467	393	303	358	150	169	98	802	200	238	85	346	664
42%	46%	48%	54%	54%	70%	54%	57%	52%	47%	45%	47%	43%	46%	41%
	61%	46%	39%amnu	30%amnu	36%amnpqrstu	15%am	17%amnu	10%	80%	20%	24%z	8%	34%z	66%
694	474	396	319	249	219	201	157	82	608	121	156	65	221	473
29%	35%	41%	43%	44%	43%	72%	53%	43%	36%	27%	31%	33%	29%	29%
	68%	57%mu	46%mu	36%mu	32%mu	29%amnpqstu	23%amnpqu	12%am	88%	17%	22%	9%	32%	68%
719	474	392	363	263	229	138	183	74	620	122	162	57	221	498
30%	35%	40%	50%	47%	45%	49%	61%	39%	36%	27%	32%	28%	29%	30%
	66%	54%am	50%amntu	37%amnu	32%mu	19%amntu	25%amnpqrtu	10%	86%	17%	23%	8%	31%	69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 60

**QA21: Can I just check, have you watched YouTube in the past 12 months?**  
**SINGLE CODE**

**Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	958	484 51%	474 49%	437 46%	521 54%	90 9%	123 13%	173 18%	185 19%	160 17%	227 24%	242 25%	280 29%	197 21%	239 25%	522 54%	436 46%	318 33%	640 67%	291 30%	667 70%	529 55%	427 45%
Weighted base	975	450 46%	525 54%	468 48%	507 52%	97* 10%*	122 13%	159 16%	186 19%	168 17%	242 25%	235 24%	280 29%	221 23%	240 25%	515 53%	460 47%	311 32%	664 68%	282 29%	693 71%	461 47%	512 53%
Effective base	811	417	401	365	450	79	105	152	160	139	182	206	242	161	206	448	365	276	537	251	562	464	368
Yes	565	294	271	256	308	84	98	112	114	77	79	138	176	125	125	315	250	228	336	205	360	311	252
	58%	65%	52%	55%	61%	87%	80%	71%	61%	46%	33%	59%	63%	57%	52%	61%	54%	73%	51%	73%	52%	67%	49%
		52%	48%	45%	55%	15%efgh	17%fgh	20%gh	20%gh	14%h	14%	25%	31%l	22%	22%	56%	44%	40%p	60%	36%r	64%	55%t	45%
No	410	157	254	211	199	13	24	47	72	91	163	96	104	96	114	200	210	83	328	77	333	150	260
	42%	35%	48%	45%	39%	13%	20%	29%	39%	54%	67%	41%	37%	43%	48%	39%	46%	27%	49%	27%	48%	33%	51%
		38%	62%	51%	49%	3%	6%	11%c	18%cd	22%cd	40%cd	23%	25%	23%	28%j	49%	51%	20%	80%o	19%	81%q	37%	63%u

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



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 60

**QA21: Can I just check, have you watched YouTube in the past 12 months?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>958</b>	929 97%	27 3%	657 69%	301 31%	801 84%	157 16%	696 73%	88 9%	100 10%	74 8%	30 3%	107 11%	61 6%	58 6%	97 10%	61 6%	62 6%	115 12%	105 11%
Weighted base	<b>975</b>	940 96%	33** 3%**	659 68%	316 32%	806 83%	169 17%	818 84%	82* 8%*	56* 6%*	19* 2%*	34** 3%**	120* 12%*	65* 7%*	70* 7%*	108* 11%*	99* 10%*	80* 8%*	138 14%	103 11%
Effective base	<b>811</b>	784	26	555	257	676	136	640	82	92	38	28	100	57	54	92	57	56	108	102
Yes	<b>565</b>	551	13	428	137	565	-	483	44	28	11	21	79	32	38	69	67	41	61	75
	<b>58%</b>	59%	40%	65%	43%	70%	-	59%	53%	49%	55%	62%	66%	49%	55%	63%	68%	51%	44%	72%
		98%	2%	<b>76%<sub>d</sub></b>	24%	<b>100%<sub>f</sub></b>	-	86%	8%	5%	2%	4%	<b>14%<sub>mi</sub></b>	6%	7%	<b>12%<sub>r</sub></b>	<b>12%<sub>mi</sub></b>	7%	11%	<b>13%<sub>mnqr</sub></b>
No	<b>410</b>	388	19	231	179	242	169	335	38	28	9	13	41	33	32	40	31	39	77	29
	<b>42%</b>	41%	60%	35%	57%	30%	100%	41%	47%	51%	45%	38%	34%	51%	45%	37%	32%	49%	56%	28%
		95%	5%	56%	<b>44%<sub>c</sub></b>	59%	<b>41%<sub>e</sub></b>	82%	9%	7%	2%	3%	10%	<b>8%<sub>lps</sub></b>	<b>8%<sub>s</sub></b>	10%	8%	<b>10%<sub>s</sub></b>	<b>19%<sub>lops</sub></b>	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 60

**QA21: Can I just check, have you watched YouTube in the past 12 months?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	958	199 21%	759 79%	465 49%	352 37%	80 8%	223 23%	643 67%	461 48%	487 51%	401 42%	720 75%	238 25%
Weighted base	975	185 19%	790 81%	457 47%	362 37%	83* 8%*	232 24%	647 66%	461 47%	503 52%	398 41%	718 74%	257 26%
Effective base	811	161	651	386	297	67	192	543	394	409	341	610	202
Yes	565	107	458	280	197	59	115	384	307	249	281	475	90
	58%	58%	58%	61%	54%	71%	49%	59%	67%	50%	71%	66%	35%
		19%	81%	50% <b>f</b>	35%	10% <b>df</b>	20%	68% <b>f</b>	54% <b>h</b>	44%	50% <b>h</b>	84% <b>h</b>	16%
No	410	78	332	177	165	24	117	264	154	253	117	243	167
	42%	42%	42%	39%	46%	29%	51%	41%	33%	50%	29%	34%	65%
		19%	81%	43%	40% <b>e</b>	6%	29% <b>ceg</b>	64%	38%	62% <b>hj</b>	28%	59%	41% <b>k</b>

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 60

**QA21: Can I just check, have you watched YouTube in the past 12 months?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
958	580 61%	401 42%	242 25%	206 22%	172 18%	86 9%	81 8%	70 7%	720 75%	175 18%	209 22%	93 10%	298 31%	660 69%	
975	584 60%	398 41%	238 24%	192 20%	169 17%	88* 9%*	82* 8%*	65* 7%*	718 74%	180 18%	207 21%	95* 10%*	304 31%	671 69%	
811	492	341	211	178	150	75	71	61	610	147	180	82	256	555	
565	375	281	192	148	141	80	74	55	475	98	142	72	185	380	
58%	64%	71%	80%	77%	83%	92%	90%	84%	66%	54%	69%	75%	61%	57%	
	66%	50%	34% <b>mnu</b>	26% <b>mu</b>	25% <b>mnu</b>	14% <b>mnopu</b>	13% <b>mnpu</b>	10% <b>mnu</b>	84%	17%	25% <b>vz</b>	13% <b>vzy</b>	33%	67%	
410	209	117	47	44	29	7	8	10	243	82	65	24	119	291	
42%	36%	29%	20%	23%	17%	8%	10%	16%	34%	46%	31%	25%	39%	43%	
	51% <b>opqrst</b>	28% <b>opqrst</b>	11% <b>r</b>	11% <b>rs</b>	7%	2%	2%	3%	59% <b>opqrst</b>	20% <b>wx</b>	16%	6%	29% <b>x</b>	71% <b>wx</b>	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 61

**QA22: 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?**  
**MULTI CODE**

**Base: All with a smart TV connected to a home broadband service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1007	620 62%	387 38%	474 47%	533 53%	143 14%	206 20%	230 23%	197 20%	118 12%	113 11%	302 30%	293 29%	209 21%	203 20%	595 59%	412 41%	458 45%	549 55%	413 41%	594 59%	674 67%	333 33%
Weighted base	973	572 59%	401 41%	466 48%	507 52%	144 15%	208 21%	203 21%	189 19%	118 12%	111* 11%*	264 27%	289 30%	221 23%	199 20%	553 57%	420 43%	429 44%	544 56%	382 39%	590 61%	581 60%	392 40%
Effective base	860	542	323	398	462	121	181	201	167	103	90	263	256	173	174	517	346	391	470	353	507	590	290
Watch TV live at the time of broadcast	746 77%	421 74%	325 81%	375 80%	371 73%	103 72%	156 75%	155 77%	140 74%	97 82%	94 85%	206 78%	215 74%	174 78%	152 76%	420 76%	325 77%	323 75%	422 78%	289 76%	457 77%	442 76%	303 77%
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	584 60%	56%	44%	50% <b>h</b>	50%	14%	21%	21%	19%	13%	13% <b>cl</b>	28%	29%	23%	20%	56%	44%	43%	57%	39%	61%	59%	41%
		333 58%	251 63%	293 63%	291 57%	68 47%	123 59%	122 60%	121 64%	79 67%	70 63%	183 69%	171 59%	124 56%	107 54%	354 64%	230 55%	250 58%	334 61%	229 60%	355 60%	357 61%	227 39%
		57%	43%	50%	50%	12%	21% <b>c</b>	21% <b>c</b>	21% <b>c</b>	14% <b>c</b>	12% <b>c</b>	31% <b>kl</b>	29%	21%	18%	61% <b>n</b>	39%	43%	57%	39%	61%	61%	39%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	319 33%	203 36%	116 29%	139 30%	180 35%	42 30%	86 41%	81 40%	58 31%	33 27%	19 17%	96 36%	104 36%	58 26%	61 31%	200 36%	119 28%	159 37%	159 29%	146 38%	173 29%	211 36%	107 27%
		64%	36%	44%	56%	13% <b>h</b>	27% <b>cfgh</b>	25% <b>gh</b>	18% <b>h</b>	10%	6%	30% <b>k</b>	33% <b>k</b>	18%	19%	63% <b>n</b>	37%	50% <b>p</b>	50%	46% <b>r</b>	54%	66% <b>t</b>	34%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	283 29%	170 30%	113 28%	147 32%	136 27%	42 29%	75 36%	66 33%	47 25%	30 26%	23 21%	87 33%	82 28%	53 24%	62 31%	169 31%	114 27%	145 34%	138 25%	128 33%	156 26%	179 31%	104 27%
		60%	40%	52%	48%	15%	26% <b>fh</b>	23% <b>h</b>	17%	11%	8%	31% <b>k</b>	29%	19%	22%	60%	40%	51% <b>p</b>	49%	45% <b>r</b>	55%	63%	37%
Watch free Video On-demand content available as part of your subscription through your TV service provider	283 29%	169 30%	114 29%	123 26%	160 32%	35 25%	69 33%	67 33%	57 30%	33 28%	22 20%	90 34%	69 24%	61 28%	63 32%	159 29%	124 30%	141 33%	143 26%	129 34%	154 26%	187 32%	97 25%
		60%	40%	43%	57%	13%	24% <b>h</b>	24% <b>h</b>	20%	12%	8%	32% <b>j</b>	24%	22%	22%	56%	44%	50% <b>p</b>	50%	46% <b>r</b>	54%	66% <b>t</b>	34%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	210 22%	128 22%	82 20%	109 23%	101 20%	40 28%	57 27%	48 24%	35 19%	16 14%	14 13%	68 26%	62 22%	36 16%	44 22%	130 24%	80 19%	107 25%	103 19%	90 24%	120 20%	134 23%	76 19%
		61%	39%	52%	48%	19% <b>gh</b>	27% <b>gh</b>	23% <b>gh</b>	17%	8%	7%	32% <b>k</b>	30%	17%	21%	62%	38%	51% <b>p</b>	49%	43%	57%	64%	36%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	132 14%	78 14%	54 13%	60 13%	72 14%	15 10%	38 18%	35 17%	27 14%	12 10%	5 4%	53 20%	30 10%	26 12%	24 12%	83 15%	50 12%	76 18%	56 10%	72 19%	60 10%	93 16%	39 10%
		59%	41%	46%	54%	11%	29% <b>h</b>	26% <b>h</b>	20% <b>h</b>	9%	4%	4%	40% <b>kl</b>	23%	20%	18%	62%	38%	57% <b>p</b>	43%	54% <b>r</b>	46%	70% <b>t</b>
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	89 9%	58 10%	31 8%	40 9%	48 10%	13 9%	27 13%	27 13%	8 4%	12 10%	2 2%	31 12%	19 6%	19 8%	20 10%	50 9%	39 9%	50 12%	39 7%	45 12%	44 7%	55 10%	33 9%
		65%	35%	45%	55%	14% <b>h</b>	31% <b>fh</b>	30% <b>fh</b>	9%	13% <b>h</b>	2%	35% <b>j</b>	21%	21%	23%	56%	44%	57% <b>p</b>	43%	50% <b>r</b>	50%	62%	38%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 61  
**QA22: 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?**  
**MULTI CODE**

**Base: All with a smart TV connected to a home broadband service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	973	572 59%	401 41%	466 48%	507 52%	144 15%	208 21%	203 21%	189 19%	118 12%	111* 11%*	264 27%	289 30%	221 23%	199 20%	553 57%	420 43%	429 44%	544 56%	382 39%	590 61%	581 60%	392 40%
None of these	47 5%	27 5%	20 5%	19 4%	28 6%	7 5%	8 4%	9 4%	10 5%	7 6%	6 6%	11 4%	11 4%	14 6%	11 6%	22 4%	25 6%	17 4%	30 6%	16 4%	31 5%	25 4%	22 6%
		58%	42%	40%	60%	14%	17%	19%	21%	14%	14%	22%	24%	30%	23%	46%	54%	36%	64%	33%	67%	52%	48%
Don't know	20 2%	14 2%	5 1%	8 2%	12 2%	7 5%	3 1%	3 1%	6 3%	1 1%	- -	3 1%	7 2%	2 1%	7 4%	10 2%	10 2%	12 3%	8 1%	9 2%	10 2%	9 1%	11 3%
		72%	28%	41%	59%	35% <b>h</b>	13%	15%	29%	7%	-	16%	35%	12%	37%	51%	49%	60%	40%	49%	51%	44%	56%
Net: ANY	903 93%	528 92%	375 93%	439 94%	464 91%	128 89%	196 94%	191 94%	173 92%	110 93%	104 94%	250 95%	270 93%	203 92%	180 90%	520 94%	383 91%	398 93%	505 93%	356 93%	547 93%	546 94%	356 91%
		59%	41%	49%	51%	14%	22%	21%	19%	12%	12%	28%	30%	23%	20%	58%	42%	44%	56%	39%	61%	61%	39%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	767 79%	450 79%	317 79%	374 80%	394 78%	107 74%	171 82%	166 82%	151 80%	90 76%	82 74%	226 86%	231 80%	162 73%	147 74%	457 83%	310 74%	339 79%	428 79%	303 79%	464 79%	476 82%	291 74%
		59%	41%	49%	51%	14%	22%	22%	20%	12%	11%	29% <b>k</b>	30%	21%	19%	60% <b>h</b>	40%	44%	56%	40%	60%	62% <b>h</b>	38%
Net: LIVE TV ONLY	136 14%	78 14%	58 14%	65 14%	70 14%	21 15%	25 12%	25 12%	22 11%	20 17%	23 20%	24 9%	39 13%	41 18%	32 16%	62 11%	73 17%	59 14%	77 14%	53 14%	82 14%	71 12%	65 17%
		58%	42%	48%	52%	16%	18%	19%	16%	15%	17%	17%	29%	30% <b>l</b>	24% <b>l</b>	46%	54% <b>m</b>	43%	57%	39%	61%	52%	48%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 61

**QA22: 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?**  
**MULTI CODE**

**Base: All with a smart TV connected to a home broadband service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	1007	1007	-	976	31	968	39	724	89	103	91	43	107	58	69	88	62	68	101	128	
		100%	-	97%	3%	96%	4%	72%	9%	10%	9%	4%	11%	6%	7%	9%	6%	7%	10%	13%	
Weighted base	973	973	-**	941	32**	931	42*	820	75*	54*	24*	49*	115	61*	78*	94*	95*	84*	116*	127	
		100%	-**	97%	3%**	96%	4%*	84%	8%*	6%*	2%*	5%*	12%	6%*	8%*	10%*	10%*	9%*	12%*	13%	
Effective base	860	860	-	833	26	824	36	678	83	95	51	42	103	55	66	84	59	62	97	122	
Watch TV live at the time of broadcast	746	746	-	746	-	722	24	632	53	42	18	37	94	44	53	79	68	68	94	95	
	77%	77%	-	79%	-	78%	56%	77%	71%	79%	74%	77%	82%	73%	68%	84%	72%	80%	81%	74%	
		100%	-	100%	-	97% <b>f</b>	3%	85%	7%	6%	2%	5%	13% <b>m</b>	6%	7%	11% <b>n</b>	9%	9%	13%	13%	
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	584	584	-	584	-	584	-	494	45	35	10	28	74	28	41	62	56	54	76	75	
	60%	60%	-	62%	-	63%	-	60%	60%	64%	42%	58%	64%	46%	53%	66%	59%	64%	65%	59%	
		100%	-	100%	-	100% <b>f</b>	-	85% <b>j</b>	8% <b>j</b>	6% <b>j</b>	2%	5%	13% <b>m</b>	5%	7%	11% <b>m</b>	10%	9%	13% <b>m</b>	13%	
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	319	319	-	319	-	319	-	263	26	19	10	16	40	19	28	26	31	23	35	45	
	33%	33%	-	34%	-	34%	-	32%	35%	36%	41%	32%	35%	31%	36%	28%	33%	28%	30%	36%	
		100%	-	100%	-	100% <b>f</b>	-	83%	8%	6%	3%	5%	13%	6%	9%	8%	10%	7%	11%	14%	
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	283	283	-	283	-	283	-	234	28	14	8	14	29	20	22	21	32	24	21	51	
	29%	29%	-	30%	-	30%	-	29%	37%	26%	32%	29%	25%	33%	28%	22%	34%	28%	18%	40%	
		100%	-	100%	-	100% <b>f</b>	-	83%	10%	5%	3%	5%	10%	7% <b>r</b>	8%	7%	11% <b>r</b>	8%	7%	18% <b>lor</b>	
Watch free Video On-demand content available as part of your subscription through your TV service provider	283	283	-	283	-	283	-	236	24	16	7	16	32	24	18	28	24	23	32	38	
	29%	29%	-	30%	-	30%	-	29%	32%	30%	28%	34%	28%	39%	23%	29%	25%	28%	28%	30%	
		100%	-	100%	-	100% <b>f</b>	-	83%	9%	6%	2%	6%	11%	8%	6%	10%	9%	8%	11%	14%	
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	210	210	-	210	-	210	-	178	18	8	6	10	19	17	19	18	22	23	18	32	
	22%	22%	-	22%	-	23%	-	22%	24%	15%	23%	20%	17%	29%	24%	19%	23%	28%	16%	25%	
		100%	-	100%	-	100% <b>f</b>	-	85%	9%	4%	3%	5%	9%	8%	9%	9%	11%	11%	9%	15%	
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	132	132	-	132	-	132	-	115	8	7	3	8	13	8	6	11	16	9	21	23	
	14%	14%	-	14%	-	14%	-	14%	10%	12%	12%	17%	11%	13%	8%	12%	17%	11%	18%	18%	
		100%	-	100%	-	100% <b>f</b>	-	87%	6%	5%	2%	6%	10%	6%	5%	8%	12%	7%	16%	17%	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	89	89	-	89	-	89	-	74	11	2	2	8	10	4	6	8	7	9	11	11	
	9%	9%	-	9%	-	10%	-	9%	15%	3%	8%	17%	8%	7%	7%	9%	7%	10%	10%	9%	
		100%	-	100%	-	100%	-	83%	13% <b>l</b>	2%	2%	9%	11%	5%	6%	9%	8%	10%	13%	12%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 61

**QA22: 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?****MULTI CODE****Base: All with a smart TV connected to a home broadband service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	973	973 100%	-**	941 97%	32** 3%**	931 96%	42* 4%	820 84%	75* 8%*	54* 6%*	24* 2%*	49* 5%*	115 12%	61* 6%*	78* 8%*	94* 10%*	95* 10%*	84* 9%*	116* 12%*	127 13%
None of these	47	47	-	27	20	35	12	40	5	1	*	5	5	5	4	2	7	1	8	3
	5%	5% 100%	-	3% 43%	64% 43%	4% 75%	28% 25%e	5% 86%	6% 10%	3% 3%	1% *	10% 10%	4% 10%	8% 10%	5% 8%	3% 5%	8% 16%	2% 3%	7% 17%	3% 7%
Don't know	20	20	-	12	8	16	3	17	1	1	1	4	-	4	1	3	2	-	1	2
	2%	2% 100%	-	1% 61%	24% 39%	2% 83%	8% 17%e	2% 86%	2% 7%	2% 5%	2% 3%	8% 19%lqr	-	7% 23%lqrs	2% 6%	3% 15%	2% 8%	2% -	1% 6%	1% 9%
Net: ANY	903	903	-	903	-	879	24	760	69	51	23	40	109	52	73	89	86	82	107	122
	93%	93% 100%	-	96% 100%	-	94% 97%f	56% 3%	93% 84%	91% 8%	95% 6%	96% 3%	83% 4%	94% 12%km	85% 6%	94% 8%	94% 10%k	91% 10%	97% 9%km	92% 12%	96% 14%km
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	767	767	-	767	-	767	-	644	61	43	19	37	91	43	61	75	74	66	92	105
	79%	79% 100%	-	81% 100%	-	82% 100%l	-	79% 84%	81% 8%	80% 6%	80% 2%	77% 5%	79% 12%	70% 6%	78% 8%	80% 10%	78% 10%	78% 9%	79% 12%	83% 14%
Net: LIVE TV ONLY	136	136	-	136	-	112	24	115	8	9	4	3	18	9	12	14	12	16	15	17
	14%	14% 100%	-	14% 100%	-	12% 83%	56% 17%e	14% 85%	10% 6%	16% 6%	16% 3%	6% 2%	15% 13%	15% 7%	15% 9%	14% 10%	13% 9%	19% 12%	13% 11%	13% 12%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 61

**QA22: 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?**

**MULTI CODE**

**Base: All with a smart TV connected to a home broadband service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1007	185 18%	822 82%	570 57%	388 39%	133 13%	150 15%	760 75%	1007 100%	-	1007 100%	1007 100%	-
Weighted base	973	161 17%	812 83%	533 55%	391 40%	125 13%	150 15%	730 75%	973 100%	-** -**	973 100%	973 100%	-** -**
Effective base	860	149	711	475	341	113	136	644	860	-	860	860	-
Watch TV live at the time of broadcast	746 77%	123 77%	623 77%	402 75%	314 80%	97 77%	120 80%	557 76%	746 77%	-	746 77%	746 77%	-
		17%	83%	54%	42%	13%	16%	75%	100%	-	100%	100%	-
Watch TV or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	584 60%	94 59%	490 60%	311 58%	259 66%	83 67%	95 64%	427 59%	584 60%	-	584 60%	584 60%	-
		16%	84%	53%	44% <b>cg</b>	14%	16%	73%	100%	-	100%	100%	-
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	319 33%	42 26%	276 34%	184 35%	125 32%	47 37%	43 29%	250 34%	319 33%	-	319 33%	319 33%	-
		13%	87%	58%	39%	15%	14%	78%	100%	-	100%	100%	-
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	283 29%	47 30%	236 29%	166 31%	128 33%	33 26%	45 30%	204 28%	283 29%	-	283 29%	283 29%	-
		17%	83%	59%	45%	12%	16%	72%	100%	-	100%	100%	-
Watch free Video On- demand content available as part of your subscription through your TV service provider	283 29%	44 27%	239 29%	180 34%	91 23%	45 36%	14 9%	253 35%	283 29%	-	283 29%	283 29%	-
		15%	85%	63% <b>df</b>	32% <b>f</b>	16% <b>df</b>	5%	89% <b>df</b>	100%	-	100%	100%	-
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	210 22%	37 23%	173 21%	117 22%	99 25%	27 22%	34 22%	149 20%	210 22%	-	210 22%	210 22%	-
		18%	82%	56%	47%	13%	16%	71%	100%	-	100%	100%	-
Watch paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	132 14%	14 9%	118 14%	80 15%	41 11%	24 19%	10 7%	117 16%	132 14%	-	132 14%	132 14%	-
		11%	89%	61% <b>f</b>	31%	18% <b>df</b>	8%	89% <b>df</b>	100%	-	100%	100%	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	89 9%	12 8%	77 9%	61 11%	37 9%	18 14%	7 5%	76 10%	89 9%	-	89 9%	89 9%	-
		14%	86%	66% <b>f</b>	41%	20% <b>f</b>	8%	86% <b>f</b>	100%	-	100%	100%	-

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

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 61

**QA22: 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?****MULTI CODE****Base: All with a smart TV connected to a home broadband service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	973	161 17%	812 83%	533 55%	391 40%	125 13%	150 15%	730 75%	973 100%	-** -**	973 100%	973 100%	-** -**
None of these	47 5%	7 4%	40 5%	29 5%	12 3%	5 4%	8 5%	34 5%	47 5%	- -	47 5%	47 5%	- -
		14%	86%	62%	25%	10%	16%	72%	100%	-	100%	100%	-
Don't know	20 2%	3 2%	16 2%	10 2%	10 3%	2 2%	5 3%	12 2%	20 2%	- -	20 2%	20 2%	- -
		16%	84%	49%	53%	10%	24%	60%	100%	-	100%	100%	-
Net: ANY	903 93%	149 93%	754 93%	491 92%	368 94%	118 95%	138 92%	681 93%	903 93%	- -	903 93%	903 93%	- -
		16%	84%	54%	41%	13%	15%	75%	100%	-	100%	100%	-
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	767 79%	123 77%	644 79%	422 79%	321 82%	104 83%	114 76%	580 79%	767 79%	- -	767 79%	767 79%	- -
		16%	84%	55%	42%	14%	15%	76%	100%	-	100%	100%	-
Net: LIVE TV ONLY	136 14%	25 16%	110 14%	70 13%	47 12%	15 12%	24 16%	102 14%	136 14%	- -	136 14%	136 14%	- -
		19%	81%	51%	35%	11%	18%	75%	100%	-	100%	100%	-

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

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 61

**QA22: 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?**

**MULTI CODE**

**Base: All with a smart TV connected to a home broadband service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1007	802 80%	1007 100%	492 49%	401 40%	333 33%	218 22%	239 24%	144 14%	1007 100%	196 19%	255 25%	109 11%	343 34%	664 66%
Weighted base	973	780 80%	973 100%	468 48%	366 38%	326 34%	206 21%	225 23%	137 14%	973 100%	196 20%	246 25%	109* 11%*	337 35%	636 65%
Effective base	860	682	860	427	345	292	187	208	126	860	172	225	96	302	558
Watch TV live at the time of broadcast	746 77%	598 77%	746 77%	352 75%	266 73%	235 72%	159 77%	171 76%	106 77%	746 77%	155 79%	191 78%	76 70%	259 77%	486 77%
	77%	80%	100%	47%	36%	32%	21%	23%	14%	100%	21%	26%	10%	35%	65%
Watch TV or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	584 60%	469 60%	584 60%	279 60%	229 63%	204 63%	143 69%	146 65%	88 64%	584 60%	127 65%	156 63%	65 60%	204 61%	380 60%
	60%	80%	100%	48%	39%	35%	24% <b>mnu</b>	25%	15%	100%	22%	27%	11%	35%	65%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	319 33%	256 33%	319 33%	200 43%	177 48%	134 41%	98 48%	109 49%	54 39%	319 33%	55 28%	88 36%	33 30%	111 33%	208 33%
	33%	80%	100%	63% <b>mnu</b>	56% <b>mnu</b>	42% <b>mnu</b>	31% <b>mnu</b>	34% <b>mnu</b>	17%	100%	17%	28%	10%	35%	65%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	283 29%	231 30%	283 29%	161 34%	126 34%	118 36%	94 45%	104 46%	59 43%	283 29%	66 34%	80 33%	41 37%	102 30%	181 29%
	29%	82%	100%	57%	44%	42% <b>mnu</b>	33% <b>mnpopqu</b>	37% <b>mnpopqu</b>	21% <b>mnu</b>	100%	23%	28%	14%	36%	64%
Watch free Video On- demand content available as part of your subscription through your TV service provider	283 29%	237 30%	283 29%	158 34%	123 34%	109 33%	82 40%	86 38%	60 44%	283 29%	48 24%	80 33%	34 31%	100 30%	184 29%
	29%	84%	100%	56%	43%	38%	29% <b>mnu</b>	30% <b>mnu</b>	21% <b>mnpopqu</b>	100%	17%	28%	12%	35%	65%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	210 22%	175 22%	210 22%	130 28%	94 26%	103 32%	79 39%	83 37%	39 29%	210 22%	46 23%	52 21%	28 26%	65 19%	145 23%
	22%	83%	100%	62% <b>mnu</b>	45%	49% <b>mnu</b>	38% <b>mnpopu</b>	39% <b>mnpopu</b>	19%	100%	22%	25%	14%	31%	69%
Watch paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	132 14%	112 14%	132 14%	81 17%	66 18%	58 18%	46 23%	57 25%	32 23%	132 14%	26 13%	46 19%	19 18%	52 15%	80 13%
	14%	84%	100%	62%	50% <b>nu</b>	44%	35% <b>mnu</b>	43% <b>mnpopqu</b>	24% <b>mnu</b>	100%	20%	35% <b>z</b>	15%	39%	61%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	89 9%	73 9%	89 9%	60 13%	49 13%	41 13%	38 18%	39 17%	24 18%	89 9%	22 11%	37 15%	17 15%	42 12%	47 7%
	9%	83%	100%	68% <b>nu</b>	55% <b>nu</b>	46%	43% <b>mnu</b>	44% <b>mnu</b>	27% <b>mnu</b>	100%	25%	42% <b>z</b>	19% <b>z</b>	47% <b>z</b>	53%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

Prepared by BDRG Continental

Fieldwork: April - December 2017

BDRG/Job number (23011)

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 61

**QA22: 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?****MULTI CODE****Base: All with a smart TV connected to a home broadband service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	973	780 80%	973 100%	468 48%	366 38%	326 34%	206 21%	225 23%	137 14%	973 100%	196 20%	246 25%	109* 11%*	337 35%	636 65%
None of these	47	36	47	15	14	9	5	8	3	47	9	5	4	15	32
	5%	5% 77%	5% 100%	3% 32%	4% 30%	3% 18%	2% 10%	4% 17%	2% 6%	5% 100%	4% 18%	2% 11%	3% 8%	4% 32%	5% 68%
Don't know	20	11	20	13	3	6	5	3	3	20	2	2	-	5	15
	2%	1% 55%	2% 100%	3% 66%	1% 17%	2% 33%	2% 25%	1% 13%	2% 14%	2% 100%	1% 13%	1% 13%	- -	1% 25%	2% 75%
Net: ANY	903	730	903	438	347	308	195	213	132	903	184	237	104	316	587
	93%	94% 81%	93% 100%	93% 48%	95% 38%	95% 34%	95% 22%	95% 24%	96% 15%	93% 100%	94% 20%	96% 26% <b>z</b>	96% 12%	94% 35%	92% 65%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	767	629	767	379	317	273	179	192	118	767	160	207	91	274	493
	79%	81% 82%	79% 100%	81% 49%	87% 41% <b>mno</b>	84% 36%	87% 23% <b>mnu</b>	85% 25% <b>nu</b>	86% 15% <b>nu</b>	79% 100%	81% 21%	84% 27% <b>z</b>	83% 12%	81% 36%	78% 64%
Net: LIVE TV ONLY	136	101	136	58	30	35	16	21	13	136	24	30	13	42	93
	14%	13% 74% <b>p</b>	14% 100% <b>pr</b>	12% 43%	8% 22%	11% 26%	8% 12%	9% 15%	10% 10%	14% 100% <b>pr</b>	12% 18%	12% 22%	12% 10%	13% 10%	15% 31%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 62

**QA22: 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?**  
**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Watch TV live at the time of broadcast	746 31%	421 35%	325 27%	375 32%	371 30%	103 29%	156 40%	155 38%	140 34%	97 28%	94 13%	206 39%	215 29%	174 34%	152 25%	420 33%	325 29%	323 40%	422 27%	289 41%	457 27%	442 37%	303 25%
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	584 24%	333 28%	251 21%	293 25%	291 24%	68 19%	123 32%	122 30%	121 30%	79 23%	70 14%	183 35%	171 23%	124 24%	107 17%	354 28%	230 21%	250 31%	334 21%	229 33%	355 21%	357 30%	227 19%
Watch free Video On-demand content available as part of your subscription through your TV service provider	283 12%	169 14%	114 10%	123 11%	160 13%	35 10%	69 18%	67 17%	57 14%	33 9%	22 5%	90 17%	69 9%	61 12%	63 10%	159 13%	124 11%	141 17%	143 9%	129 19%	154 9%	187 16%	97 8%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	132 6%	78 7%	54 5%	60 5%	72 6%	15 4%	38 10%	35 9%	27 7%	12 4%	5 1%	53 10%	30 4%	26 5%	24 4%	83 7%	50 4%	76 9%	56 4%	72 10%	60 4%	93 8%	39 3%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	319 13%	203 17%	116 10%	139 12%	180 15%	42 12%	86 22%	81 20%	58 14%	33 9%	19 4%	96 18%	104 14%	58 11%	61 10%	200 16%	119 11%	159 20%	159 10%	146 21%	173 10%	211 18%	107 9%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	89 4%	58 5%	31 3%	40 3%	48 4%	13 4%	27 7%	27 7%	8 2%	12 3%	2 *	31 6%	19 3%	19 4%	20 3%	50 4%	39 3%	50 6%	39 2%	45 6%	44 3%	55 5%	33 3%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	283 12%	170 14%	113 10%	147 13%	136 11%	42 12%	75 19%	66 16%	47 12%	30 9%	23 8%	87 16%	82 11%	53 10%	62 10%	169 13%	114 10%	145 18%	138 9%	128 18%	156 9%	179 15%	104 9%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	210 9%	128 11%	82 7%	109 9%	101 8%	40 11%	57 14%	48 12%	35 9%	16 5%	14 3%	68 13%	62 8%	36 7%	44 7%	130 10%	80 7%	107 13%	103 7%	90 13%	120 7%	134 11%	76 6%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 62

**QA22: 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?**

**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
None of these	<b>47</b> <b>2%</b>	27 2%	20 2%	19 2%	28 2%	7 2%	8 2%	9 2%	10 2%	7 2%	6 1%	11 2%	11 2%	14 3%	11 2%	22 2%	25 2%	17 2%	30 2%	16 2%	31 2%	25 2%	22 2%
Don't know	<b>20</b> <b>1%</b>	14 1%	5 *	8 1%	12 1%	7 2%	3 1%	3 1%	6 1%	1 *	-	3 1%	7 1%	2 *	7 1%	10 1%	10 1%	12 1%	8 *	9 1%	10 1%	9 1%	11 1%
		72%	28%	41%	59%	<b>35%<sup>h</sup></b>	13%	15%	<b>29%<sup>h</sup></b>	7%	-	16%	35%	12%	37%	51%	49%	<b>60%<sup>p</sup></b>	40%	49%	51%	44%	56%
Net: ANY	<b>903</b> <b>38%</b>	528 44%	375 31%	439 38%	464 38%	128 36%	196 50%	191 47%	173 42%	110 32%	104 21%	250 47%	270 37%	203 40%	180 29%	520 41%	383 34%	398 49%	505 32%	356 51%	547 32%	546 46%	356 30%
		59%	41%	49%	51%	<b>14%<sup>h</sup></b>	<b>22%<sup>cgh</sup></b>	<b>21%<sup>cgh</sup></b>	<b>19%<sup>gh</sup></b>	<b>12%<sup>h</sup></b>	12%	<b>28%<sup>ijkl</sup></b>	<b>30%<sup>l</sup></b>	<b>23%<sup>l</sup></b>	20%	<b>58%<sup>mn</sup></b>	42%	<b>44%<sup>p</sup></b>	56%	<b>39%<sup>r</sup></b>	61%	<b>61%<sup>t</sup></b>	39%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	<b>767</b> <b>32%</b>	450 38%	317 27%	374 32%	394 32%	107 30%	171 44%	166 41%	151 37%	90 26%	82 17%	226 43%	231 31%	162 32%	147 24%	457 36%	310 28%	339 42%	428 27%	303 43%	464 27%	476 40%	291 24%
		59%	41%	49%	51%	<b>14%<sup>h</sup></b>	<b>22%<sup>cgh</sup></b>	<b>22%<sup>cgh</sup></b>	<b>20%<sup>gh</sup></b>	<b>12%<sup>h</sup></b>	11%	<b>29%<sup>ijkl</sup></b>	<b>30%<sup>l</sup></b>	<b>21%<sup>l</sup></b>	19%	<b>60%<sup>mn</sup></b>	40%	<b>44%<sup>p</sup></b>	56%	<b>40%<sup>r</sup></b>	60%	<b>62%<sup>t</sup></b>	38%
Net: LIVE TV ONLY	<b>136</b> <b>6%</b>	78 7%	58 5%	65 6%	70 6%	21 6%	25 6%	25 6%	22 5%	20 6%	23 5%	24 4%	39 5%	41 8%	32 5%	62 5%	73 7%	59 7%	77 5%	53 8%	82 5%	71 6%	65 5%
		58%	42%	48%	52%	16%	18%	19%	16%	15%	17%	17%	29%	<b>30%<sup>l</sup></b>	24%	46%	54%	<b>43%<sup>p</sup></b>	57%	<b>39%<sup>r</sup></b>	61%	52%	48%
All with no smart TV connected to a home broadband service	<b>1413</b> <b>59%</b>	621 52%	792 66%	695 60%	718 59%	207 59%	183 47%	203 50%	219 54%	225 66%	376 77%	266 50%	447 61%	285 56%	415 68%	713 56%	700 63%	380 47%	1033 66%	316 45%	1097 65%	607 51%	800 67%
		44%	56%	49%	51%	<b>15%<sup>de</sup></b>	13%	14%	16%	<b>16%<sup>def</sup></b>	<b>27%<sup>cdef</sup></b>	19%	<b>32%<sup>l</sup></b>	20%	<b>29%<sup>ijk</sup></b>	50%	<b>50%<sup>m</sup></b>	27%	<b>73%<sup>o</sup></b>	22%	<b>78%<sup>q</sup></b>	43%	<b>57%<sup>s</sup></b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 62

**QA22: 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?**

**MULTI CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%	
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%	
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286	
Watch TV live at the time of broadcast	746	746	-	746	-	722	24	632	53	42	18	37	94	44	53	79	68	68	94	95	
	31%	35%	-	46%	-	38%	5%	32%	25%	30%	32%	38%	36%	23%	31%	38%	31%	34%	29%	31%	
		100%b	-	100% <b>d</b>	-	97% <b>f</b>	3%	85% <b>h</b>	7%	6%	2%	5% <b>m</b>	13% <b>m</b>	6%	7%	11% <b>m</b>	9%	9% <b>m</b>	13%	13% <b>m</b>	
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	584	584	-	584	-	584	-	494	45	35	10	28	74	28	41	62	56	54	76	75	
	24%	27%	-	36%	-	31%	-	25%	21%	25%	18%	29%	28%	14%	24%	30%	26%	27%	24%	25%	
		100%b	-	100% <b>d</b>	-	100% <b>f</b>	-	85%	8%	6%	2%	5% <b>m</b>	13% <b>m</b>	5%	7% <b>m</b>	11% <b>m</b>	10% <b>m</b>	9% <b>m</b>	13% <b>m</b>	13% <b>m</b>	
Watch free Video On-demand content available as part of your subscription through your TV service provider	283	283	-	283	-	283	-	236	24	16	7	16	32	24	18	28	24	23	32	38	
	12%	13%	-	13%	-	15%	-	12%	11%	12%	12%	17%	12%	12%	11%	13%	11%	12%	10%	13%	
		100%b	-	100% <b>d</b>	-	100% <b>f</b>	-	83%	9%	6%	2%	6%	11%	8%	6%	10%	9%	8%	11%	14%	
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	132	132	-	132	-	132	-	115	8	7	3	8	13	8	6	11	16	9	21	23	
	6%	6%	-	8%	-	7%	-	6%	4%	5%	5%	8%	5%	4%	4%	5%	7%	4%	6%	8%	
		100%b	-	100% <b>d</b>	-	100% <b>f</b>	-	87%	6%	5%	2%	6%	10%	6%	5%	8%	12%	7%	16%	17%	
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	319	319	-	319	-	319	-	263	26	19	10	16	40	19	28	26	31	23	35	45	
	13%	15%	-	20%	-	17%	-	13%	12%	14%	18%	16%	15%	10%	16%	13%	14%	12%	11%	15%	
		100%b	-	100% <b>d</b>	-	100% <b>f</b>	-	83%	8%	6%	3%	5%	13%	6%	9%	8%	10%	7%	11%	14%	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	89	89	-	89	-	89	-	74	11	2	2	8	10	4	6	8	7	9	11	11	
	4%	4%	-	6%	-	5%	-	4%	5%	1%	3%	8%	4%	2%	3%	4%	3%	4%	4%	4%	
		100%b	-	100% <b>d</b>	-	100% <b>f</b>	-	83%	13% <b>i</b>	2%	2%	9% <b>m</b>	11%	5%	6%	9%	8%	10%	13%	12%	
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	283	283	-	283	-	283	-	234	28	14	8	14	29	20	22	21	32	24	21	51	
	12%	13%	-	18%	-	15%	-	12%	13%	10%	14%	14%	11%	10%	13%	10%	15%	12%	6%	17%	
		100%b	-	100% <b>d</b>	-	100% <b>f</b>	-	83%	10%	5%	3%	5% <b>r</b>	10%	7%	8% <b>r</b>	7%	11% <b>r</b>	8%	7%	18% <b>or</b>	
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	210	210	-	210	-	210	-	178	18	8	6	10	19	17	19	18	22	23	18	32	
	9%	10%	-	13%	-	11%	-	9%	8%	6%	10%	10%	7%	9%	11%	9%	10%	12%	6%	11%	
		100%b	-	100% <b>d</b>	-	100% <b>f</b>	-	85%	9%	4%	3%	5%	9%	8%	9%	9%	11%	11% <b>r</b>	9%	15% <b>r</b>	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 62  
**QA22: 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?**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
None of these	47	47 2%	-	27 2%	20 3%	35 2%	12 2%	40 2%	5 2%	1 1%	* *	5 5%	5 2%	5 2%	4 2%	2 1%	7 3%	1 1%	8 2%	3 1%
		100%b	-	57%	43%	75%	25%	86%	10%	3%	*	10%qs	10%	10%	8%	5%	16%	3%	17%	7%
Don't know	20	20 1%	-	12 1%	8 1%	16 1%	3 1%	17 1%	1 1%	1 1%	1 1%	4 4%	-	4 2%	1 1%	3 1%	2 1%	-	1 *	2 1%
		100%	-	61%	39%	83%	17%	86%	7%	5%	3%	19%lqrs	-	23%l	6%	15%	8%	-	6%	9%
Net: ANY	903	903 38%	-	903 42%	-	879 46%	24 5%	760 39%	69 32%	51 37%	23 42%	40 41%	109 42%	52 26%	73 43%	89 43%	86 40%	82 41%	107 33%	122 41%
		100%b	-	100% <b>d</b>	-	97% <b>f</b>	3%	84% <b>h</b>	8%	6%	3%	4% <b>m</b>	12% <b>m</b>	6%	8% <b>m</b>	10% <b>m</b>	10% <b>m</b>	9% <b>m</b>	12%	14% <b>m</b>
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	767	767 32%	-	767 48%	-	767 40%	-	644 33%	61 28%	43 30%	19 35%	37 38%	91 35%	43 22%	61 36%	75 36%	74 34%	66 33%	92 29%	105 35%
		100% <b>b</b>	-	100% <b>d</b>	-	100% <b>f</b>	-	84%	8%	6%	2%	5% <b>m</b>	12% <b>m</b>	6%	8% <b>m</b>	10% <b>m</b>	10% <b>m</b>	9% <b>m</b>	12%	14% <b>m</b>
Net: LIVE TV ONLY	136	136 6%	-	136 8%	-	112 6%	24 5%	115 6%	8 4%	9 6%	4 7%	3 3%	18 7%	9 5%	12 7%	14 7%	12 6%	16 8%	15 5%	17 6%
		100% <b>b</b>	-	100% <b>d</b>	-	83%	17%	85%	4%	6%	3%	2%	13%	7%	9%	10%	9%	12%	11%	12%
All with no smart TV connected to a home broadband service	1413	1155 59%	248 18% <b>a</b>	669 42%	744 53% <b>c</b>	984 51%	430 91%	1154 58%	142 65%	87 62%	31 57%	49 50%	147 56%	135 69%	92 54%	113 55%	122 56%	116 58%	206 64%	173 58%
		82%		47%	53% <b>c</b>	70%	30% <b>e</b>	82%	10%	6%	2%	3%	10%	10% <b>k</b> 10% <b>l</b> 10% <b>n</b> 10% <b>o</b> 10% <b>p</b> 10% <b>q</b> 10% <b>r</b> 10% <b>s</b>	6%	8%	9%	8%	15% <b>k</b>	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 62

**QA22: 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?**

**MULTI CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Watch TV live at the time of broadcast	746 31%	123 31%	623 31%	402 54%df	314 42%f	97 13%df	120 19%	557 38%	746 67%	-	746 77%	746 44%	-
		17%	83%				16%	75%df	100%l	-	100%hl	100%l	-
Watch TV or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	584 24%	94 24%	490 25%	311 29%	259 25%	83 38%	95 15%	427 29%	584 52%	-	584 60%	584 34%	-
		16%	84%	53%df	44%f	14%cdfg	16%	73%df	100%l	-	100%hl	100%l	-
Watch free Video On- demand content available as part of your subscription through your TV service provider	283 12%	44 11%	239 12%	180 17%	91 9%	45 20%	14 2%	253 17%	283 25%	-	283 29%	283 17%	-
		15%	85%	63%df	32%f	16%df	5%	89%df	100%l	-	100%l	100%l	-
Watch paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	132 6%	14 4%	118 6%	80 8%	41 4%	24 11%	10 2%	117 8%	132 12%	-	132 14%	132 8%	-
		11%	89%	61%df	31%f	18%df	8%	88%df	100%l	-	100%l	100%l	-
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	319 13%	42 11%	276 14%	184 17%	125 12%	47 21%	43 7%	250 17%	319 28%	-	319 33%	319 19%	-
		13%	87%	58%df	39%f	15%df	14%	78%df	100%l	-	100%hl	100%l	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	89 4%	12 3%	77 4%	61 6%	37 4%	18 8%	7 1%	76 5%	89 8%	-	89 9%	89 5%	-
		14%	86%	68%df	41%f	20%df	8%	86%f	100%l	-	100%l	100%l	-
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	283 12%	47 12%	236 12%	166 16%	128 12%	33 15%	45 7%	204 14%	283 25%	-	283 29%	283 17%	-
		17%	83%	59%df	45%f	12%df	16%	72%f	100%l	-	100%l	100%l	-
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	210 9%	37 9%	173 9%	117 11%	99 10%	27 12%	34 5%	149 10%	210 19%	-	210 22%	210 12%	-
		18%	82%	56%f	47%f	13%df	16%	71%f	100%l	-	100%l	100%l	-

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 62

**QA22: 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?****MULTI CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
None of these	47 2%	7 2%	40 2%	29 3%	12 1%	5 2%	8 1%	34 2%	47 4%	-	47 5%	47 3%	-
		14%	86%	62% <b>d</b>	25%	10%	16%	72% <b>d</b>	100% <b>i</b>	-	100% <b>i</b>	100% <b>i</b>	-
Don't know	20 1%	3 1%	16 1%	10 4%	10 1%	2 1%	5 1%	12 1%	20 2%	-	20 2%	20 1%	-
		16%	84%	49%	53%	10%	24%	60%	100% <b>i</b>	-	100% <b>i</b>	100% <b>i</b>	-
Net: ANY	903 38%	149 37%	754 38%	491 46%	368 36%	118 53%	138 22%	681 47%	903 81%	-	903 93%	903 53%	-
		16%	84%	54% <b>df</b>	41% <b>f</b>	13% <b>df</b>	15%	75% <b>df</b>	100% <b>i</b>	-	100% <b>hi</b>	100% <b>i</b>	-
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	767 32%	123 31%	644 32%	422 40%	321 31%	104 47%	114 18%	580 40%	767 69%	-	767 79%	767 45%	-
		16%	84%	55% <b>df</b>	42% <b>f</b>	14% <b>df</b>	15%	76% <b>df</b>	100% <b>i</b>	-	100% <b>hi</b>	100% <b>i</b>	-
Net: LIVE TV ONLY	136 6%	25 6%	110 6%	70 7%	47 5%	15 7%	24 4%	102 7%	136 12%	-	136 14%	136 8%	-
		19%	81%	51% <b>f</b>	35%	11%	18%	75% <b>df</b>	100% <b>i</b>	-	100% <b>i</b>	100% <b>i</b>	-
All with no smart TV connected to a home broadband service	1413 59%	238 60%	1175 59%	524 37%	640 62%	97 44%	478 76%	729 50%	147 13%	1188 100%	-	732 43%	681 100%
		17%	83%	37%	45% <b>ceg</b>	7%	34% <b>cdeg</b>	52%	10% <b>j</b>	84% <b>hj</b>	-	52%	48% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 62  
**QA22: 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?**  
**MULTI CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Watch TV live at the time of broadcast	746 31%	598 45% 80%	746 77% 100% <b>mopqrstu</b>	352 48% 47%	266 47% 36%	235 46% 32%	159 57% 21% <b>mopqu</b>	171 57% 23% <b>mopqu</b>	106 56% 14% <b>mpqu</b>	746 44% 100%	155 35% 21%	191 38% 26% <b>z</b>	76 38% 10% <b>z</b>	259 34% 35% <b>z</b>	486 30% 65%
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	584 24%	469 35% 80%	584 60% 100% <b>mopqrstu</b>	279 38% 48%	229 41% 39% <b>mu</b>	204 40% 35% <b>u</b>	143 51% 24% <b>mopqu</b>	146 49% 25% <b>mopqu</b>	88 46% 15% <b>mou</b>	584 34% 100%	127 29% 22% <b>z</b>	156 31% 27% <b>z</b>	65 33% 11% <b>z</b>	204 27% 35%	380 23% 65%
Watch free Video On-demand content available as part of your subscription through your TV service provider	283 12%	237 18% 84%	283 29% 100% <b>mopqu</b>	158 22% 56% <b>mu</b>	123 22% 43% <b>mu</b>	109 21% 38% <b>u</b>	82 29% 29% <b>mopqu</b>	86 29% 30% <b>mopqu</b>	60 32% 21% <b>mopqu</b>	283 17% 100%	48 11% 17%	80 16% 28% <b>vz</b>	34 17% 12% <b>vz</b>	100 13% 35%	184 11% 65%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	132 6%	112 8% 84%	132 14% 100% <b>mu</b>	81 11% 62% <b>u</b>	66 12% 50% <b>mu</b>	58 11% 44% <b>u</b>	46 17% 35% <b>mouqu</b>	57 19% 43% <b>mnopqu</b>	32 17% 24% <b>mou</b>	132 8% 100%	26 6% 20%	46 9% 35% <b>z</b>	19 10% 15% <b>z</b>	52 7% 39%	80 5% 61%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	319 13%	256 19% 80%	319 33% 100% <b>mouqu</b>	200 27% 63% <b>mu</b>	177 31% 56% <b>mu</b>	134 26% 42% <b>mu</b>	98 35% 31% <b>mouqu</b>	109 37% 34% <b>mouqu</b>	54 28% 17% <b>mu</b>	319 19% 100%	55 12% 17%	88 17% 28% <b>vz</b>	33 17% 10%	111 15% 35%	208 13% 65%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	89 4%	73 5% 83%	89 9% 100% <b>mu</b>	60 8% 68% <b>mu</b>	49 9% 55% <b>mu</b>	41 8% 46% <b>u</b>	38 14% 43% <b>mnopqu</b>	39 13% 44% <b>mouqu</b>	24 13% 27% <b>mu</b>	89 5% 100%	22 5% 25%	37 7% 42% <b>z</b>	17 8% 19% <b>z</b>	42 6% 47% <b>z</b>	47 3% 53%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	283 12%	231 17% 82%	283 29% 100% <b>mopqu</b>	161 22% 57% <b>mu</b>	126 22% 44% <b>mu</b>	118 23% 42% <b>mu</b>	94 33% 33% <b>mopqu</b>	104 35% 37% <b>mopqu</b>	59 31% 21% <b>mopqu</b>	283 17% 100%	66 15% 23%	80 16% 28% <b>z</b>	41 21% 14% <b>yz</b>	102 14% 36%	181 11% 64%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	210 9%	175 13% 83%	210 22% 100% <b>mpu</b>	130 18% 62% <b>mu</b>	94 17% 45% <b>mu</b>	103 20% 49% <b>mu</b>	79 28% 38% <b>mnopqu</b>	83 28% 39% <b>mnopqu</b>	39 21% 19% <b>mu</b>	210 12% 100%	46 10% 22%	52 10% 25%	28 14% 14% <b>yz</b>	65 9% 31%	145 9% 69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/yz

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 62  
**QA22: 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?**  
**MULTI CODE**

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
None of these	47	36	47	15	14	9	5	8	3	47	9	5	4	15	32
	2%	3% 77%	5% 100% <b>mopqrstu</b>	2% 32%	3% 30%	2% 18%	2% 10%	3% 17%	1% 6%	3% 100%	2% 18%	1% 11%	2% 8%	2% 32%	2% 68%
Don't know	20	11	20	13	3	6	5	3	3	20	2	2	-	5	15
	1%	1% 55%	2% 100% <b>mp</b>	2% 66%	1% 17%	1% 33%	2% 25%	1% 13%	1% 14%	1% 100%	1% 13%	* 13%	-	1% 25%	1% 75%
Net: ANY	903	730	903	438	347	308	195	213	132	903	184	237	104	316	587
	38%	54% 81%	93% 100% <b>mopqrstu</b>	60% 48% <b>mu</b>	62% 38% <b>mu</b>	60% 34% <b>mu</b>	70% 22% <b>mopqu</b>	71% 24% <b>mopqu</b>	69% 15% <b>moqu</b>	53% 100%	41% 20%	47% 26% <b>xz</b>	53% 12% <b>vyz</b>	42% 35% <b>xz</b>	36% 65%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	767	629	767	379	317	273	179	192	118	767	160	207	91	274	493
	32%	47% 82%	79% 100% <b>mopqrstu</b>	52% 49% <b>mu</b>	56% 41% <b>mu</b>	53% 36% <b>mu</b>	64% 23% <b>mopqu</b>	64% 25% <b>mopqu</b>	62% 15% <b>moqu</b>	45% 100%	36% 21% <b>xz</b>	41% 27% <b>xz</b>	46% 12% <b>vyz</b>	36% 36% <b>xz</b>	30% 64%
Net: LIVE TV ONLY	136	101	136	58	30	35	16	21	13	136	24	30	13	42	93
	6%	8% 74%	14% 100% <b>mopqrstu</b>	8% 43%	5% 22%	7% 26%	6% 12%	7% 15%	7% 10%	8% 100% <b>p</b>	5% 18%	6% 22%	7% 10%	6% 31%	6% 69%
All with no smart TV connected to a home broadband service	1413	561	-	265	197	188	74	74	53	732	249	258	90	414	999
	59%	42% 40% <b>noprst</b>	- 19% <b>nrst</b>	36% 14% <b>nrs</b>	35% 13% <b>nrst</b>	37% 5% <b>n</b>	26% 5% <b>n</b>	25% 4% <b>n</b>	28% 43% <b>noprqst</b>	52% 18% <b>x</b>	56% 18%	51% 6%	45% 6%	55% 29% <b>x</b>	61% 71% <b>wxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 63

**QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months****Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
ANY CONNECTED VIEWING	1938 81%	1090 91%	848 71%	928 80%	1010 82%	319 91%	356 91%	369 91%	361 88%	270 79%	264 54%	462 87%	623 85%	414 82%	438 71%	1085 86%	853 76%	732 90%	1206 76%	638 91%	1300 77%	1066 90%	870 73%
HAVE CONNECTED DEVICES, BUT NO CONNECTED VIEWING	230 10%	86 7%	144 12%	120 10%	110 9%	25 7%	21 5%	17 4%	32 8%	50 15%	84 17%	48 9%	64 9%	47 9%	70 11%	112 9%	117 10%	51 6%	179 17%	37 5%	193 11%	81 7%	147 12%
NO CONNECTED DEVICES	218 9%	18 1%	201 17%	113 10%	106 9%	7 2%	14 4%	20 5%	15 4%	23 7%	139 28%	19 4%	48 7%	45 9%	106 17%	68 5%	151 13%	27 3%	192 12%	24 3%	195 12%	41 3%	175 15%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 63

**QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	Ni (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
ANY CONNECTED VIEWING	1938	1883 88%	49 20%	1611 100%	327 42%	1914 100%	24 5%	1619 82%	159 73%	114 81%	45 83%	75 76%	206 78%	154 79%	140 82%	167 80%	188 87%	165 82%	259 80%	266 88%
	81%	97% <b>b</b>	3%	83% <b>d</b>	17%	99% <b>f</b>	1%	84% <b>h</b>	8%	6%	2%	4%	11%	8%	7%	9%	10%	9%	13%	14% <b>k</b> <b>m</b> <b>o</b> <b>r</b>
HAVE CONNECTED DEVICES, BUT NO CONNECTED VIEWING	230	213 10%	15 6%	-	230 30%	-	230 49%	183 9%	27 12%	16 11%	4 8%	12 12%	37 14%	18 9%	16 10%	18 9%	17 8%	17 9%	38 12%	11 4%
	10%	93%	7%	-	100% <b>c</b>	-	100% <b>c</b>	80%	12%	7%	2%	5% <b>s</b>	16% <b>s</b>	8% <b>s</b>	7% <b>s</b>	8% <b>s</b>	7%	8% <b>s</b>	17% <b>s</b>	5%
NO CONNECTED DEVICES	218	32 2%	184 74%	-	218 28%	-	218 46%	171 9%	31 14%	11 8%	5 9%	11 12%	20 8%	24 12%	14 8%	22 11%	12 6%	18 9%	25 8%	24 8%
	9%	15%	84% <b>a</b>	-	100% <b>c</b>	-	100% <b>e</b>	78%	14% <b>g</b> <b>i</b>	5%	2%	5%	9%	11% <b>p</b>	6%	10%	6%	8%	11%	11%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 63

**QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
ANY CONNECTED VIEWING	1938	318	1620	936	780	213	403	1315	1059	825	954	1623	315
	81%	80%	81%	89%	76%	96%	64%	90%	95%	69%	98%	95%	46%
		16%	84%	48% <b>df</b>	40% <b>f</b>	11% <b>cd</b> <b>fg</b>	21%	68% <b>df</b>	55% <b>i</b>	43%	49% <b>hi</b>	84% <b>l</b>	16%
HAVE CONNECTED DEVICES, BUT NO CONNECTED VIEWING	230	50	180	96	88	7	70	115	45	170	18	82	148
	10%	13%	9%	9%	9%	3%	11%	8%	4%	14%	2%	5%	22%
		22% <b>b</b>	78%	42% <b>e</b>	38% <b>e</b>	3%	30% <b>eg</b>	50% <b>e</b>	19% <b>j</b>	74% <b>hj</b>	8%	36%	64% <b>k</b>
NO CONNECTED DEVICES	218	30	188	26	163	1	156	29	16	193	-	-	218
	9%	8%	9%	2%	16%	1%	25%	2%	1%	16%	-	-	32%
		14%	86%	12%	75% <b>c</b> <b>eg</b>	1%	71% <b>c</b> <b>deg</b>	13%	7% <b>j</b>	88% <b>hj</b>	-	-	100% <b>k</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 63

Absolutes/col percents/row percents 19 Apr 2018

**QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
ANY CONNECTED VIEWING	1938	1280	954	709	557	500	273	295	186	1623	369	438	180	635	1303
	81%	95%	98%	97%	99%	97%	98%	99%	98%	95%	83%	87%	91%	84%	80%
		66%	49% <b>mu</b>	37%	29% <b>mou</b>	26%	14%	15% <b>mu</b>	10%	84%	19%	23% <b>z</b>	9% <b>vyz</b>	33% <b>z</b>	67%
HAVE CONNECTED DEVICES, BUT NO CONNECTED VIEWING	230	61	18	24	7	14	6	3	4	82	37	33	13	60	169
	10%	5%	2%	3%	1%	3%	2%	1%	2%	5%	8%	6%	6%	8%	10%
		27% <b>nps</b>	8%	10% <b>p</b>	3%	6%	3%	1%	2%	36% <b>nps</b>	16%	14%	6%	26%	74% <b>w</b>
NO CONNECTED DEVICES	218	-	-	-	-	-	-	-	-	-	40	34	6	56	162
	9%	-	-	-	-	-	-	-	-	-	9%	7%	3%	7%	10%
		-	-	-	-	-	-	-	-	-	18% <b>x</b>	15%	3%	26% <b>x</b>	74% <b>wx</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 64

**QA20/QA22 Summary table****Base: All respondents**

	TV live at the time of broadcast	TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	Net: Catch-up or free on-demand services	Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	Net: ODO
Unweighted base	2386	2386	2386	2386	2386	2386	2386	2386	2386	2386
Weighted base	2386	2386	2386	2386	2386	2386	2386	2386	2386	2386
Effective base	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
TV service(s)	1342 56%	1041 44%	616 26%	1136 48%	277 12%	504 21%	145 6%	376 16%	281 12%	1476 62%
Blu-ray player connected to a TV	753 32%	591 25%	290 12%	653 27%	139 6%	331 14%	92 4%	294 12%	216 9%	1132 47%
Digital Media Player	812 34%	692 29%	347 15%	768 32%	160 7%	423 18%	113 5%	336 14%	246 10%	1234 52%
Games console	771 32%	647 27%	325 14%	712 30%	157 7%	403 17%	114 5%	340 14%	264 11%	1214 51%
Desktop/ Laptop computer	945 40%	916 38%	373 16%	990 42%	179 8%	487 20%	125 5%	809 34%	584 24%	1638 69%
Tablet computer	823 34%	750 31%	347 15%	828 35%	158 7%	417 17%	105 4%	636 27%	444 19%	1429 60%
Smartphone	805 34%	702 29%	341 14%	779 33%	154 6%	396 17%	108 5%	729 31%	472 20%	1476 62%
Smart TV	746 31%	584 24%	283 12%	644 27%	132 6%	319 13%	89 4%	283 12%	210 9%	1119 47%
Net: Any	1595 67%	1398 59%	748 31%	1492 63%	346 15%	746 31%	204 9%	1112 47%	755 32%	1914 80%



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 65

**QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?**  
**MULTI CODE**

**Base: All using catch-up or free on-demand services**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1533	952 62%	581 38%	692 45%	841 55%	229 15%	287 19%	307 20%	295 19%	199 13%	216 14%	429 28%	490 32%	295 19%	319 21%	919 60%	614 40%	588 38%	945 62%	519 34%	1014 66%	955 62%	576 38%
Weighted base	1492	886 59%	607 41%	691 46%	802 54%	238 16%	290 19%	277 19%	280 19%	205 14%	202 14%	386 26%	480 32%	314 21%	312 21%	867 58%	626 42%	560 38%	933 62%	487 33%	1005 67%	821 55%	669 45%
Effective base	1304	823	488	576	732	198	251	271	249	172	169	374	420	244	274	792	516	503	802	446	860	835	499
I missed the programme/ film when it was on TV and I use it to catch up	1009 68%	560 63%	449 74%	452 65%	558 70%	145 61%	180 62%	180 65%	193 69%	155 76%	157 78%	279 72%	318 66%	201 64%	212 68%	596 69%	413 66%	361 64%	649 70%	311 64%	698 69%	530 65%	479 72%
I want to watch the programme/ film at a time that suits me	636 43%	434 49%	202 33%	283 41%	352 44%	94 39%	110 38%	131 47%	130 46%	94 46%	75 37%	173 45%	212 44%	127 41%	123 39%	385 44%	250 40%	224 40%	411 44%	202 41%	433 43%	368 45%	267 40%
I use it when there is nothing on 'normal' TV that I want to watch	518 35%	368 42%	150 25%	233 34%	285 36%	68 29%	98 34%	101 37%	111 40%	73 35%	66 34%	132 34%	176 37%	117 34%	93 30%	308 35%	210 34%	180 32%	338 36%	165 34%	353 35%	299 36%	218 33%
Just to pass some time/ relax	431 29%	300 34%	130 21%	194 28%	236 30%	107 45%	113 39%	83 30%	64 23%	37 18%	27 13%	89 23%	143 30%	96 31%	103 33%	232 27%	199 32%	170 30%	261 28%	138 28%	293 29%	236 29%	194 25%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	333 22%	168 19%	165 27%	140 20%	193 24%	45 19%	74 26%	67 24%	65 23%	50 24%	32 16%	91 24%	101 21%	77 24%	64 20%	192 22%	141 22%	149 27%	184 20%	135 28%	198 20%	188 23%	145 22%
There is a good choice of programmes/ films	313 21%	235 27%	77 13%	137 20%	175 22%	67 28%	77 27%	70 25%	47 17%	28 14%	24 12%	72 19%	105 22%	72 23%	63 20%	177 20%	136 22%	124 22%	188 20%	104 21%	209 21%	187 23%	126 19%
I want to watch programmes when I am away from home	260 17%	149 17%	111 18%	133 19%	127 16%	40 17%	63 22%	57 21%	43 15%	29 14%	28 14%	84 22%	80 17%	55 18%	41 13%	164 19%	96 15%	109 19%	151 16%	91 19%	170 17%	177 22%	83 12%
The programme/ film was recommended to me by someone I know	248 17%	159 18%	89 15%	116 17%	132 17%	50 21%	56 19%	49 18%	39 14%	33 16%	21 10%	66 17%	83 17%	53 17%	47 15%	148 17%	99 16%	97 17%	151 16%	79 16%	169 17%	151 18%	97 14%
There are older programmes (such as classic TV shows) or films available that I want to watch	239 16%	191 22%	48 8%	117 17%	122 15%	39 16%	46 16%	52 19%	46 17%	26 13%	30 15%	63 16%	71 15%	50 16%	54 17%	134 15%	104 17%	72 13%	167 18%	63 13%	175 17%	138 17%	101 15%
I thought I had recorded it	168 11%	116 13%	52 9%	72 10%	96 12%	28 12%	27 9%	40 15%	31 11%	22 11%	19 9%	48 13%	52 11%	43 14%	25 8%	100 12%	68 11%	65 12%	103 11%	59 12%	109 11%	94 11%	74 11%
It didn't record properly/ cut the beginning/ cut the end of the programme	129 9%	100 11%	28 5%	64 9%	64 8%	19 8%	14 5%	29 11%	27 10%	16 11%	22 8%	32 8%	44 9%	27 8%	26 8%	76 9%	52 8%	45 8%	84 9%	41 8%	88 9%	72 9%	56 8%
Other reasons	30 2%	15 2%	15 3%	13 2%	17 2%	8 3%	3 1%	7 3%	3 1%	2 1%	7 3%	9 2%	14 3%	4 1%	3 1%	23 3%	7 1%	11 2%	19 2%	10 2%	20 2%	12 1%	18 3%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 65

**QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?**  
**MULTI CODE**

**Base: All using catch-up or free on-demand services**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1533	1517 99%	13 1%	1533 100%	-	1533 100%	-	1083 71%	150 10%	166 11%	134 9%	51 3%	151 10%	110 7%	94 6%	123 8%	96 6%	112 7%	181 12%	165 11%
Weighted base	1492	1472 99%	17** 1%**	1492 100%	-**	1492 100%	-**	1239 83%	130 9%	91 6%	33* 2%*	57* 4%*	166 11%	115 8%	105* 7%*	132 9%	149* 10%*	135 9%	213 14%	166 11%
Effective base	1304	1290	12	1304	-	1304	-	1010	139	152	83	49	143	106	89	117	91	104	171	157
I missed the programme/ film when it was on TV and I use it to catch up	1009 68%	990 67%	15 93%	1009 68%	-	1009 68%	-	853 69%	77 59%	59 65%	21 63%	40 71%	107 65%	79 68%	73 69%	99 75%	112 75%	96 71%	146 69%	101 61%
		98%	2%	100%	-	100%	-	84%h	8%	6%	2%	4%	11%	8%	7%	10%a	11%a	9%	14%	10%
I want to watch the programme/ film at a time that suits me	636 43%	624 42%	8 49%	636 43%	-	636 43%	-	507 41%	69 53%	43 48%	17 51%	17 30%	66 40%	49 42%	40 38%	46 35%	55 37%	63 46%	94 44%	77 46%
		98%	1%	100%	-	100%	-	80%	11%g	7%	3%	3%	10%	8%	6%	7%	9%	10%	15%	12%k
I use it when there is nothing on 'normal' TV that I want to watch	518 35%	514 35%	3 20%	518 35%	-	518 35%	-	429 35%	46 35%	32 35%	11 34%	26 45%	56 34%	45 39%	41 39%	34 26%	46 31%	45 33%	75 35%	61 37%
		99%	1%	100%	-	100%	-	83%	9%	6%	2%	5%a	11%	9%o	8%o	7%	9%	9%	14%	12%o
Just to pass some time/ relax	431 29%	418 28%	9 55%	431 29%	-	431 29%	-	340 27%	47 36%	27 30%	17 50%	10 18%	49 30%	33 29%	30 28%	33 25%	38 26%	37 28%	54 25%	55 33%
		97%	2%	100%	-	100%	-	79%	11%g	6%	4%ghi	2%	11%	8%	7%	8%	9%	9%	13%	13%k
Somebody was watching something else on the TV at the time it was on so I used it to catch up	333 22%	331 22%	2 12%	333 22%	-	333 22%	-	262 21%	38 29%	24 26%	9 28%	9 16%	33 20%	22 19%	22 21%	29 22%	32 22%	31 23%	48 23%	36 22%
		99%	1%	100%	-	100%	-	79%	11%g	7%	3%	3%	10%	7%	7%	9%	10%	9%	15%	11%
There is a good choice of programmes/ films	313 21%	302 21%	8 47%	313 21%	-	313 21%	-	252 20%	32 25%	22 25%	7 20%	9 15%	36 22%	22 19%	14 14%	14 10%	23 16%	34 25%	56 26%	43 26%
		97%	2%	100%	-	100%	-	81%	10%	7%	2%	3%	12%a	7%	5%	4%	7%	11%no	18%no	14%no
I want to watch programmes when I am away from home	260 17%	254 17%	6 34%	260 17%	-	260 17%	-	213 17%	22 17%	16 17%	10 30%	10 17%	28 17%	15 13%	16 15%	21 16%	28 19%	25 19%	33 15%	37 22%
		98%	2%	100%	-	100%	-	82%	8%	6%	4%ghi	4%	11%	6%	6%	8%	11%	10%	13%	14%
The programme/ film was recommended to me by someone I know	248 17%	243 17%	3 20%	248 17%	-	248 17%	-	202 16%	21 16%	13 14%	12 35%	10 18%	26 16%	19 17%	17 17%	13 10%	18 12%	21 15%	45 21%	33 20%
		98%	1%	100%	-	100%	-	81%	9%	5%	5%ghi	4%	10%	8%	7%	5%	7%	8%	18%o	13%o
There are older programmes (such as classic TV shows) or films available that I want to watch	239 16%	229 16%	8 47%	239 16%	-	239 16%	-	196 16%	26 20%	12 13%	4 14%	12 21%	28 17%	24 21%	17 16%	17 13%	20 14%	26 20%	30 14%	21 13%
		96%	3%	100%	-	100%	-	82%	11%	5%	2%	5%	12%	10%	7%	7%	8%	11%	13%	9%
I thought I had recorded it	168 11%	166 11%	2 12%	168 11%	-	168 11%	-	143 12%	16 12%	5 5%	4 12%	5 8%	26 16%	9 8%	15 15%	10 7%	17 11%	19 14%	27 13%	15 9%
		99%	1%	100%	-	100%	-	86%l	9%l	3%	2%	3%	16%a	6%	9%	6%	10%	11%	16%	9%
It didn't record properly/ cut the beginning/ cut the end of the programme	129 9%	128 9%	1 4%	129 9%	-	129 9%	-	108 9%	8 6%	9 10%	3 9%	4 7%	13 8%	5 4%	13 12%	9 7%	14 9%	16 12%	16 7%	19 11%
		99%	1%	100%	-	100%	-	84%	6%	7%	2%	3%	10%	4%	10%im	7%	11%	12%	12%	15%
Other reasons	30 2%	30 2%	-	30 2%	-	30 2%	-	24 2%	3 3%	3 3%	* 1%	1 1%	7 4%	1 1%	3 2%	1 1%	-	4 3%	4 2%	4 2%
		100%	-	100%	-	100%	-	78%	11%	9%	1%	2%	22%p	4%	9%	3%	-	13%	14%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 65

**QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?**  
**MULTI CODE**

**Base: All using catch-up or free on-demand services**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1533	284 19%	1249 81%	798 52%	622 41%	199 13%	273 18%	1110 72%	920 60%	587 38%	857 56%	1393 91%	140 9%
Weighted base	1492	252 17%	1240 83%	753 50%	614 41%	191 13%	271 18%	1068 72%	888 60%	575 39%	823 55%	1342 90%	151 10%
Effective base	1304	228	1076	665	537	163	240	936	787	494	734	1181	124
I missed the programme/ film when it was on TV and I use it to catch up	1009 68%	177 70% 18%	832 67% 82%	488 65% 46%	445 72% 44%cg	146 76% 14%cg	198 73% 20%e	713 67% 71%	576 65% 57%	421 73% 42%hj	530 64% 52%	899 67% 89%	110 73% 11%
I want to watch the programme/ film at a time that suits me	636 43%	102 41% 16%	533 43% 84%	315 42% 50%	280 46% 44%	96 50% 15%g	122 45% 19%	445 42% 70%	366 41% 58%	253 44% 40%	335 41% 53%	564 42% 89%	71 47% 11%
I use it when there is nothing on 'normal' TV that I want to watch	518 35%	89 35% 17%	429 35% 83%	285 38% 55%f	218 36% 42%	72 38% 14%	78 29% 15%	386 36% 75%t	325 37% 63%	187 33% 36%	303 37% 59%	482 36% 93%l	36 24% 7%
Just to pass some time/ relax	431 29%	69 27% 16%	362 29% 84%	209 28% 48%	173 28% 40%	69 36% 16%cg	77 28% 18%	293 27% 68%	245 28% 57%	169 29% 39%	224 27% 52%	381 28% 88%	50 33% 12%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	333 22%	56 22% 17%	277 22% 83%	189 25% 57%df	125 20% 37%	47 24% 14%	47 17% 14%	265 25% 79%df	199 22% 60%	132 23% 40%	181 22% 54%	307 23% 92%	26 17% 8%
There is a good choice of programmes/ films	313 21%	50 20% 16%	262 21% 84%	169 22% 54%	134 22% 43%	56 29% 18%fg	47 17% 15%	234 22% 75%	187 21% 60%	118 20% 38%	168 20% 54%	286 21% 92%	26 17% 8%
I want to watch programmes when I am away from home	260 17%	37 15% 14%	223 18% 86%	135 18% 52%	106 17% 41%	39 20% 15%	39 14% 15%	193 18% 74%	177 20% 68%l	79 14% 30%	163 20% 63%l	245 18% 94%l	15 10% 6%
The programme/ film was recommended to me by someone I know	248 17%	29 11% 12%	219 18% 88%a	124 16% 50%	103 17% 42%	43 22% 17%	47 17% 19%	176 16% 71%	170 19% 69%l	71 12% 29%	160 19% 65%l	225 17% 91%	23 15% 9%
There are older programmes (such as classic TV shows) or films available that I want to watch	239 16%	35 14% 15%	203 16% 85%	108 14% 45%	106 17% 44%	42 22% 17%cg	40 15% 17%	170 16% 71%	139 16% 58%	90 16% 38%	131 16% 55%	212 16% 89%	27 18% 11%
I thought I had recorded it	168 11%	25 10% 15%	142 11% 85%	105 14% 63%f	65 11% 39%	21 11% 13%	17 6% 10%	137 13% 82%f	106 12% 63%	62 11% 37%	102 12% 61%	161 12% 96%l	7 5% 4%
It didn't record properly/ cut the end beginning/ cut the end of the programme	129 9%	24 10% 19%	104 8% 81%	78 10% 60%f	56 9% 44%f	20 11% 16%f	12 4% 9%	104 10% 81%f	79 9% 61%	50 9% 39%	76 9% 59%	123 9% 96%l	5 4% 4%
Other reasons	30 2%	3 1% 11%	27 2% 89%	11 1% 36%	12 2% 40%	6 3% 21%	7 3% 25%	19 2% 64%	14 2% 48%	13 2% 43%	14 2% 48%	26 2% 88%	4 2% 12%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 65

**QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?**  
**MULTI CODE**

**Base: All using catch-up or free on-demand services**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1533	1127 74%	857 56%	621 41%	543 35%	419 27%	254 17%	281 18%	157 10%	1393 91%	286 19%	360 23%	139 9%	508 33%	1025 67%
Weighted base	1492	1086 73%	823 55%	597 40%	494 33%	407 27%	243 16%	263 18%	152 10%	1342 90%	286 19%	345 23%	136 9%	498 33%	995 67%
Effective base	1304	949	734	536	455	364	215	240	138	1181	245	308	121	436	869
I missed the programme/ film when it was on TV and I use it to catch up	1009 68%	735 68%	530 64%	363 61%	292 59%	253 62%	154 63%	163 62%	92 60%	899 67%	201 70%	228 66%	90 66%	348 70%	661 66%
		73% <b>op</b>	52%	36%	29%	25%	15%	16%	9%	89% <b>op</b>	20%	23%	9%	34%	66%
I want to watch the programme/ film at a time that suits me	636 43%	449 41%	335 41%	258 43%	228 46%	181 44%	114 47%	113 43%	63 42%	564 42%	132 46%	165 48%	54 39%	231 46%	405 41%
		71%	53%	41%	36%	28%	18%	18%	10%	89%	21%	26% <b>z</b>	8%	36%	64%
I use it when there is nothing on 'normal' TV that I want to watch	518 35%	382 35%	303 37%	228 38%	184 37%	154 38%	92 38%	94 36%	51 33%	482 36%	110 39%	131 38%	40 30%	187 38%	331 33%
		74%	59%	44%	35%	30%	18%	18%	10%	93%	21%	25%	8%	36%	64%
Just to pass some time/ relax	431 29%	310 29%	224 27%	210 35%	165 33%	138 34%	85 35%	94 36%	43 28%	381 28%	92 32%	105 30%	43 32%	146 29%	285 29%
		72%	52%	49% <b>mnu</b> 38% <b>nu</b>		32% <b>nu</b>	20% <b>n</b>	22% <b>mnu</b>		88%	21%	24%	10%	34%	66%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	333 22%	253 23%	181 22%	168 28%	115 23%	104 26%	73 30%	75 29%	33 22%	307 23%	62 22%	94 27%	37 27%	124 25%	209 21%
		76%	54%	50% <b>mnu</b>		34%	31%	22% <b>mnu</b> 23% <b>n</b>		92%	19%	28% <b>z</b>	11%	37%	63%
There is a good choice of programmes/ films	313 21%	230 21%	168 20%	147 25%	129 26%	119 29%	68 28%	76 29%	36 24%	286 21%	60 21%	88 26%	36 26%	112 22%	201 20%
		73%	54%	47%	41% <b>mnu</b> 38% <b>mnu</b>		22% <b>mnu</b>	24% <b>mnu</b>		92%	19%	28% <b>z</b>	12%	36%	64%
I want to watch programmes when I am away from home	260 17%	200 18%	163 20%	125 21%	104 21%	110 27%	70 29%	77 29%	29 19%	245 18%	54 19%	86 25%	37 27%	112 23%	148 15%
		77%	63%	48%	40%	42% <b>mnopu</b> 27% <b>mnoplu</b>		30% <b>mnoplu</b>		94%	21%	33% <b>z</b>	14% <b>z</b>	43% <b>z</b>	57%
The programme/ film was recommended to me by someone I know	248 17%	182 17%	160 19%	110 18%	98 20%	88 22%	62 26%	56 21%	38 25%	225 17%	57 20%	87 25%	38 28%	115 23%	133 13%
		73%	65%	44%	40%	36% <b>mu</b> 25% <b>mou</b>		23%	15% <b>mu</b>		91%	23% <b>z</b>	35% <b>z</b>	15% <b>z</b>	46% <b>z</b>
There are older programmes (such as classic TV shows) or films available that I want to watch	239 16%	167 15%	131 16%	96 16%	99 20%	85 21%	57 23%	58 22%	33 22%	212 16%	58 24%	62 26%	26 11%	88 37%	151 63%
		70%	55%	40%	42% <b>mu</b> 36% <b>mnu</b>		24% <b>mnou</b>	24% <b>mnou</b>		89%					
I thought I had recorded it	168 11%	136 13%	102 12%	78 13%	57 12%	62 15%	46 19%	43 16%	28 19%	161 12%	41 14%	57 16%	22 16%	74 15%	94 9%
		81%	61%	47%	34%	37%	27% <b>mnopu</b>		26%	17% <b>pu</b>		25% <b>z</b> 34% <b>z</b> 13% <b>z</b> 44% <b>z</b>			
It didn't record properly/ cut the beginning/ cut the end of the programme	129 9%	116 11%	76 9%	62 10%	42 8%	45 11%	32 13%	24 9%	24 16%	123 9%	27 9%	41 12%	15 11%	50 10%	79 8%
		90%	59%	48%	32%	35%	25%	19%	19% <b>npsu</b>		96%	21%	32% <b>z</b>	11%	39%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 65

Absolutes/col percents/row percents 19 Apr 2018

**QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?**  
**MULTI CODE**

**Base: All using catch-up or free on-demand services**

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1492	1086 73%	823 55%	597 40%	494 33%	407 27%	243 16%	263 18%	152 10%	1342 90%	286 19%	345 23%	136 9%	498 33%	995 67%
Other reasons	30 2%	21 69%	14 48%	10 33%	15 52%	9 29%	8 26%	4 14%	2 7%	26 88%	4 14%	4 12%	- -	6 20%	24 80%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 66

## **QA24: And what would you say is the main reason? SINGLE CODE**

**Base: All using catch-up or free on-demand services**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1533	952 62%	581 38%	692 45%	841 55%	229 15%	287 19%	307 20%	295 19%	199 13%	216 14%	429 28%	490 32%	295 19%	319 21%	919 60%	614 40%	588 38%	945 62%	519 34%	1014 66%	955 62%	576 38%
Weighted base	1492	886 59%	607 41%	691 46%	802 54%	238 16%	290 19%	277 19%	280 19%	205 14%	202 14%	386 26%	480 32%	314 21%	312 21%	867 58%	626 42%	560 38%	933 62%	487 33%	1005 67%	821 55%	669 45%
Effective base	1304	823	488	576	732	198	251	271	249	172	169	374	420	244	274	792	516	503	802	446	860	835	499
I missed the programme/ film when it was on TV and I use it to catch up	583 39%	295 33%	288 47%	247 36%	336 42%	77 32%	100 35%	99 36%	112 40%	92 45%	102 50%	147 38%	178 37%	118 38%	141 45%	324 37%	258 41%	211 38%	372 40%	187 38%	396 39%	292 36%	290 43%
		51%	49%	42%	58% <b>a</b>	13%	17%	17%	19%	16% <b>cd</b>	17% <b>cd</b>	25%	31%	20%	24% <b>l</b>	56%	44%	36%	64%	32%	68%	50%	50% <b>s</b>
I want to watch the programme/ film at a time that suits me	333 22%	220 25%	114 19%	151 22%	183 23%	52 22%	63 22%	69 25%	71 21%	43 21%	36 18%	93 24%	117 24%	62 20%	62 20%	209 24%	124 20%	121 36%	212 23%	106 32%	227 68%	200 60%	133 40%
		66%	34%	45%	55%	15%	19%	21%	21%	13%	11%	28%	35%	19%	19%	63%	37%	36%	64%	32%	68%	60%	40%
Just to pass some time/ relax	122 8%	79 9%	43 7%	63 9%	59 7%	46 19%	27 9%	18 7%	15 5%	9 5%	6 3%	21 5%	42 9%	35 11%	24 8%	63 7%	59 9%	39 7%	82 9%	31 6%	91 7%	67 55%	54 45%
		65%	35%	51%	49%	37% <b>defg</b>	23% <b>h</b>	15%	12%	8%	5%	17%	34%	29% <b>i</b>	20%	52%	48%	32%	68%	25%	75%	55%	45%
I use it when there is nothing on 'normal' TV that I want to watch	109 7%	69 8%	40 7%	53 8%	56 7%	12 5%	23 8%	17 6%	23 8%	15 7%	19 10%	27 7%	35 7%	24 8%	23 7%	62 7%	47 7%	31 6%	78 8%	30 6%	79 8%	59 7%	49 7%
		63%	37%	49%	51%	11%	21%	15%	21%	14%	18%	25%	32%	22%	21%	57%	43%	28%	72%	27%	73%	54%	45%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	82 6%	37 4%	45 7%	37 5%	45 6%	7 3%	14 5%	20 7%	15 5%	16 8%	12 6%	24 6%	24 5%	18 6%	17 5%	48 5%	35 6%	38 7%	44 5%	35 7%	47 5%	41 50%	41 50%
		45%	55%	45%	55%	8%	17%	24% <b>c</b>	18%	19% <b>c</b>	14%	29%	29%	22%	20%	58%	42%	46%	54%	42%	58%	50%	50%
There is a good choice of programmes/ films	68 5%	58 7%	9 2%	29 4%	39 5%	14 6%	23 8%	12 4%	9 3%	5 3%	4 2%	17 4%	19 4%	16 5%	16 5%	36 4%	32 5%	30 5%	38 4%	26 5%	42 4%	44 5%	24 4%
		86%	14%	43%	57%	21%	33% <b>fgh</b>	18%	14%	8%	6%	25%	29%	24%	23%	53%	47%	45%	55%	38%	62%	65%	35%
I want to watch programmes when I am away from home	55 4%	30 3%	25 4%	33 5%	22 3%	5 2%	18 6%	12 4%	13 5%	6 3%	1 *	17 4%	15 3%	16 5%	7 2%	32 4%	23 4%	31 6%	24 3%	26 5%	29 3%	42 5%	13 2%
		54%	46%	59%	41%	9%	33% <b>ch</b>	21% <b>h</b>	24% <b>h</b>	12% <b>h</b>	1%	32%	26%	30%	12%	58%	42%	57% <b>p</b>	43%	47% <b>f</b>	53%	77% <b>i</b>	23%
I thought I had recorded it	30 2%	25 3%	5 1%	15 2%	14 2%	5 2%	3 1%	5 2%	6 2%	4 2%	6 3%	9 2%	10 2%	4 1%	7 2%	19 2%	11 2%	9 31%	20 69%	9 31%	20 69%	16 52%	14 48%
		84%	16%	52%	48%	16%	10%	16%	21%	15%	21%	32%	32%	12%	24%	64%	36%	31%	69%	17 31%	11 69%	21 52%	7 48%
The programme/ film was recommended to me by someone I know	28 2%	17 2%	11 2%	13 2%	15 2%	6 3%	6 2%	10 4%	4 1%	2 5%	-	7 2%	10 2%	8 3%	3 1%	17 2%	11 2%	22 4%	7 1%	17 3%	11 3%	21 3%	7 1%
		61%	39%	46%	54%	22% <b>h</b>	23%	35% <b>h</b>	14%	5%	-	24%	37%	30%	10%	60%	40%	77% <b>p</b>	23%	60% <b>f</b>	40%	76% <b>i</b>	24%
There are older programmes (such as classic TV shows) or films available that I want to watch	26 2%	21 2%	5 1%	18 3%	8 1%	6 3%	6 2%	3 1%	6 2%	2 1%	2 1%	10 3%	10 2%	3 1%	3 1%	20 2%	6 1%	10 2%	16 2%	8 2%	18 2%	15 57%	11 43%
		81%	19%	68% <b>b</b>	32%	24%	25%	12%	22%	8%	8%	37%	38%	12%	12%	76%	24%	37%	63%	31%	69%	57%	43%
It didn't record properly/ cut the end of the programme	22 1%	17 2%	4 1%	14 2%	7 1%	5 2%	1 *	5 2%	2 1%	5 3%	4 2%	7 2%	7 1%	5 1%	3 1%	14 2%	8 1%	8 35%	14 2%	6 1%	16 2%	9 42%	12 58%
		81%	19%	66%	34%	22%	3%	25%	7%	24% <b>d</b>	19%	32%	31%	22%	16%	63%	37%	35%	65%	25%	75%	42%	58%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 66

**QA24: And what would you say is the main reason?**  
**SINGLE CODE**

**Base: All using catch-up or free on-demand services**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1492	886 59%	607 41%	691 46%	802 54%	238 16%	290 19%	277 19%	280 19%	205 14%	202 14%	386 26%	480 32%	314 21%	312 21%	867 58%	626 42%	560 38%	933 62%	487 33%	1005 67%	821 55%	669 45%
Other	17 1%	7 1%	11 2%	6 1%	11 1%	4 1%	3 1%	4 1%	- -	1 1%	5 3%	5 1%	10 2%	1 *	2 1%	14 2%	3 1%	4 1%	14 1%	4 1%	14 1%	7 1%	11 2%
		39%	61%	37%	63%	20%	18%	24%	-	8%	31%	26%	56%	5%	13%	82%	18%	22%	78%	22%	78%	38%	62%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 66

## **QA24: And what would you say is the main reason? SINGLE CODE**

**Base: All using catch-up or free on-demand services**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1533	1517 99%	13 1%	1533 100%	-	1533 100%	-	1083 71%	150 10%	166 11%	134 9%	51 3%	151 10%	110 7%	94 6%	123 8%	96 6%	112 7%	181 12%	165 11%
Weighted base	1492	1472 99%	17** 1%**	1492 100%	-**	1492 100%	-**	1239 83%	130 9%	91 6%	33* 2%*	57* 4%*	166 11%	115 8%	105* 7%*	132 9%	149* 10%*	135 9%	213 14%	166 11%
Effective base	1304	1290	12	1304	-	1304	-	1010	139	152	83	49	143	106	89	117	91	104	171	157
I missed the programme/ film when it was on TV and I use it to catch up	583 39%	573 39%	6 38%	583 39%	-	583 39%	-	503 41%	36 28%	33 37%	10 31%	23 41%	60 36%	38 33%	39 37%	64 49%	72 48%	61 45%	86 41%	59 35%
		98%	1%	100%	-	100%	-	86%h	6%	6%	2%	4%	10%	7%	7%	11%ms	12%ms	11%	15%	10%
I want to watch the programme/ film at a time that suits me	333 22%	327 22%	6 34%	333 22%	-	333 22%	-	262 21%	38 29%	25 27%	8 25%	7 13%	40 24%	34 29%	27 26%	22 16%	24 16%	29 21%	43 20%	38 23%
		98%	2%	100%	-	100%	-	79%	11%g	7%	2%	2%	12%	10%kop	8%	6%	7%	9%	13%	11%
Just to pass some time/ relax	122 8%	118 8%	3 20%	122 8%	-	122 8%	-	98 8%	12 9%	7 7%	5 16%	4 6%	18 11%	10 9%	9 8%	10 7%	12 8%	9 7%	17 8%	9 6%
		97%	3%	100%	-	100%	-	80%	10%	6%	4%g	3%	15%	8%	7%	8%	10%	7%	14%	8%
I use it when there is nothing on 'normal' TV that I want to watch	109 7%	107 7%	1 7%	109 7%	-	109 7%	-	91 7%	9 7%	6 7%	3 9%	8 14%	7 4%	9 8%	10 9%	5 4%	15 10%	7 5%	17 8%	13 8%
		99%	1%	100%	-	100%	-	84%	8%	6%	3%	7%le	6%	8%	9%	5%	14%	7%	16%	12%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	82 6%	82 6%	-	82 6%	-	82 6%	-	60 5%	14 11%	7 8%	2 5%	4 6%	5 3%	3 2%	2 2%	10 7%	5 4%	10 8%	12 6%	9 6%
		100%	-	100%	-	100%	-	73%	17%g	8%	2%	4%	6%	3%	2%	12%	7%	12%	15%	11%
There is a good choice of programmes/ films	68 5%	68 5%	-	68 5%	-	68 5%	-	59 5%	2 2%	5 6%	1 4%	3 6%	9 5%	5 5%	4 4%	5 4%	3 2%	2 2%	12 6%	15 9%
		100%	-	100%	-	100%	-	87%	3%	8%	2%	5%	13%	8%	6%	8%	4%	4%	17%	23%pq
I want to watch programmes when I am away from home	55 4%	55 4%	-	55 4%	-	55 4%	-	48 4%	4 3%	1 2%	1 4%	2 3%	4 3%	4 3%	2 2%	5 4%	8 5%	4 3%	8 4%	12 7%
		100%	-	100%	-	100%	-	88%	7%	3%	2%	3%	8%	7%	3%	9%	14%	7%	14%	21%
I thought I had recorded it	30 2%	30 2%	-	30 2%	-	30 2%	-	25 2%	3 2%	* *	1 2%	1 2%	5 3%	3 2%	5 5%	2 2%	4 3%	1 1%	3 1%	1 1%
		100%	-	100%	-	100%	-	86%	10%	1%	3%	4%	17%	10%	17%ls	8%	14%	4%	9%	3%
The programme/ film was recommended to me by someone I know	28 2%	28 2%	-	28 2%	-	28 2%	-	25 2%	2 1%	1 1%	-	1 2%	4 2%	3 3%	4 4%	3 3%	3 2%	-	3 1%	4 2%
		100%	-	100%	-	100%	-	89%	6%	4%	-	3%	13%	11%	14%q	12%	12%	-	11%	14%
There are older programmes (such as classic TV shows) or films available that I want to watch	26 2%	26 2%	-	26 2%	-	26 2%	-	20 2%	4 3%	1 1%	1 2%	1 2%	3 2%	5 4%	2 2%	-	-	6 4%	2 1%	1 1%
		100%	-	100%	-	100%	-	77%	16%	5%	3%	5%	10%	19%ops	9%	-	-	21%op	9%	4%
It didn't record properly/ cut the beginning/ cut the end of the programme	22 1%	22 1%	-	22 1%	-	22 1%	-	18 1%	2 1%	2 2%	* 1%	1 2%	1 1%	-	1 1%	2 2%	3 2%	3 3%	3 1%	3 2%
		100%	-	100%	-	100%	-	84%	8%	7%	1%	6%	5%	-	5%	11%	15%	16%	14%	12%
Other	17 1%	17 1%	-	17 1%	-	17 1%	-	14 1%	2 1%	1 1%	* 1%	1 1%	5 3%	1 1%	-	1 1%	-	3 2%	3 1%	1 1%
		100%	-	100%	-	100%	-	83%	10%	5%	2%	4%	30%	6%	-	6%	-	17%	15%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 66

## **QA24: And what would you say is the main reason? SINGLE CODE**

**Base: All using catch-up or free on-demand services**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1533	284 19%	1249 81%	798 52%	622 41%	199 13%	273 18%	1110 72%	920 60%	587 38%	857 56%	1393 91%	140 9%
Weighted base	1492	252 17%	1240 83%	753 50%	614 41%	191 13%	271 18%	1068 72%	888 60%	575 39%	823 55%	1342 90%	151 10%
Effective base	1304	228	1076	665	537	163	240	936	787	494	734	1181	124
I missed the programme/ film when it was on TV and I use it to catch up	583 39%	101 40% 17%	481 39% 83%	278 37% 46%	268 44% 46%ceg	65 34% 11%	127 47% 22%ceg	405 38% 70%	328 37% 56%	252 44% 43%hj	300 36% 52%	514 38% 88%	68 45% 12%
I want to watch the programme/ film at a time that suits me	333 22%	63 25% 19%	271 22% 81%	165 22% 50%	138 23% 42%	46 24% 14%	64 24% 19%	228 21% 68%	194 22% 58%	127 22% 38%	180 22% 54%	295 22% 88%	38 25% 12%
Just to pass some time/ relax	122 8%	20 8% 17%	101 8% 83%	58 8% 47%	37 6% 31%	16 8% 13%	17 6% 14%	88 8% 72%	71 8% 59%	47 8% 38%	65 8% 54%	107 8% 88%	15 10% 12%
I use it when there is nothing on 'normal' TV that I want to watch	109 7%	16 6% 14%	93 7% 86%	65 9% 60%e	42 7% 39%	6 3% 6%	15 6% 14%	78 7% 72%e	69 8% 63%	39 7% 36%	64 8% 59%	101 8% 93%	7 5% 7%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	82 6%	14 5% 17%	69 6% 83%	45 6% 55%f	23 4% 28%	14 7% 17%df	5 2% 6%	75 7% 91%df	50 6% 61%	31 5% 37%	43 5% 53%	76 6% 92%	6 4% 8%
There is a good choice of programmes/ films	68 5%	12 5% 17%	56 5% 83%	41 5% 60%	21 3% 31%	9 5% 13%	11 4% 16%	51 5% 76%	45 5% 66%	22 4% 32%	43 5% 63%	64 5% 94%	4 3% 6%
I want to watch programmes when I am away from home	55 4%	8 3% 14%	47 4% 86%	28 4% 51%	20 3% 36%	11 6% 20%fg	5 2% 10%	48 5% 88%	39 4% 71%	15 3% 27%	36 4% 65%	53 4% 97%	2 1% 3%
I thought I had recorded it	30 2%	2 1% 6%	28 2% 94%	11 1% 38%	14 2% 48%	5 3% 18%	8 3% 27%	18 2% 61%	20 2% 69%	9 2% 31%	20 2% 69%	29 2% 98%	1 * 2%
The programme/ film was recommended to me by someone I know	28 2%	4 2% 15%	24 2% 85%	20 3% 70%	12 2% 44%	7 3% 23%	2 1% 8%	21 2% 74%	21 2% 76%	6 1% 21%	21 3% 76%	26 2% 93%	2 1% 7%
There are older programmes (such as classic TV shows) or films available that I want to watch	26 2%	2 1% 9%	24 2% 91%	13 2% 50%	8 1% 32%	6 3% 23%	2 1% 9%	21 2% 83%	11 1% 43%	15 3% 57%	11 1% 43%	24 2% 92%	2 1% 8%
It didn't record properly/ cut the end beginning/ cut the end of the programme	22 1%	7 3% 30%	15 1% 70%	10 1% 48%	14 2% 65%	6 3% 27%	4 2% 20%	15 1% 67%	16 2% 73%	6 1% 27%	16 2% 73%	22 2% 100%	- - -
Other	17 1%	2 1% 11%	15 1% 89%	8 1% 48%	7 1% 42%	1 1% 6%	5 2% 29%	10 1% 55%	10 1% 55%	5 1% 29%	10 1% 55%	14 1% 79%	4 2% 21%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 66

## **QA24: And what would you say is the main reason? SINGLE CODE**

**Base: All using catch-up or free on-demand services**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1533	1127 74%	857 56%	621 41%	543 35%	419 27%	254 17%	281 18%	157 10%	1393 91%	286 19%	360 23%	139 9%	508 33%	1025 67%
Weighted base	1492	1086 73%	823 55%	597 40%	494 33%	407 27%	243 16%	263 18%	152 10%	1342 90%	286 19%	345 23%	136 9%	498 33%	995 67%
Effective base	1304	949	734	536	455	364	215	240	138	1181	245	308	121	436	869
I missed the programme/ film when it was on TV and I use it to catch up	583 39%	430 40%	300 36%	194 32%	144 29%	124 30%	71 29%	79 30%	43 28%	514 38%	119 42%	113 33%	49 36%	190 38%	393 40%
		74%opqrst	52%pd	33%	25%	21%	12%	14%	7%	88%opqrst	20%w	19%	8%	33%	67%w
I want to watch the programme/ film at a time that suits me	333 22%	224 21%	180 22%	134 22%	126 26%	90 22%	61 25%	64 24%	39 26%	295 22%	56 20%	79 23%	23 17%	107 21%	226 23%
		67%	54%	40%	38% <b>m</b>	27%	18%	19%	12%	88%	17%	24%	7%	32%	68%
Just to pass some time/ relax	122 8%	90 8%	65 8%	58 10%	45 9%	38 9%	17 7%	23 9%	10 7%	107 8%	23 8%	25 7%	7 5%	35 7%	87 9%
		74%	54%	48%	37%	31%	14%	19%	9%	88%	19%	21%	6%	29%	71%
I use it when there is nothing on 'normal' TV that I want to watch	109 7%	81 7%	64 8%	42 7%	34 7%	26 6%	15 6%	20 8%	13 9%	101 8%	21 7%	20 6%	9 7%	32 6%	77 8%
		75%	59%	38%	31%	24%	14%	19%	12%	93%	19%	19%	8%	29%	71%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	82 6%	61 6%	43 5%	36 6%	27 6%	23 6%	19 8%	12 5%	7 4%	76 6%	14 5%	21 6%	6 5%	27 5%	55 6%
		74%	53%	43%	33%	28%	23%	15%	8%	92%	17%	26%	8%	33%	67%
There is a good choice of programmes/ films	68 5%	55 5%	43 5%	37 6%	34 7%	32 8%	17 7%	22 8%	12 8%	64 5%	7 3%	21 6%	8 6%	23 5%	45 5%
		81%	63%	55%	51%	47% <b>u</b>	25%	33% <b>mu</b>	18%	94%	11%	31% <b>v</b>	11%	34%	66%
I want to watch programmes when I am away from home	55 4%	44 4%	36 4%	35 6%	27 5%	26 6%	8 3%	10 4%	5 3%	53 4%	10 3%	21 6%	10 7%	25 5%	30 3%
		80%	65%	63%	49%	46%	14%	18%	10%	97%	18%	38% <b>z</b>	18% <b>z</b>	46%	54%
I thought I had recorded it	30 2%	18 2%	20 2%	16 3%	14 3%	8 2%	10 4%	7 3%	3 2%	29 2%	12 4%	17 5%	6 5%	18 4%	11 1%
		61%	69%	53%	49%	27%	34% <b>m</b>	24%	9%	98%	40% <b>z</b>	56% <b>z</b>	22% <b>z</b>	62% <b>z</b>	38%
The programme/ film was recommended to me by someone I know	28 2%	23 2%	21 3%	17 3%	14 3%	16 4%	9 4%	10 4%	6 4%	26 2%	10 3%	13 4%	11 8%	18 4%	10 1%
		83%	76%	59%	50%	67% <b>u</b>	32%	37%	20%	93%	34% <b>z</b>	45% <b>z</b>	38% <b>yz</b>	63% <b>z</b>	37%
There are older programmes (such as classic TV shows) or films available that I want to watch	26 2%	20 2%	11 1%	12 2%	9 2%	8 2%	5 2%	5 2%	5 3%	24 2%	7 2%	7 2%	4 3%	11 2%	15 2%
		78%	43%	46%	34%	31%	20%	21%	20%	92%	27%	25%	14%	42%	58%
It didn't record properly/ cut the beginning/ cut the end of the programme	22 1%	19 2%	16 2%	11 2%	6 1%	10 2%	10 4%	4 1%	7 5%	22 2%	4 2%	5 1%	2 2%	6 1%	16 2%
		87%	73%	49%	29%	46%	45% <b>mpu</b>	17%	34% <b>mnpopsu</b>	100%	21%	22%	10%	26%	74%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 66

**QA24: And what would you say is the main reason?**  
**SINGLE CODE**

**Base: All using catch-up or free on-demand services**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1492	1086 73%	823 55%	597 40%	494 33%	407 27%	243 16%	263 18%	152 10%	1342 90%	286 19%	345 23%	136 9%	498 33%	995 67%
Other	17 1%	12 1%	10 1%	4 1%	8 2%	2 1%	3 1%	2 1%	- -	14 1%	1 6%	2 10%	- -	3 16%	15 84%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 67

Absolutes/col percents/row percents 19 Apr 2018

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

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2313</b>	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	<b>2307</b>	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	<b>1943</b>	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Improved	<b>482</b> <b>21%</b>	296 26% 61%	186 16% 39%	211 19% 44%	270 23% 56% <b>a</b>	85 27% 18% <b>fgh</b>	113 30% 23% <b>fgh</b>	95 24% 20% <b>gh</b>	81 20% 17% <b>gh</b>	47 14% 10%	61 13% 25% <b>l</b>	120 23% 30%	146 21% 23% <b>l</b>	112 23% 21%	103 17% 21%	266 22% 55%	216 20% 45%	227 29% 47% <b>p</b>	255 17% 53%	200 29% 41% <b>r</b>	282 17% 59%	240 24% 58% <b>t</b>	200 18% 42%
Got worse	<b>517</b> <b>22%</b>	232 20% 45%	285 24% 55%	238 21% 46%	279 24% 54%	49 16% 10%	68 18% 13%	63 16% 12%	88 22% 17% <b>e</b>	85 25% 16% <b>cde</b>	163 34% 32% <b>cdefg</b>	108 21% 21%	139 20% 27%	116 23% 22%	154 26% 30% <b>j</b>	247 20% 48%	269 25% 52% <b>m</b>	150 19% 29%	367 24% 71% <b>o</b>	130 19% 25%	387 24% 75% <b>q</b>	223 19% 43%	294 26% 57% <b>c</b>
Stayed about the same	<b>1253</b> <b>54%</b>	589 52% 47%	664 57% 53%	649 58% 52% <b>u</b>	603 51% 48%	177 56% 14%	183 48% 15%	227 57% 18% <b>d</b>	219 55% 17%	197 58% 16% <b>d</b>	251 52% 20%	280 54% 22%	394 57% 31%	257 52% 21%	321 54% 26%	674 56% 54%	579 53% 46%	395 50% 31%	858 57% 69% <b>o</b>	335 49% 27%	918 57% 73% <b>q</b>	632 54% 50%	619 54% 49%
Don't know	<b>56</b> <b>2%</b>	26 2% 46%	30 3% 54%	27 2% 48%	29 2% 52%	4 1% 7%	14 4% 24% <b>h</b>	10 3% 18%	13 3% 23%	9 3% 16%	6 1% 11%	10 2% 19%	15 2% 26%	12 2% 21%	19 3% 35%	25 2% 45%	31 3% 55%	21 3% 37%	35 2% 63%	21 3% 37%	36 2% 63%	27 2% 48%	29 3% 52%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 67

**QB1:Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same?****SINGLE CODE****Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>2313</b>	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	<b>2307</b>	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	<b>1943</b>	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Improved	<b>482</b> <b>21%</b>	455 22%	26 11%	387 24%	95 13%	435 23%	47 10%	418 22%	31 15%	26 20%	6 12%	19 20%	55 21%	44 24%	31 19%	43 22%	60 28%	25 13%	76 24%	65 23%
		<b>94%b</b>	5%	<b>80%d</b>	20%	<b>90%f</b>	10%	<b>87%h</b>	6%	5%	1%	4%	<b>11%q</b>	<b>9%q</b>	6%	<b>9%q</b>	<b>12%q</b>	5%	<b>16%q</b>	<b>14%q</b>
Got worse	<b>517</b> <b>22%</b>	438 21%	78 33%	329 21%	187 26%	379 20%	138 31%	409 21%	54 26%	35 26%	19 35%	32 33%	50 20%	43 23%	47 28%	43 22%	40 19%	64 33%	53 17%	36 13%
		85%	<b>15%a</b>	64%	<b>36%c</b>	73%	<b>27%e</b>	79%	11%	7%	<b>4%g</b>	<b>6%lprs</b>	<b>10%e</b>	<b>8%e</b>	<b>9%rs</b>	<b>8%e</b>	8%	<b>12%lmoprs</b>	10%	7%
Stayed about the same	<b>1253</b> <b>54%</b>	1127 55%	126 53%	842 53%	411 57%	1010 54%	242 54%	1038 54%	118 57%	69 51%	27 49%	45 47%	147 57%	97 52%	85 50%	100 51%	110 52%	105 54%	177 57%	172 61%
		90%	10%	67%	33%	81%	19%	83%	9%	6%	2%	4%	12%	8%	7%	8%	9%	8%	14%	<b>14%ko</b>
Don't know	<b>56</b> <b>2%</b>	48 2%	6 3%	24 2%	32 4%	37 2%	19 4%	44 2%	6 3%	5 3%	2 4%	-	4 2%	4 2%	5 3%	11 6%	1 1%	1 1%	5 2%	11 4%
		85%	11%	43%	<b>57%c</b>	66%	<b>34%e</b>	78%	10%	8%	4%	-	7%	7%	10%	<b>20%klpq</b>	2%	2%	10%	20%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 67

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

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Improved	482	82	400	266	174	64	75	372	303	179	279	423	59
	21%	21%	21%	25%	17%	29%	12%	26%	27%	15%	29%	25%	10%
		17%	83%	55% <b>df</b>	36% <b>f</b>	13% <b>df</b>		77% <b>df</b>	63% <b>l</b>	37%	58% <b>l</b>	88% <b>l</b>	12%
Got worse	517	99	417	216	258	49	167	291	241	276	200	346	171
	22%	25%	22%	20%	25%	22%	27%	20%	22%	23%	21%	20%	28%
		19%	81%	42%	50% <b>cg</b>	9%	32% <b>cg</b>	56%	47%	53%	39%	67%	33% <b>k</b>
Stayed about the same	1253	197	1056	550	580	104	372	770	554	698	474	900	352
	54%	50%	55%	52%	56%	47%	59%	53%	50%	59%	49%	53%	58%
		16%	84%	44%	46% <b>e</b>	8%	30% <b>ceg</b>	61%	44%	56% <b>hj</b>	38%	72%	28% <b>k</b>
Don't know	56	13	43	27	19	5	14	27	22	35	20	36	20
	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	3%
		23%	77%	47%	35%	9%	25%	47%	38%	62%	36%	65%	35%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 67

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

**Base: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Improved	482 21%	351 26%	279 29%	226 31%	183 33%	176 34%	96 34%	110 37%	66 35%	423 25%	86 19%	140 28%	68 34%	180 24%	302 19%
		73%	58%u	47%mu	38%mu	37%mn	20%mu	23%mn	14%mu	88%	18%	29%vz	14%vyz	37%z	63%
Got worse	517 22%	266 20%	200 21%	132 18%	115 20%	110 21%	55 20%	68 23%	37 20%	346 20%	171 38%	152 30%	60 30%	235 31%	282 18%
		52%	39%	26%	22%	21%	11%	13%	7%	67%	33%wyz	29%z	12%z	45%z	55%
Stayed about the same	1253 54%	699 52%	474 49%	364 50%	257 46%	221 43%	124 44%	114 38%	81 43%	900 53%	185 41%	210 42%	67 34%	329 44%	923 59%
		56%pqrst	38%qs	29%qs	20%	18%	10%	9%	6%	72%pqrst	15%	17%	5%	26%x	74%vwxy
Don't know	56 2%	25 2%	20 2%	11 2%	8 1%	8 1%	4 2%	6 2%	5 2%	36 2%	4 1%	3 *	3 1%	8 1%	49 3%
		44%	36%	20%	15%	14%	8%	10%	8%	65%	7%	4%	5%	13%	87%vwy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 68

**QB2: In what ways do you think that television programmes have improved over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	479	313 65%	166 35%	203 42%	276 58%	87 18%	109 23%	104 22%	75 16%	45 9%	59 12%	134 28%	141 29%	103 22%	101 21%	275 57%	204 43%	232 48%	247 52%	206 43%	273 57%	314 66%	164 34%
Weighted base	482	296 61%	186 39%	211 44%	270 56%	85* 18%*	113* 23%*	95* 20%*	81* 17%*	47* 10%*	61* 13%*	120 25%	146 30%	112* 23%*	103* 21%*	266 55%	216 45%	227 47%	255 53%	200 41%	282 59%	280 58%	200 42%
Effective base	416	274 66%	146 35%	174 41%	243 58%	78 18%	97 23%	92 22%	67 16%	39 9%	46 11%	115 28%	121 29%	92 22%	91 21%	235 57%	182 44%	205 49%	213 51%	182 42%	235 58%	282 66%	145 32%
Wider range/ type of programmes	266 55%	177 60% 67%	89 48% 33%	104 49% 39%	162 60% 61% <sup>a</sup>	49 57% 18%	64 57% 24%	54 56% 20%	42 52% 16%	29 61% 11%	30 49% 11%	60 50% 23%	80 55% 30%	69 62% 26%	57 55% 21%	140 53% 53%	126 59% 47%	128 56% 48%	139 54% 52%	112 56% 42%	155 55% 58%	148 53% 56%	117 58% 44%
Improved quality	259 54%	185 62% 71%	74 40% 29%	125 49% 48% <sup>b</sup>	134 52% 52%	56 65% 21% <sup>fh</sup>	64 57% 25% <sup>h</sup>	53 56% 21% <sup>h</sup>	36 45% 14%	32 67% 12% <sup>fh</sup>	18 30% 7%	67 56% 26%	76 52% 29%	60 54% 23%	55 54% 21%	143 54% 55%	116 54% 45%	124 55% 48%	135 53% 52%	106 53% 41%	153 54% 59%	159 57% 61%	99 50% 38%
More interesting/ entertaining	224 47%	157 53% 70%	68 36% 30%	99 47% 44%	125 46% 56%	40 47% 18%	57 50% 25%	45 48% 20%	37 46% 16%	18 38% 8%	27 45% 12%	65 54% 29%	60 41% 27%	49 44% 22%	51 49% 23%	124 47% 55%	100 46% 45%	113 50% 50%	111 44% 50%	101 50% 45%	124 44% 55%	123 44% 55%	100 50% 45%
More/ better dramas	224 46%	156 53% 70%	67 36% 30%	84 40% 37%	140 52% 63% <sup>a</sup>	30 35% 13%	46 41% 21%	42 44% 19%	29 55% 20% <sup>c</sup>	32 62% 13% <sup>cd</sup>	32 53% 14% <sup>c</sup>	56 47% 25%	65 44% 29%	57 50% 25%	46 44% 20%	121 46% 54%	102 48% 46%	105 47% 47%	118 46% 53%	95 47% 42%	129 46% 58%	113 40% 50%	111 55% 50% <sup>s</sup>
More/ better films	101 21%	71 24% 71%	30 16% 29%	43 20% 42%	58 22% 56%	20 23% 20% <sup>h</sup>	38 33% 37% <sup>efgh</sup>	18 19% 18%	15 18% 15%	5 11% 5%	5 9% 5%	26 21% 25%	35 24% 35%	24 21% 24%	16 16% 16%	61 23% 60%	40 19% 40%	60 26% 59% <sup>p</sup>	42 16% 41%	53 27% 52% <sup>r</sup>	48 17% 48%	59 21% 58%	42 21% 42%
More up to date	72 15%	56 19% 78%	16 9% 22%	27 13% 37%	45 17% 63%	15 17% 20%	13 12% 18%	13 14% 18%	15 19% 21%	7 15% 9%	9 15% 13%	10 9% 14%	22 15% 31%	21 19% 29% <sup>i</sup>	19 18% 26% <sup>il</sup>	32 12% 45%	40 18% 55%	37 16% 51%	35 14% 49%	34 17% 47%	38 14% 53%	39 14% 54%	33 17% 46%
More content aimed at specific groups (children, young people, ethnic minorities etc.)	54 11%	48 16% 88%	7 4% 12%	18 8% 33%	37 13% 67%	11 13% 20%	16 15% 30%	13 14% 25%	7 8% 12%	4 9% 8%	3 4% 5%	12 10% 23%	16 11% 30%	17 15% 32%	8 8% 15%	29 11% 53%	26 12% 47%	34 15% 62% <sup>p</sup>	21 8% 38%	30 15% 56% <sup>r</sup>	24 9% 44%	34 12% 63%	20 10% 37%
Better actors	49 10%	35 12% 71%	14 8% 29%	28 13% 56%	22 8% 44%	10 12% 21%	15 13% 31%	7 8% 15%	5 6% 9%	8 17% 16%	4 7% 8%	14 12% 28%	18 12% 36%	10 9% 20%	8 8% 17%	31 12% 64%	18 8% 36%	22 10% 45%	27 11% 55%	20 10% 40%	29 10% 60%	32 11% 64%	18 9% 36%
Other ways	15 3%	2 1% 15%	13 7% 85%	7 3% 48%	8 3% 52%	1 1% 7%	2 2% 15%	3 3% 18%	2 2% 11%	1 1% 9%	6 10% 40% <sup>cd</sup>	7 6% 45%	2 1% 14%	3 3% 21%	3 3% 19%	9 3% 59%	6 3% 41%	6 3% 42%	9 3% 58%	5 3% 35%	10 3% 65%	5 33% 33%	10 5% 67%
Don't know	5 1%	3 1% 68%	1 1% 32%	2 1% 48%	2 1% 52%	2 3% 47%	1 1% 21%	1 2% 32%	- - -	- - -	- - -	- - -	- - -	4 3% 79% <sup>j</sup>	1 1% 21%	- 2% -	5 2% 100% <sup>m</sup>	1 1% 21%	4 1% 79%	1 1% 21%	4 1% 79%	3 1% 68%	1 1% 32%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 68

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

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	479	457 95%	21 4%	389 81%	90 19%	437 91%	42 9%	368 77%	35 7%	49 10%	27 6%	16 3%	50 10%	41 9%	28 6%	40 8%	38 8%	20 4%	65 14%	70 15%
Weighted base	482	455 94%	26** 5%**	387 80%	95* 20%*	435 90%	47* 10%*	418 87%	31* 6%*	26* 5%*	6** 1%**	19** 4%**	55* 11%*	44* 9%*	31** 6%**	43* 9%*	60* 12%*	25** 5%**	76* 16%*	65* 14%*
Effective base	416	398	18	338	79	381	36	342	33	45	25	15	48	40	27	38	36	19	62	68
Wider range/ type of programmes	266 55%	258 57% 97%	7 28% 3%	219 57% 82%	47 50% 18%	250 58% 94% <b>f</b>	16 35% 6%	226 54% 85%	19 63% 7%	17 64% 6%	5 75% 2%	9 47% 3%	31 56% 12%	26 59% 10%	10 31% 4%	22 52% 8%	37 61% 14%	15 60% 6%	44 58% 17%	32 48% 12%
Improved quality	259 54%	248 55% 96%	11 43% 4%	219 57% 84% <b>d</b>	40 42% 16%	244 56% 94% <b>f</b>	15 32% 6%	225 54% 87%	14 45% 5%	17 65% 7%	3 48% 1%	7 36% 3%	31 55% 12%	26 58% 10%	18 58% 7%	27 64% 11% <b>f</b>	31 53% 12%	9 37% 4%	31 41% 12%	45 69% 17% <b>r</b>
More interesting/ entertaining	224 47%	213 47% 95%	10 40% 5%	182 47% 81%	42 44% 19%	203 47% 91%	21 45% 9%	196 47% 88%	12 40% 6%	13 48% 6%	3 48% 1%	11 61% 5%	20 37% 9%	15 35% 7%	14 44% 6%	21 49% 9%	26 43% 11%	14 55% 6%	43 56% 19% <b>lm</b>	32 49% 14%
More/ better dramas	224 46%	208 46% 93%	14 54% 6%	184 48% 82%	40 42% 18%	203 47% 91%	21 44% 9%	191 46% 86%	15 49% 7%	14 51% 6%	3 55% 2%	10 51% 4%	31 55% 14%	16 37% 7%	17 53% 7%	19 44% 8%	22 37% 10%	14 55% 6%	37 49% 17%	26 40% 12%
More/ better films	101 21%	97 21% 96%	3 10% 3%	88 23% 87%	14 14% 13%	97 22% 96% <b>f</b>	4 8% 4%	89 21% 88%	6 20% 6%	6 21% 5%	* 3% *	5 26% 5%	6 12% 6%	6 14% 6%	5 16% 5%	12 29% 12% <b>l</b>	5 21% 12%	11 43% 11%	12 15% 12%	20 30% 20% <b>lr</b>
More up to date	72 15%	66 14% 91%	7 26% 9%	58 15% 80%	15 16% 20%	63 15% 87%	9 19% 13%	59 14% 82%	4 14% 6%	7 28% 10% <b>g</b>	1 23% 2%	2 12% 3%	8 14% 11%	8 19% 12%	3 10% 4%	7 16% 10%	8 14% 11%	5 22% 7%	5 7% 7%	12 19% 17% <b>r</b>
More content aimed at specific groups (children, young people, ethnic minorities etc.)	54 11%	52 12% 96%	2 8% 4%	49 13% 91%	5 5% 9%	53 12% 98%	1 3% 2%	47 11% 86%	3 8% 5%	5 18% 9%	* 3% *	1 4% 1%	6 12% 12%	4 9% 7%	2 6% 3%	8 18% 14%	5 9% 9%	2 9% 4%	5 7% 10%	14 21% 25% <b>lr</b>
Better actors	49 10%	48 11% 98%	1 4% 2%	44 11% 90%	5 5% 10%	49 11% 100% <b>f</b>	- - -	40 10% 82%	4 12% 7%	5 19% 10%	* 7% 1%	3 18% 7%	8 14% 15%	2 4% 4%	4 14% 9%	3 6% 6%	2 3% 4%	2 7% 4%	4 6% 9%	12 19% 25% <b>lmpr</b>
Other ways	15 3%	15 3% 100%	- - -	13 3% 85%	2 2% 15%	13 3% 85%	2 5% 15%	13 3% 85%	1 3% 7%	1 4% 7%	- - -	- - -	- - -	3 8% 22% <b>r</b>	2 7% 15%	- - -	4 7% 27%	2 10% 16%	- - -	1 1% 5%
Don't know	5 1%	5 1% 100%	- - -	1 - 26%	3 4% 74% <b>c</b>	1 - 26%	3 7% 74% <b>g</b>	5 1% 100%	- - -	- - -	- - -	- - -	2 4% 48%	1 3% 32%	- - -	- - -	- - -	- - -	- - -	1 1% 21%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 68

Absolutes/col percents/row percents 19 Apr 2018

**QB2: In what ways do you think that television programmes have improved over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	479	91	388	275	171	64	71	375	306	173	282	424	55
		19%	81%	57%	36%	13%	15%	78%	64%	36%	59%	89%	11%
Weighted base	482	82*	400	266	174	64*	75*	372	303	179	279	423	59*
		17%*	83%	55%	36%	13%*	15%*	77%	63%	37%	58%	88%	12%*
Effective base	416	78	339	238	151	55	64	325	267	150	246	369	48
Wider range/ type of programmes	266	51	215	148	107	39	42	206	163	103	150	238	29
	55%	62%	54%	56%	61%	61%	56%	55%	54%	58%	54%	56%	49%
		19%	81%	55%	40%	15%	16%	77%	61%	39%	56%	89%	11%
Improved quality	259	44	215	155	96	38	34	207	176	83	166	236	23
	54%	54%	54%	58%	55%	59%	45%	56%	58%	47%	60%	56%	38%
		17%	83%	60%	37%	15%	13%	80%	68% <i>l</i>	32%	64% <i>l</i>	91% <i>l</i>	9%
More interesting/ entertaining	224	31	194	129	82	32	31	183	140	84	128	199	25
	47%	37%	48%	49%	47%	51%	41%	49%	46%	47%	46%	47%	42%
		14%	86%	58%	37%	14%	14%	81%	62%	38%	57%	89%	11%
More/ better dramas	224	37	186	119	93	31	35	177	137	87	125	194	30
	46%	45%	47%	45%	53%	48%	47%	48%	45%	49%	45%	46%	51%
		17%	83%	53%	42%	14%	16%	79%	61%	39%	56%	87%	13%
More/ better films	101	18	83	62	31	16	10	84	76	25	70	96	5
	21%	22%	21%	24%	18%	24%	14%	23%	25%	14%	25%	23%	9%
		18%	82%	62%	31%	15%	10%	83%	75% <i>l</i>	25%	69% <i>l</i>	95% <i>l</i>	5%
More up to date	72	17	55	47	32	8	10	61	43	29	41	61	11
	15%	21%	14%	18%	18%	13%	14%	16%	14%	16%	15%	14%	19%
		23%	77%	66%	44%	11%	14%	84%	60%	40%	56%	85%	15%
More content aimed at specific groups (children, young people, ethnic minorities etc.)	54	10	44	32	26	12	7	46	34	21	34	49	6
	11%	13%	11%	12%	15%	19%	9%	12%	11%	11%	12%	12%	10%
		19%	81%	59%	48%	22%	12%	84%	62%	38%	62%	90%	10%
Better actors	49	6	44	32	19	10	5	43	36	13	34	46	3
	10%	7%	11%	12%	11%	16%	7%	11%	12%	7%	12%	11%	6%
		11%	89%	66%	39%	21%	11%	87%	73%	27%	69%	93%	7%
Other ways	15	1	14	3	8	4	5	10	10	5	8	14	1
	3%	1%	4%	1%	5%	7%	7%	3%	3%	3%	3%	3%	2%
		7%	93%	23%	52%	30% <i>c</i>	36% <i>c</i>	64%	69%	31%	54%	93%	7%
Don't know	5	1	4	2	2	-	1	3	3	1	2	3	1
	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%
		21%	79%	52%	42%	-	21%	58%	68%	32%	47%	68%	32%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 68

Absolutes/col percents/row percents 19 Apr 2018

**QB2: In what ways do you think that television programmes have improved over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	479	351 73%	282 59%	235 49%	196 41%	179 37%	102 21%	118 25%	64 13%	424 89%	91 19%	148 31%	74 15%	186 39%	293 61%
	482	351 73%	279 58%	226 47%	183 38%	176 37%	96* 20%*	110 23%	66* 14%*	423 88%	86* 18%*	140 29%	68* 14%*	180 37%	302 63%
	416	305	246	205	167	160	88	102	58	369	77	132	65	164	253
	266	193	150	125	104	99	55	60	30	238	46	67	30	94	172
	55%	55%	54%	55%	57%	56%	57%	55%	45%	56%	53%	48%	44%	52%	57%
		72%	56%	47%	39%	37%	21%	23%	11%	89%	17%	25%	11%	35%	65%
	259	193	166	139	112	118	60	72	46	236	54	93	44	113	146
	54%	55%	60%	62%	61%	67%	62%	66%	69%	56%	63%	67%	64%	63%	48%
		75%	64%	54%	43%	45% <b>mu</b>	23%	28%	18%	91%	21% <b>z</b>	36% <b>z</b>	17% <b>z</b>	44% <b>z</b>	56%
	224	163	128	117	92	91	52	57	32	199	39	61	31	78	147
	47%	46%	46%	52%	50%	52%	54%	52%	48%	47%	45%	43%	45%	43%	49%
		73%	57%	52%	41%	40%	23%	26%	14%	89%	17%	27%	14%	35%	65%
	224	158	125	99	85	71	57	45	35	194	44	56	33	77	147
	46%	45%	45%	44%	46%	41%	59%	41%	53%	46%	51%	40%	48%	43%	49%
		71%	56%	44%	38%	32%	26% <b>mnoqsu</b>	20%	16%	87%	20%	25%	15%	34%	66%
	101	79	70	57	39	52	29	35	25	96	20	37	25	46	56
	21%	23%	25%	25%	21%	29%	30%	32%	37%	23%	23%	26%	36%	25%	18%
		79%	69%	56%	39%	51%	28%	35%	24% <b>mpu</b>	95%	19%	37%	24% <b>z</b>	45%	55%
	72	50	41	39	26	35	23	18	8	61	20	25	9	32	40
	15%	14%	15%	17%	14%	20%	24%	17%	12%	14%	24%	18%	14%	18%	13%
		69%	56%	54%	37%	48%	32% <b>mnu</b>	25%	11%	85%	28% <b>z</b>	35%	13%	45%	55%
	54	39	34	35	29	30	22	18	8	49	16	24	8	29	26
	11%	11%	12%	16%	16%	17%	23%	17%	13%	12%	18%	17%	11%	16%	9%
		71%	62%	65%	53%	56%	40% <b>mnu</b>	34%	15%	90%	29% <b>z</b>	45% <b>z</b>	14%	53% <b>z</b>	47%
	49	37	34	30	23	30	17	22	12	46	16	23	11	26	23
	10%	11%	12%	13%	13%	17%	18%	20%	19%	11%	19%	16%	17%	15%	8%
		76%	69%	60%	47%	60%	35%	45% <b>mu</b>	25%	93%	33% <b>z</b>	46% <b>z</b>	23% <b>z</b>	53% <b>z</b>	47%
	15	8	8	4	3	2	2	2	1	14	3	2	1	6	9
	3%	2%	3%	2%	2%	1%	2%	2%	1%	3%	4%	2%	2%	3%	3%
		54%	54%	24%	22%	14%	12%	15%	5%	93%	22%	16%	8%	39%	61%
	5	3	2	2	1	1	1	1	-	3	-	-	-	-	5
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	-	-	-	2%
		68%	47%	47%	26%	26%	21%	26%	-	68%	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 69

**QB3: In what ways do you think that television programmes have got worse over the past year?****Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?****MULTI CODE****Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	523	252 48%	271 52%	236 45%	287 55%	49 9%	67 13%	78 15%	100 19%	79 15%	150 29%	118 23%	147 28%	103 20%	155 30%	265 51%	258 49%	164 31%	359 69%	142 27%	381 73%	268 51%	255 49%
Weighted base	517	232 45%	285 55%	238 46%	279 54%	49* 10%*	68* 13%*	63* 12%*	88* 17%*	85* 16%*	163 32%	108* 21%*	139 27%	116* 22%*	154 30%	247 48%	269 52%	150 29%	367 71%	130 25%	387 75%	223 43%	294 57%
Effective base	424	222	210	183	243	42	58	61	82	69	117	93	123	83	128	216	209	134	291	116	309	225	211
More repeats	339 66%	163 71% 48%	176 62% 52%	158 66% 47%	181 65% 53%	28 57% 8%	31 45% 9%	37 59% 11%	59 67% 17% <b>d</b>	65 76% 19% <b>cde</b>	120 73% 35% <b>d</b>	57 53% 17%	89 64% 26%	79 68% 23% <b>i</b>	114 74% 34% <b>i</b>	146 59% 43%	193 72% 57% <b>m</b>	85 57% 25%	255 69% 75% <b>o</b>	78 60% 23%	261 68% 77%	130 58% 38%	210 71% 62% <b>s</b>
Lack of variety	291 56%	152 66% 52%	139 49% 48%	132 55% 45%	159 57% 55%	33 66% 11% <b>h</b>	46 68% 16% <b>h</b>	39 62% 13%	53 51% 18%	43 47% 15%	77 47% 26%	57 53% 20%	79 57% 27%	66 57% 23%	88 57% 30%	137 55% 47%	154 42% 53%	87 42% 30%	204 49% 70%	79 43% 27%	212 48% 73%	142 58% 49% <b>t</b>	149 51% 51%
Too many reality shows	242 47%	137 59% 57%	104 37% 43%	127 54% 53% <b>b</b>	114 41% 47%	21 43% 9%	28 41% 11%	32 50% 13%	41 47% 17%	52 62% 22% <b>dh</b>	68 41% 28%	59 54% 24% <b>i</b>	69 49% 28%	57 50% 24%	57 37% 24%	127 51% 53%	114 42% 47%	63 42% 26%	179 49% 74%	56 43% 23%	186 48% 77%	128 58% 53% <b>t</b>	113 39% 47%
General lack of quality	217 42%	126 54% 58%	91 32% 42%	115 48% 53% <b>b</b>	102 37% 47%	18 37% 8%	32 46% 15%	31 49% 14% <b>h</b>	43 49% 20% <b>h</b>	40 47% 18% <b>h</b>	53 32% 24%	50 46% 23%	64 46% 29%	42 37% 20%	61 40% 28%	114 46% 52%	103 38% 48%	68 45% 31%	149 41% 69%	59 45% 27%	158 41% 73%	121 54% 56% <b>t</b>	96 33% 44%
More bad language	97 19%	57 25% 59%	40 14% 41%	44 19% 45%	53 19% 55%	3 6% 3%	3 5% 4%	12 18% 12% <b>d</b>	15 28% 16% <b>d</b>	24 24% 25% <b>cde</b>	40 26% 41% <b>cd</b>	28 15% 21%	21 22% 27%	26 15% 23%	22 20% 50%	49 18% 50%	48 18% 50%	22 15% 22%	75 21% 78%	18 14% 19%	79 20% 81%	44 20% 45%	53 18% 55%
More violence	93 18%	57 25% 62%	36 12% 38%	40 17% 43%	53 19% 57%	7 15% 8%	5 7% 5%	11 18% 12%	14 16% 16% <b>d</b>	18 22% 20% <b>d</b>	37 23% 40% <b>d</b>	26 24% 28%	21 15% 22%	20 18% 22%	26 17% 28%	47 19% 50%	46 17% 50%	25 17% 27%	68 19% 73%	23 17% 25%	70 18% 75%	38 17% 41%	55 19% 59%
More sex/ content with sexual connotations/ sexually explicit content	89 17%	56 24% 64%	32 11% 36%	35 15% 40%	53 19% 60%	8 16% 9%	10 15% 12%	13 20% 14%	15 17% 17%	14 17% 16%	28 17% 32%	24 22% 27%	19 13% 21%	18 16% 21%	28 18% 31%	43 17% 48%	46 17% 52%	34 23% 39% <b>p</b>	54 15% 61%	29 22% 33%	59 15% 67%	41 19% 47%	47 16% 53%
More antisocial behaviour	73 14%	52 22% 71%	22 8% 29%	33 14% 44%	41 15% 56%	4 7% 5%	3 4% 4%	10 16% 14% <b>d</b>	10 11% 13%	14 16% 19% <b>d</b>	33 20% 45% <b>d</b>	19 18% 26%	19 14% 26%	17 15% 24%	18 12% 24%	38 15% 52%	35 13% 48%	16 11% 22%	57 15% 78%	15 12% 21%	58 15% 79%	32 15% 44%	41 14% 56%
More nakedness/ naked bodies/ body parts	73 14%	49 21% 67%	24 8% 33%	29 12% 39%	44 16% 61%	6 12% 8%	9 14% 13%	11 18% 15%	13 15% 16%	11 13% 15%	22 14% 31%	17 16% 24%	22 15% 30%	16 14% 22%	18 11% 24%	39 16% 53%	34 13% 47%	27 18% 37%	46 13% 63%	23 17% 31%	50 13% 69%	37 17% 51%	36 12% 49%
Invasion of privacy/ not respecting people's privacy	39 8%	27 12% 70%	12 4% 30%	19 8% 52%	19 7% 48%	8 16% 21%	4 5% 9%	3 5% 8%	6 7% 16%	5 6% 14%	12 8% 32%	8 8% 22%	9 6% 23%	12 11% 32%	9 6% 24%	17 7% 45%	22 8% 55%	8 5% 20%	31 9% 80%	7 5% 17%	32 8% 83%	20 9% 51%	19 7% 49%
Age – Discriminatory treatment or portrayal of people based on age	19 4%	12 5% 63%	7 2% 37%	12 5% 63%	7 2% 37%	- - -	1 2% 7%	1 1% 4%	3 4% 16%	5 6% 27%	8 5% 44%	7 6% 35%	5 4% 28%	5 4% 25%	2 1% 12%	12 5% 63%	7 3% 37%	4 3% 23%	14 4% 77%	4 3% 23%	14 4% 77%	8 3% 42%	11 4% 58%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	19 4%	15 6% 79%	4 1% 21%	8 3% 41%	11 4% 59%	1 2% 6%	1 1% 5%	2 3% 10%	5 6% 28%	1 1% 6%	8 5% 44%	6 5% 31%	4 3% 20%	4 3% 21%	5 3% 28%	10 4% 51%	9 3% 49%	5 3% 28%	13 4% 72%	3 3% 18%	15 4% 82%	8 4% 43%	11 4% 57%

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

\* small base

Prepared by BDRG Continental

Fieldwork: April - December 2017

BDRG/Job number (23011)

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 69

Absolutes/col percents/row percents 19 Apr 2018

**QB3: In what ways do you think that television programmes have got worse over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	517	232 45%	285 55%	238 46%	279 54%	49* 10%*	68* 13%*	63* 12%*	88* 17%*	85* 16%*	163 32%	108* 21%*	139 27%	116* 22%*	154 30%	247 48%	269 52%	150 29%	367 71%	130 25%	387 75%	223 43%	294 57%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	18 3%	12 5%	6 2%	5 2%	13 5%	2 3%	- -	3 5%	5 6%	4 5%	4 2%	5 5%	2 1%	5 4%	6 4%	7 3%	11 4%	6 4%	12 3%	6 4%	12 3%	9 4%	9 3%
Race – Discriminatory treatment or portrayal of people based on race	15 3%	13 5%	2 1%	7 3%	8 3%	1 3%	1 2%	- 7%	7 8%	2 3%	4 2%	5 4%	2 1%	4 3%	4 2%	7 3%	8 3%	3 2%	12 3%	3 3%	12 3%	12 5%	3 1%
Religion – Discriminatory treatment or portrayal of people based on religion	10 2%	9 4%	1 *	4 2%	7 2%	- -	- -	- -	5 4%	2 1%	4 2%	4 3%	2 1%	2 2%	3 2%	6 5%	5 4%	3 2%	7 2%	3 3%	7 2%	5 2%	6 5%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	7 1%	7 3%	- -	3 1%	4 1%	- -	- -	- -	2 3%	1 1%	4 2%	2 2%	2 1%	2 3%	1 1%	4 5%	4 1%	1 1%	6 2%	1 1%	6 2%	4 5%	3 1%
Disability – Discriminatory treatment or portrayal of people based on disability	7 1%	5 2%	2 1%	5 2%	2 1%	- -	- -	- -	1 1%	3 4%	3 2%	3 4%	1 1%	2 2%	1 1%	4 2%	3 1%	- -	7 2%	- -	7 2%	4 5%	3 1%
Other ways	51 10%	19 8%	33 12%	26 11%	25 9%	5 10%	6 9%	3 5%	6 7%	7 8%	24 15%	14 13%	15 11%	9 8%	13 9%	29 12%	22 8%	9 6%	42 12%	5 4%	46 12%	21 40%	31 10%
Don't know	3 1%	2 1%	1 *	- -	3 1%	1 2%	1 2%	- -	- -	- -	1 1%	1 1%	1 1%	1 1%	- -	2 1%	1 *	- -	3 1%	- -	3 1%	1 1%	2 1%

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 69

**QB3: In what ways do you think that television programmes have got worse over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	523	456 87%	66 13%	354 68%	169 32%	404 77%	119 23%	338 65%	61 12%	58 11%	66 13%	27 5%	43 8%	39 7%	39 7%	39 7%	26 5%	46 9%	44 8%	35 7%
Weighted base	517	438 85%	78* 15%*	329 64%	187 36%	379 73%	138* 27%*	409 79%	54* 11%*	35* 7%*	19** 4%**	32** 6%**	50* 10%*	43* 8%*	47* 9%*	43* 8%*	40** 8%**	64* 12%*	53* 10%*	36* 7%*
Effective base	424	373	53	290	137	331	97	309	57	54	25	26	40	37	37	36	24	41	40	33
More repeats	339 66%	275 63%	64 82%	213 65%	127 68%	240 63%	99 72%	273 67%	34 62%	19 56%	13 67%	22 67%	34 68%	26 61%	31 66%	28 63%	29 72%	46 72%	32 60%	27 75%
Lack of variety	291 56%	247 56%	43 8%	203 62%	88 47%	231 61%	60 44%	237 58%	30 55%	16 46%	8 43%	22 69%	30 59%	24 56%	22 48%	32 73%	24 60%	31 48%	27 52%	24 68%
Too many reality shows	242 47%	222 51%	19 4%	170 52%	71 38%	197 52%	44 32%	190 46%	29 53%	12 35%	11 57%	19 27%	25 50%	12 27%	24 50%	14 33%	19 47%	33 51%	25 46%	20 56%
General lack of quality	217 42%	196 45%	20 9%	159 48%	58 31%	177 47%	40 29%	164 40%	32 58%	13 38%	9 45%	18 56%	27 54%	17 40%	18 39%	17 39%	10 26%	13 20%	19 46%	19 54%
More bad language	97 19%	88 20%	9 12%	58 18%	39 21%	67 18%	30 22%	75 18%	14 26%	6 17%	2 13%	6 18%	5 9%	1 2%	7 16%	5 11%	6 16%	14 22%	17 32%	13 38%
More violence	93 18%	87 20%	6 8%	57 17%	36 19%	68 18%	24 16%	71 17%	13 23%	6 18%	3 16%	4 12%	8 15%	4 10%	9 20%	3 8%	8 20%	11 17%	14 26%	10 27%
More sex/ content with sexual connotations/ sexually explicit content	89 17%	84 19%	5 6%	61 19%	27 15%	71 19%	18 13%	68 17%	13 23%	4 13%	4 19%	5 16%	10 20%	5 11%	10 22%	6 13%	5 13%	10 16%	7 13%	10 28%
More antisocial behaviour	73 14%	66 15%	7 9%	51 16%	22 12%	57 15%	16 12%	53 13%	14 26%	5 13%	1 7%	3 9%	6 12%	4 10%	7 15%	5 10%	10 24%	5 7%	6 12%	8 23%
More nakedness/ naked bodies/ body parts	73 14%	65 15%	7 9%	53 16%	20 11%	59 16%	14 10%	55 14%	11 21%	5 15%	1 6%	5 16%	7 14%	5 11%	8 16%	5 11%	5 12%	8 13%	3 5%	10 28%
Invasion of privacy/ not respecting people's privacy	39 8%	37 8%	2 3%	26 8%	13 7%	33 9%	6 5%	29 7%	9 17%	1 3%	* 3%	2 5%	2 4%	4 9%	3 8%	2 5%	6 15%	6 16%	2 5%	2 6%
Age – Discriminatory treatment or portrayal of people based on age	19 4%	19 4%	- -	13 4%	6 3%	14 4%	5 3%	15 4%	3 6%	1 2%	* 1%	2 6%	- -	2 5%	1 3%	1 2%	2 4%	4 6%	1 2%	2 6%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	19 4%	19 4%	- -	14 4%	5 3%	15 4%	4 3%	14 3%	4 7%	1 2%	* 1%	5 16%	- -	- -	1 3%	3 6%	2 4%	- -	- -	3 9%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 69

**QB3: In what ways do you think that television programmes have got worse over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	517	438 85%	78* 15%**	329 64%	187 36%	379 73%	138* 27%**	409 79%	54* 11%**	35* 7%**	19** 4%**	32** 6%**	50* 10%**	43* 8%**	47* 9%**	43* 8%**	40** 8%**	64* 12%**	53* 10%**	36* 7%**
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	18 3%	18 4%	- -	14 4%	4 2%	15 4%	3 2%	16 4%	2 4%	- -	- -	1 3%	- -	- -	2 5%	2 4%	5 11%	3 4%	- -	3 9%
		100%	-	78%	22%	84%	16%	88%	12%	-	-	6%	-	-	13%	10%	26%	16%	-	18%lr
Race – Discriminatory treatment or portrayal of people based on race	15 3%	15 3%	- -	12 4%	2 1%	15 4%	- -	13 3%	2 3%	- -	- -	- -	- -	- -	1 3%	4 8%	4 9%	2 4%	- -	2 6%
		100%	-	84%	16%	100%	-	89%	11%	-	-	-	-	-	8%	25%	25%	15%	-	15%
Religion – Discriminatory treatment or portrayal of people based on religion	10 2%	10 2%	- -	8 2%	2 1%	9 2%	1 1%	8 2%	2 4%	- -	* 1%	1 4%	- -	- -	1 3%	1 2%	2 4%	- -	- -	3 9%
		100%	-	79%	21%	90%	10%	79%	19%	-	1%	12%	-	-	12%	8%	16%	-	-	32%lqr
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	7 1%	7 2%	- -	6 2%	2 1%	7 2%	1 1%	6 1%	1 3%	- -	- -	- -	- -	- -	1 3%	- -	2 4%	- -	1 1%	2 6%
		100%	-	75%	25%	90%	10%	80%	20%	-	-	-	-	-	16%	-	22%	-	10%	31%
Disability – Discriminatory treatment or portrayal of people based on disability	7 1%	7 2%	- -	5 2%	2 1%	6 2%	1 1%	5 1%	1 2%	1 2%	- -	- -	- -	- -	- -	- -	3 7%	- -	- -	2 6%
		100%	-	72%	28%	88%	12%	74%	14%	12%	-	-	-	-	-	-	41%	-	-	32%
Other ways	51 10%	48 11%	4 5%	32 10%	19 10%	37 10%	15 11%	46 11%	1 1%	4 13%	* 2%	1 4%	7 14%	7 17%	5 11%	1 2%	4 10%	7 11%	8 15%	5 14%
		93%	7%	63%	37%	71%	29%	90%h	1%	8%h	1%	3%	13%	14%o	10%	2%	8%	13%	16%	9%
Don't know	3 1%	3 1%	- -	2 1%	1 1%	2 1%	1 1%	1 3%	2 3%	- -	* 2%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
		100%	-	57%	43%	67%	33%	33%	57%g	-	9%	-	-	-	-	-	-	33%	-	-

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

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 69

Absolutes/col percents/row percents 19 Apr 2018

**QB3: In what ways do you think that television programmes have got worse over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	523	112	411	233	254	52	158	309	255	268	216	367	156
		21%	79%	45%	49%	10%	30%	59%	49%	51%	41%	70%	30%
Weighted base	517	99*	417	216	258	49*	167	291	241	276	200	346	171
		19%*	81%	42%	50%	9%*	32%	56%	47%	53%	39%	67%	33%
Effective base	424	87	337	186	208	42	128	248	213	213	179	300	127
More repeats	339	76	263	131	181	33	118	182	153	186	124	217	122
	66%	76%	63%	61%	70%	68%	71%	62%	64%	67%	62%	63%	71%
		22% <b>b</b>	78%	39%	53%	10%	35%	54%	45%	55%	37%	64%	36%
Lack of variety	291	48	243	124	154	25	88	170	146	145	122	208	82
	56%	48%	58%	57%	60%	51%	52%	59%	61%	52%	61%	60%	48%
		16%	84%	43%	53%	9%	30%	59%	50%	50%	42%	72% <b>i</b>	28%
Too many reality shows	242	40	202	106	126	25	67	151	113	128	96	182	59
	47%	40%	48%	49%	49%	51%	40%	52%	47%	46%	48%	53%	35%
		16%	84%	44%	52%	10%	28%	62% <b>f</b>	47%	53%	40%	75% <b>i</b>	25%
General lack of quality	217	43	174	94	115	21	70	128	114	103	97	161	55
	42%	43%	42%	44%	45%	42%	42%	44%	47%	37%	48%	47%	32%
		20%	80%	44%	53%	10%	32%	59%	52% <b>i</b>	48%	45% <b>i</b>	74% <b>i</b>	26%
More bad language	97	19	78	32	53	6	43	47	38	59	30	63	34
	19%	20%	19%	15%	21%	13%	26%	16%	16%	21%	15%	18%	20%
		20%	80%	33%	55%	7%	44% <b>cg</b>	49%	39%	61%	31%	65%	35%
More violence	93	24	69	40	42	4	32	51	41	52	30	61	32
	18%	24%	17%	19%	16%	8%	19%	18%	17%	19%	15%	18%	19%
		26%	74%	43%	46%	4%	35%	55%	44%	56%	33%	66%	34%
More sex/ content with sexual connotations/ sexually explicit content	89	21	68	37	37	8	28	50	44	45	37	68	21
	17%	21%	16%	17%	14%	16%	16%	17%	18%	16%	19%	20%	12%
		23%	77%	42%	41%	9%	31%	56%	50%	50%	42%	76%	24%
More antisocial behaviour	73	22	52	23	42	4	30	32	35	38	30	56	18
	14%	22%	12%	11%	16%	8%	18%	11%	15%	14%	15%	16%	10%
		29% <b>b</b>	71%	31%	58%	5%	41%	44%	48%	52%	41%	76%	24%
More nakedness/ naked bodies/ body parts	73	14	59	30	32	8	24	40	36	36	31	54	18
	14%	14%	14%	14%	12%	15%	14%	14%	15%	13%	16%	16%	11%
		19%	81%	42%	44%	10%	32%	54%	50%	50%	43%	75%	25%
Invasion of privacy/ not respecting people's privacy	39	11	28	15	22	4	18	15	19	20	14	35	4
	8%	11%	7%	7%	9%	9%	11%	5%	8%	7%	7%	10%	2%
		28%	72%	38%	57%	11%	45%	39%	48%	52%	37%	89% <b>i</b>	11%
Age – Discriminatory treatment or portrayal of people based on age	19	4	14	7	11	3	8	9	9	9	8	15	3
	4%	4%	3%	3%	4%	7%	5%	3%	4%	3%	4%	4%	2%
		24%	76%	39%	57%	17%	45%	48%	50%	50%	44%	82%	18%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	19	1	17	3	12	1	10	8	10	8	9	18	1
	4%	1%	4%	1%	5%	2%	6%	3%	4%	3%	5%	5%	*
		8%	92%	17%	65%	4%	53% <b>c</b>	41%	56%	44%	50%	95% <b>i</b>	5%

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

\* small base

Prepared by BDRC Continental

Fieldwork: April - December 2017

BDRC/Job number (23011)



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 69

Absolutes/col percents/row percents 19 Apr 2018

**QB3: In what ways do you think that television programmes have got worse over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	517	99* 19%*	417 81%	216 42%	258 50%	49* 9%*	167 32%	291 56%	241 47%	276 53%	200 39%	346 67%	171 33%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	18 3%	5 28%	13 72%	6 32%	10 58%	4 20%	5 28%	10 57%	11 61%	7 39%	10 55%	16 90%	2 10%
Race – Discriminatory treatment or portrayal of people based on race	15 3%	2 2%	13 3%	7 3%	6 3%	1 2%	3 2%	9 3%	10 4%	5 2%	8 4%	15 4%	-
Religion – Discriminatory treatment or portrayal of people based on religion	10 2%	1 13%	9 87%	4 41%	7 66%	* 1%	6 58%	2 21%	5 53%	5 47%	4 42%	10 100% <sup>l</sup>	-
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	7 1%	2 26%	5 74%	2 32%	4 58%	1 8%	4 51%	3 34%	3 45%	4 55%	2 29%	7 90%	1 10%
Disability – Discriminatory treatment or portrayal of people based on disability	7 1%	-	7 2%	2 1%	3 1%	-	3 2%	3 1%	2 1%	5 2%	1 1%	6 2%	1 *
Other ways	51 10%	12 12%	40 10%	14 6%	30 12%	12 25%	17 10%	33 11%	22 9%	29 11%	19 9%	34 10%	17 10%
Don't know	3 1%	* 9%	3 91%	1 31%	1 27%	-	1 27%	1 31%	2 57%	1 43%	2 57%	3 91%	* 9%

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 69

Absolutes/col percents/row percents 19 Apr 2018

**QB3: In what ways do you think that television programmes have got worse over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	523	285 54%	216 41%	139 27%	130 25%	112 21%	60 11%	71 14%	40 8%	367 70%	161 31%	147 28%	59 11%	224 43%	299 57%
Weighted base	517	266 52%	200 39%	132 26%	115 22%	110* 21%*	55* 11%*	68* 13%*	37* 7%*	346 67%	171 33%	152 29%	60* 12%*	235 45%	282 55%
Effective base	424	229	179	121	112	97	50	62	34	300	137	125	53	192	232
More repeats	339 66%	165 62% 49%	124 62% 37%	84 64% 25%	63 55% 19%	67 61% 20%	30 54% 9%	34 49% 10%	21 57% 6%	217 63% 64% <b>s</b>	108 63% 32%	99 65% 29%	40 66% 12%	149 63% 44%	191 68% 56%
Lack of variety	291 56%	156 59% 54%	122 61% 42%	90 68% 31%	77 67% 27%	79 71% 27% <b>m</b>	37 67% 13%	47 69% 16%	21 57% 7%	208 60% 72%	105 61% 36%	89 59% 31%	38 63% 13%	141 60% 48%	150 53% 52%
Too many reality shows	242 47%	136 51% 56% <b>s</b>	96 48% 40%	60 45% 25%	69 60% 28% <b>os</b>	61 56% 25% <b>s</b>	26 47% 11%	25 36% 10%	16 44% 7%	182 53% 75% <b>s</b>	90 53% 37%	74 49% 31%	33 55% 14%	114 49% 47%	127 45% 53%
General lack of quality	217 42%	124 47% 57%	97 48% 45%	62 47% 29%	62 53% 28%	50 45% 23%	26 48% 12%	39 57% 18%	19 52% 9%	161 47% 74%	76 44% 35%	72 48% 33%	27 44% 12%	100 43% 46%	116 41% 54%
More bad language	97 19%	44 17% 45%	30 15% 31%	14 11% 15%	26 22% 26% <b>o</b>	14 13% 14%	6 12% 7%	9 14% 10%	3 9% 4%	63 18% 65%	59 35% 61% <b>z</b>	52 34% 54% <b>z</b>	15 24% 19% <b>z</b>	71 30% 73% <b>z</b>	27 9% 27%
More violence	93 18%	43 16% 47% <b>s</b>	30 15% 33%	17 13% 18%	23 20% 25% <b>s</b>	14 13% 15%	7 13% 8%	4 6% 5%	3 9% 4%	61 18% 66% <b>s</b>	54 32% 58% <b>z</b>	48 32% 52% <b>z</b>	16 26% 17% <b>z</b>	64 27% 69% <b>z</b>	29 10% 31%
More sex/ content with sexual connotations/ sexually explicit content	89 17%	47 18% 53%	37 19% 42% <b>r</b>	26 20% 29% <b>r</b>	26 23% 29% <b>r</b>	13 12% 15%	4 7% 4%	12 17% 13%	6 16% 7%	68 20% 76% <b>r</b>	49 29% 56% <b>z</b>	49 32% 55% <b>z</b>	18 30% 20% <b>z</b>	59 25% 67% <b>z</b>	29 10% 33%
More antisocial behaviour	73 14%	42 16% 57%	30 15% 41%	15 12% 21%	22 19% 30% <b>t</b>	11 10% 15%	6 11% 8%	6 9% 8%	1 4% 2%	56 16% 76%	47 27% 64% <b>z</b>	41 27% 56% <b>z</b>	14 23% 19% <b>z</b>	53 22% 72% <b>z</b>	21 7% 28%
More nakedness/ naked bodies/ body parts	73 14%	38 14% 52%	31 16% 43%	18 14% 25%	30 26% 41% <b>mnoqrsu</b>	11 10% 16%	5 10% 7%	7 10% 9%	5 15% 7%	54 16% 75%	42 25% 58% <b>z</b>	37 24% 51% <b>z</b>	15 25% 21% <b>z</b>	46 20% 64% <b>z</b>	27 9% 36%
Invasion of privacy/ not respecting people's privacy	39 8%	28 11% 73%	14 7% 37%	10 7% 25%	13 11% 34%	14 13% 36%	5 10% 14%	6 8% 14%	2 6% 5%	35 10% 89%	23 13% 59% <b>z</b>	18 12% 46% <b>z</b>	8 13% 20% <b>z</b>	26 11% 66% <b>z</b>	13 5% 34%
Age – Discriminatory treatment or portrayal of people based on age	19 4%	14 5% 77%	8 4% 44%	3 2% 17%	8 7% 42%	2 2% 13%	3 5% 16%	1 2% 7%	1 3% 7%	15 4% 82%	9 5% 47%	12 8% 67% <b>z</b>	6 11% 34% <b>z</b>	12 5% 67%	6 2% 33%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 69

**QB3: In what ways do you think that television programmes have got worse over the past year?**

**Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?**

**MULTI CODE**

**Base: Those with any TV sets who feel that television programmes have improved over the past year**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Weighted base	517	266 52%	200 39%	132 26%	115 22%	110* 21%*	55* 11%*	68* 13%*	37* 7%*	346 67%	171 33%	152 29%	60* 12%*	235 45%	282 55%	
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	19 4%	16 84%	9 50%	5 28%	10 55%	4 22%	1 5%	3 17%	1 6%	18 95%	12 7%	13 8%	6 10%	13 5%	6 2%	
											63% <b>z</b>	69% <b>z</b>	32% <b>z</b>	69%	31%	
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	18 3%	15 84%	10 55%	6 36%	8 43%	5 26%	2 9%	4 21%	1 6%	16 90%	9 50%	9 53%	5 8%	11 62%	7 38%	
													29% <b>z</b>			
Race – Discriminatory treatment or portrayal of people based on race	15 3%	15 100%	8 51%	5 34%	9 60%	5 34%	1 6%	2 13%	1 4%	15 100%	8 52%	11 7%	4 7%	11 5%	4 1%	
												73% <b>z</b>	27% <b>z</b>	73% <b>z</b>	27%	
Religion – Discriminatory treatment or portrayal of people based on religion	10 2%	7 70%	4 42%	1 12%	7 72% <b>o</b>	1 13%	-	1 8%	-	10 100%	8 75% <b>z</b>	9 88% <b>z</b>	6 58% <b>z</b>	9 88% <b>z</b>	1 12%	
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	7 1%	6 78%	2 29%	1 8%	5 68% <b>o</b>	1 16%	-	-	-	7 90%	6 84% <b>z</b>	7 100% <b>z</b>	5 67% <b>z</b>	7 100% <b>z</b>	-	
Disability – Discriminatory treatment or portrayal of people based on disability	7 1%	6 88%	1 14%	-	4 50% <b>o</b>	-	-	-	-	6 88%	5 68%	5 68%	3 40% <b>z</b>	5 68%	2 32%	
Other ways	51 10%	30 58%	19 36%	9 18%	7 13%	12 24%	5 10%	8 16%	3 7%	34 66%	19 36%	12 23%	5 10%	25 48%	27 52%	
Don't know	3 1%	2 57%	2 57%	1 33%	3 91%	1 27%	1 27%	2 64%	-	3 91%	1 27%	1 27%	-	1 27%	2 73%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 70

Absolutes/col percents/row percents 19 Apr 2018

**QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?**

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Yes	683	396	287	307	376	121	149	132	122	75	84	146	230	151	157	376	307	279	405	236	447	396	286
	30%	35%	25%	27%	32%	38%	40%	33%	30%	22%	18%	28%	33%	30%	26%	31%	28%	35%	27%	34%	28%	34%	25%
		58%	42%	45%	55%a	15%fgh	22%fgh	19%gh	18%gh	11%	12%	21%	34%l	22%	23%	55%	45%	41%p	59%	35%r	65%	58%t	42%
No	1624	746	878	818	806	194	227	263	280	263	397	372	465	346	441	837	787	513	1111	449	1174	766	857
	70%	65%	75%	73%	68%	62%	60%	67%	70%	78%	82%	72%	67%	70%	74%	69%	72%	65%	73%	66%	72%	66%	75%
		46%	54%	50%b	50%	12%	14%	16%	17%cd	16%cdef	24%cdef	23%	29%	21%	27%j	52%	48%	32%	68%o	28%	72%q	47%	53%u

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 70

Absolutes/col percents/row percents 19 Apr 2018

**QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?****Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Yes	683 30%	634 31%	47 20%	520 33%	163 22%	594 32%	89 20%	565 30%	61 29%	41 30%	16 29%	25 26%	81 31%	56 30%	49 29%	60 30%	63 30%	57 29%	75 24%	100 35%
		93% <b>b</b>	7%	76% <b>d</b>	24%	87% <b>f</b>	13%	83%	9%	6%	2%	4%	12%	8%	7%	9%	9%	8%	11%	15% <b>r</b>
No	1624 70%	1433 69%	189 80%	1061 67%	563 78%	1267 68%	357 80%	1344 70%	148 71%	94 70%	39 71%	71 74%	176 69%	132 70%	119 71%	138 70%	148 70%	138 71%	237 76%	184 65%
		88%	12% <b>a</b>	65%	35% <b>c</b>	78%	22% <b>e</b>	83%	9%	6%	2%	4%	11%	8%	7%	9%	9%	9%	15% <b>s</b>	11%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 70

Absolutes/col percents/row percents 19 Apr 2018

**QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?****Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Yes	683 30%	116 30%	567 30%	349 33%	298 29%	84 38%	144 23%	489 33%	376 34%	307 26%	341 35%	567 33%	117 19%
		17%	83%	51%f	44%f	12%df	21%	72%df	55%l	45%	50%l	83%l	17%
No	1624 70%	275 70%	1349 70%	709 67%	733 71%	137 62%	484 77%	971 67%	743 66%	881 74%	632 65%	1138 67%	486 81%
		17%	83%	44%	45%eg	8%	30%cddeg	60%	46%	54%hj	39%	70%	30%k

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 70

Absolutes/col percents/row percents 19 Apr 2018

**QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?**

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Yes	683 30%	472 35%	341 35%	297 41%	241 43%	212 41%	125 45%	143 48%	87 46%	567 33%	129 29%	166 33%	76 38%	230 31%	454 29%
		69%	50%	43% <i>mnu</i>	35% <i>mnu</i>	31% <i>mnu</i>	18% <i>mnu</i>	21% <i>mnou</i>	13% <i>mnu</i>	83%	19%	24%	11% <i>vz</i>	34%	66%
No	1624 70%	869 65%	632 65%	436 59%	322 57%	302 59%	155 55%	156 52%	102 54%	1138 67%	317 71%	339 67%	123 62%	522 69%	1102 71%
		54% <i>opqrst</i>	39% <i>opqrst</i>	27% <i>s</i>	20%	19%	10%	10%	6%	70% <i>opqrst</i>	20% <i>x</i>	21%	8%	32%	68% <i>x</i>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 71

**QC1a: Do you know what this symbol is used for?**  
**SINGLE CODE**

**Base: All who have ever noticed the product placement symbol**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	705	439 62%	266 38%	307 44%	398 56%	126 18%	155 22%	151 21%	120 17%	77 11%	76 11%	163 23%	237 34%	139 20%	166 24%	400 57%	305 43%	293 42%	412 58%	253 36%	452 64%	457 65%	246 35%
Weighted base	683	396 58%	287 42%	307 45%	376 55%	121 18%	149 22%	132 19%	122 18%	75* 11%*	84* 12%*	146 21%	230 34%	151 22%	157 23%	376 55%	307 45%	279 41%	405 59%	236 35%	447 65%	396 58%	286 42%
Effective base	598	378	225	256	343	108	138	131	103	65	59	142	203	114	143	344	255	255	343	221	378	400	211
Product placement company has paid for product to be featured in the programme	294 43%	220 56%	73 26%	124 40%	170 45%	37 31%	72 48%	65 49%	61 50%	32 43%	26 30%	66 45%	103 45%	69 46%	56 36%	168 45%	125 41%	113 39%	180 45%	102 43%	192 43%	181 46%	112 39%
		75%	25%	42%	58%	13%	25%ch	22%ch	21%ch	11%	9%	22%	35%	23%	19%	57%	43%	39%	61%	35%	65%	62%	38%
Protected content/ it can't be copied or shared	87 13%	46 11%	42 14%	46 15%	41 11%	20 16%	19 13%	19 14%	19 15%	5 7%	6 7%	25 17%	28 12%	16 11%	17 11%	53 14%	34 11%	47 17%	40 10%	39 17%	48 11%	66 17%	21 7%
		52%	48%	53%	47%	23%	22%	22%	21%	6%	7%	29%	32%	19%	20%	61%	39%	53%p	47%	45%r	55%	76%t	24%
Previously shown/ it's a repeat	23 3%	14 4%	9 3%	9 3%	14 4%	9 7%	4 3%	3 2%	4 3%	1 2%	3 3%	2 1%	9 4%	5 3%	7 5%	11 3%	12 4%	13 5%	10 2%	11 5%	12 3%	17 4%	6 2%
		61%	39%	39%	61%	37%	17%	12%	16%	6%	12%	8%	39%	21%	33%	47%	53%	56%	44%	49%	51%	74%	26%
Other response	28 4%	2 1%	26 9%	13 4%	15 4%	3 3%	7 5%	8 6%	4 3%	2 3%	3 4%	8 5%	5 2%	4 3%	11 7%	13 3%	15 5%	11 4%	17 4%	10 4%	18 4%	14 4%	13 5%
		7%	93%	45%	55%	11%	26%	29%	13%	8%	12%	28%	18%	16%	38%j	46%	54%	38%	62%	37%	63%	52%	48%
Don't know	252 37%	114 29%	138 48%	116 38%	136 36%	53 44%	47 32%	37 28%	34 28%	34 46%	47 55%	46 31%	85 37%	56 37%	65 41%	131 35%	121 39%	96 34%	157 39%	74 31%	178 40%	118 30%	133 47%
		45%	55%	46%	54%	21%ef	19%	15%	14%	14%ef	18%def	18%	34%	22%	26%	52%	48%	38%	62%	29%	71%q	47%	53%e

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

\* small base



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 71

**QC1a: Do you know what this symbol is used for?**  
**SINGLE CODE****Base: All who have ever noticed the product placement symbol**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	705	662 94%	41 6%	550 78%	155 22%	625 89%	80 11%	494 70%	71 10%	72 10%	68 10%	23 3%	72 10%	52 7%	42 6%	56 8%	41 6%	43 6%	62 9%	103 15%
Weighted base	683	634 93%	47* 7%*	520 76%	163 24%	594 87%	89* 13%*	565 83%	61* 9%*	41* 6%*	16* 2%*	25** 4%**	81* 12%*	56* 8%*	49* 7%*	60* 9%*	63* 9%*	57* 8%*	75* 11%*	100* 15%*
Effective base	598	561	36	469	130	533	67	460	65	66	64	22	69	50	39	54	38	39	59	99
Product placement company has paid for product to be featured in the programme	294 43%	279 44%	15 32%	243 47%	51 31%	265 45%	29 32%	244 43%	29 48%	12 30%	8 49%	13 53%	47 58%	25 45%	14 29%	23 39%	24 38%	24 41%	32 42%	42 42%
		95%	5%	83% <b>d</b>	17%	90%	10%	83% <b>j</b>	10% <b>j</b>	4%	3% <b>i</b>	5%	16% <b>l</b> <b>op</b>	9%	5%	8%	8%	8%	11%	14%
Protected content/ it can't be copied or shared	87 13%	86 14%	1 2%	66 13%	21 13%	84 14%	3 3%	77 14%	5 9%	4 10%	* 3%	2 10%	3 4%	2 4%	4 8%	10 16%	9 14%	7 12%	11 15%	29 29%
		99% <b>b</b>	1%	76%	24%	97% <b>f</b>	3%	89% <b>j</b>	6%	5%	*	3%	3%	3%	4%	11% <b>lm</b>	11%	8%	13% <b>l</b>	33% <b>lmnq</b>
Previously shown/ it's a repeat	23 3%	20 3%	3 6%	12 2%	11 7%	18 3%	5 5%	21 4%	* 1%	1 1%	1 8%	- -	3 4%	1 2%	2 4%	1 2%	4 6%	3 5%	1 1%	6 6%
		88%	12%	52%	48% <b>c</b>	79%	21%	90%	2%	2%	5% <b>h</b>	- -	15%	5%	9%	4%	17%	12%	4%	25%
Other response	28 4%	26 4%	2 4%	22 4%	6 4%	26 4%	2 3%	24 4%	2 3%	2 5%	- -	- -	1 1%	2 4%	3 7%	- -	3 5%	4 7%	6 9%	4 4%
		92%	8%	78%	22%	92%	8%	87%	6%	7%	-	-	4%	8%	12%	-	12%	13%	23% <b>e</b>	14%
Don't know	252 37%	224 35%	26 56%	178 34%	74 46%	202 34%	50 57%	199 35%	25 40%	22 54%	6 41%	9 37%	26 33%	25 45%	25 52%	26 43%	23 36%	20 35%	24 33%	19 19%
		89%	10% <b>a</b>	71%	29% <b>c</b>	80%	20% <b>e</b>	79%	10%	9% <b>g</b>	3%	4%	10%	10% <b>s</b>	10% <b>s</b>	10% <b>s</b>	9% <b>s</b>	8%	10%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 71

**QC1a: Do you know what this symbol is used for?**  
**SINGLE CODE****Base: All who have ever noticed the product placement symbol**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	705	138 20%	567 80%	377 53%	300 43%	88 12%	142 20%	512 73%	392 56%	313 44%	357 51%	591 84%	114 16%
Weighted base	683	116 17%	567 83%	349 51%	298 44%	84* 12%*	144 21%	489 72%	376 55%	307 45%	341 50%	567 83%	117* 17%*
Effective base	598	112	487	316	256	74	124	431	335	263	305	503	96
Product placement company has paid for product to be featured in the programme	294 43%	49 42% 17%	245 43% 83%	149 43% 51%	143 48% 49%	41 49% 14%	65 45% 22%	212 43% 72%	167 44% 57%	127 41% 43%	156 46% 53%	246 43% 84%	48 41% 16%
Protected content/ it can't be copied or shared	87 13%	16 14% 19%	71 12% 81%	50 14% 57% <b>d</b>	26 9% 30%	12 14% 13%	11 8% 13%	66 14% 76%	57 15% 65%	30 10% 35%	52 15% 60%	81 14% 93% <b>l</b>	6 5% 7%
Previously shown/ it's a repeat	23 3%	3 2% 13%	20 3% 87%	10 3% 45%	6 2% 27%	3 4% 13%	3 2% 15%	15 3% 64%	9 2% 39%	14 5% 61%	9 3% 39%	19 3% 83%	4 3% 17%
Other response	28 4%	3 3% 12%	25 4% 88%	12 3% 43%	13 4% 45%	4 4% 13%	7 5% 26%	21 4% 74%	20 5% 71%	8 3% 29%	18 5% 64%	23 4% 83%	5 4% 17%
Don't know	252 37%	45 39% 18%	207 37% 82%	128 37% 51%	110 37% 44%	25 29% 10%	57 39% 23%	176 36% 70%	124 33% 49%	128 42% 51% <b>hj</b>	106 31% 42%	198 35% 78%	54 47% 22% <b>k</b>

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

\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 71

**QC1a: Do you know what this symbol is used for?**  
**SINGLE CODE****Base: All who have ever noticed the product placement symbol**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	705	492 70%	357 51%	308 44%	267 38%	220 31%	130 18%	155 22%	87 12%	591 84%	135 19%	176 25%	83 12%	243 34%	462 66%
Weighted base	683	472 69%	341 50%	297 43%	241 35%	212 31%	125 18%	143 21%	87* 13%*	567 83%	129 19%	166 24%	76* 11%*	230 34%	454 66%
Effective base	598	418	305	268	230	195	114	134	78	503	117	150	75	209	389
Product placement company has paid for product to be featured in the programme	294	215	156	141	121	88	54	70	47	246	49	75	32	103	191
	43%	45%	46%	48%	50%	41%	43%	49%	54%	43%	38%	46%	43%	45%	42%
		73%	53%	48%	41%	30%	18%	24%	16%	84%	17%	26%	11%	35%	65%
Protected content/ it can't be copied or shared	87	74	52	33	37	45	20	19	19	81	22	28	20	37	50
	13%	16%	15%	11%	15%	21%	16%	13%	22%	14%	17%	17%	26%	16%	11%
		85%	60%	38%	42%	51%ou	23%	22%	22%o	93%	26%	32%	22%z	42%	58%
Previously shown/ it's a repeat	23	15	9	12	9	9	7	6	4	19	7	8	4	9	14
	3%	3%	3%	4%	4%	4%	5%	5%	4%	3%	5%	5%	6%	4%	3%
		68%	39%	53%	40%	39%	29%	29%	16%	83%	29%	34%	19%	40%	60%
Other response	28	20	18	11	9	9	6	5	-	23	4	1	2	5	22
	4%	4%	5%	4%	4%	4%	5%	4%	-	4%	3%	1%	2%	2%	5%
		71%	64%t	39%	31%	31%	23%t	19%	-	83%	14%	3%	7%	19%	81%w
Don't know	252	148	106	100	66	63	38	42	17	198	46	54	18	76	176
	37%	31%	31%	34%	27%	30%	31%	29%	20%	35%	36%	33%	24%	33%	39%
		59%t	42%t	40%t	26%	25%	15%	17%	7%	78%pt	18%	21%	7%	30%	70%w

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 72

Absolutes/col percents/row percents 19 Apr 2018

**QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television?**  
**MULTI CODE**

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Trailers or promotions for particular TV programmes	1680 73%	821 72%	859 74%	832 74%	847 72%	224 71%	273 72%	279 71%	292 73%	260 77%	351 73%	418 81%	527 76%	345 69%	390 65%	945 78%	735 67%	555 70%	1125 74%	479 70%	1201 74%	845 73%	833 73%
Programme sponsorship announcements	1378 60%	669 59%	709 61%	711 63%	667 56%	171 54%	217 57%	257 65%	256 64%	208 62%	270 56%	343 66%	423 61%	292 59%	320 54%	766 63%	612 56%	463 58%	915 60%	404 59%	974 60%	715 62%	661 58%
Trailers or promotions for particular TV channels	1311 57%	599 52%	712 61%	671 60%	640 54%	179 57%	208 55%	238 60%	230 57%	192 57%	265 55%	301 58%	406 58%	281 57%	324 54%	706 58%	605 55%	447 56%	864 57%	384 56%	927 57%	658 57%	653 57%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	928 40%	505 44%	423 36%	436 39%	492 42%	151 48%	174 46%	172 44%	180 45%	130 39%	121 25%	236 46%	316 45%	185 37%	192 32%	551 45%	376 34%	327 41%	601 40%	286 42%	641 40%	506 44%	422 37%
Trailers or promotions for websites or other online services provided by TV channels	813 35%	341 30%	472 41%	406 36%	407 34%	141 45%	150 40%	166 42%	150 37%	98 29%	108 22%	185 36%	285 41%	156 31%	187 31%	470 39%	343 31%	316 40%	497 33%	266 39%	547 34%	438 38%	375 33%
None of these	239 10%	89 8%	150 13%	115 10%	124 11%	30 10%	31 8%	39 10%	41 10%	27 8%	70 15%	30 6%	67 10%	49 10%	93 16%	97 8%	142 13%	79 10%	160 11%	72 10%	167 10%	102 9%	137 12%
Don't know	102 4%	55 5%	46 4%	44 4%	58 5%	10 3%	22 6%	18 4%	18 5%	16 5%	17 4%	13 2%	27 4%	27 5%	35 6%	40 3%	62 6%	38 5%	63 4%	34 5%	67 4%	54 5%	48 4%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 72

**QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television?**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%	
2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%	
1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272	
1680 73%	1526 74%	151 64%	1229 78%	451 62%	1415 76%	264 59%	1398 73%	153 73%	101 75%	28 52%	56 58%	198 77%	147 79%	123 73%	152 77%	156 74%	141 72%	240 77%	184 65%	
	91% <b>b</b>	9%	73% <b>d</b>	27%	84% <b>i</b>	16%	83% <b>j</b>	9% <b>j</b>	6% <b>j</b>	2%	3%	12% <b>ks</b>	9% <b>ks</b>	7% <b>k</b>	9% <b>ks</b>	9% <b>k</b>	8% <b>k</b>	14% <b>ks</b>	11%	
1378 60%	1254 61%	123 52%	1011 64%	366 51%	1178 63%	200 45%	1149 60%	126 60%	80 59%	23 43%	52 54%	170 66%	114 61%	88 52%	130 66%	133 63%	113 58%	187 60%	162 57%	
	91% <b>b</b>	9%	73% <b>d</b>	27%	85% <b>f</b>	15%	83% <b>j</b>	9% <b>j</b>	6% <b>j</b>	2%	4%	12% <b>ns</b>	8%	6%	9% <b>n</b>	10%	8%	14%	12%	
1311 57%	1185 57%	123 52%	974 62%	337 47%	1113 60%	198 44%	1097 57%	115 55%	79 59%	20 37%	39 41%	161 63%	113 61%	90 54%	128 64%	121 57%	117 60%	180 58%	148 52%	
	90%	9%	74% <b>d</b>	26%	85% <b>f</b>	15%	84% <b>j</b>	9% <b>j</b>	6% <b>j</b>	2%	3%	12% <b>ks</b>	9% <b>k</b>	7%	10% <b>ks</b>	9% <b>k</b>	9% <b>k</b>	14% <b>k</b>	11%	
928 40%	867 42%	59 25%	733 46%	195 27%	832 45%	96 21%	776 41%	81 39%	57 43%	13 23%	23 23%	107 42%	86 46%	77 46%	78 39%	93 44%	97 49%	111 36%	104 37%	
	93% <b>b</b>	6%	79% <b>d</b>	21%	90% <b>f</b>	10%	84% <b>j</b>	9% <b>j</b>	6% <b>j</b>	1%	2%	12% <b>k</b>	9% <b>kr</b>	8% <b>k</b>	8% <b>k</b>	10% <b>k</b>	10% <b>krs</b>	12% <b>k</b>	11% <b>k</b>	
813 35%	752 36%	60 25%	635 40%	178 25%	731 39%	82 18%	680 36%	77 37%	47 35%	9 17%	19 20%	82 32%	70 38%	53 32%	86 43%	66 31%	77 40%	107 34%	119 42%	
	92% <b>b</b>	7%	78% <b>d</b>	22%	90% <b>f</b>	10%	84% <b>j</b>	10% <b>j</b>	6% <b>j</b>	1%	2%	10%	9% <b>k</b>	7%	11% <b>kimp</b>	8%	10% <b>k</b>	13% <b>k</b>	15% <b>kimp</b>	
239 10%	185 9%	53 22%	110 7%	129 18%	140 8%	99 22%	197 10%	18 8%	13 9%	12 21%	12 13%	21 8%	16 8%	28 16%	11 5%	23 11%	17 9%	27 9%	43 15%	
	77%	22% <b>a</b>	46%	54% <b>c</b>	59%	41% <b>e</b>	82%	7%	5%	5% <b>ghi</b>	5% <b>o</b>	9%	7%	12% <b>lmor</b>	4%	10%	7%	11%	18% <b>lmor</b>	
102 4%	89 4%	11 5%	56 4%	46 6%	74 4%	28 6%	82 4%	12 6%	4 3%	3 6%	7 8%	3 1%	3 2%	4 2%	13 6%	5 2%	10 5%	18 6%	18 6%	
	88%	11%	55%	45% <b>c</b>	73%	27%	80%	12%	4%	3%	7% <b>lm</b>	3%	3%	4%	12% <b>lm</b>	5%	10% <b>l</b>	18% <b>l</b>	18% <b>lm</b>	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 72

Absolutes/col percents/row percents 19 Apr 2018

**QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television?**  
**MULTI CODE**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Trailers or promotions for particular TV programmes	1680 73%	284 73%	1395 73%	770 73%	778 75%	174 79%	452 72%	1087 74%	825 74%	854 72%	714 73%	1269 74%	411 68%
Programme sponsorship announcements	1378 60%	231 59%	1147 60%	660 62%	638 62%	134 61%	358 57%	895 61%	700 63%	677 57%	610 63%	1054 62%	324 54%
		17%	83%	48% <b>f</b>	46%	10%	26%	65%	51% <b>i</b>	49%	44% <b>j</b>	77% <b>l</b>	23%
Trailers or promotions for particular TV channels	1311 57%	221 57%	1090 57%	604 57%	597 58%	146 66%	344 55%	850 58%	644 58%	667 56%	556 57%	991 58%	320 53%
		17%	83%	46%	46%	11% <b>cdfg</b>	26%	65%	49%	51%	42%	76%	24%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	928 40%	159 41%	768 40%	428 40%	427 41%	99 45%	240 38%	606 42%	491 44%	437 37%	434 45%	744 44%	184 30%
		17%	83%	46%	46%	11%	26%	65%	53% <b>i</b>	47%	47% <b>j</b>	80% <b>l</b>	20%
Trailers or promotions for websites or other online services provided by TV channels	813 35%	126 32%	687 36%	399 38%	353 34%	84 38%	184 29%	550 38%	428 38%	385 32%	370 38%	654 38%	159 26%
		15%	85%	49% <b>f</b>	43%	10% <b>f</b>	23%	68% <b>f</b>	53% <b>i</b>	47%	45% <b>j</b>	80% <b>l</b>	20%
None of these	239 10%	39 10%	200 10%	95 9%	99 10%	13 6%	84 13%	123 8%	97 9%	142 12%	79 8%	133 8%	106 18%
		16%	84%	40%	41%	5%	35% <b>cdeg</b>	51%	40%	60% <b>hj</b>	33%	56%	44% <b>k</b>
Don't know	102 4%	18 5%	84 4%	42 4%	43 4%	9 4%	28 4%	62 4%	45 4%	57 5%	37 4%	72 4%	29 5%
		18%	82%	41%	43%	9%	28%	61%	44%	56%	36%	71%	29%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 72

**QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television?**

**MULTI CODE**

**Base: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Trailers or promotions for particular TV programmes	1680 73%	1010 75% 60%	714 73% 43%	545 74% 32%	417 74% 25%	368 72% 22%	213 76% 13%	215 72% 13%	137 72% 8%	1269 74% 76%	337 76% 20%	368 73% 22%	144 72% 9%	560 74% 33%	1120 72% 67%
Programme sponsorship announcements	1378 60%	837 62% 61%	610 63% 44%	450 61% 33%	347 62% 25%	317 62% 23%	180 64% 13%	181 61% 13%	131 69% 10%	1054 62% 77%	266 60% 19%	297 59% 22%	111 56% 8%	447 59% 32%	931 60% 68%
Trailers or promotions for particular TV channels	1311 57%	799 60% 61%	556 57% 42%	415 57% 32%	325 58% 25%	287 56% 22%	182 65% 14%	178 60% 14%	110 58% 8%	991 58% 76%	272 61% 21%	282 56% 22%	113 57% 9%	435 58% 33%	876 56% 67%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	928 40%	590 44% 64%	434 45% 47%	350 48% 38%	288 51% 31%mmu	235 46% 25%	137 49% 15%	151 51% 16%mmu	91 48% 10%	744 44% 80%	179 40% 19%	201 40% 22%	80 40% 9%	308 41% 33%	620 40% 67%
Trailers or promotions for websites or other online services provided by TV channels	813 35%	528 39% 65%	370 38% 45%	306 42% 38%	224 40% 28%	206 40% 25%	119 43% 15%	138 46% 17%mmu	81 43% 10%	654 38% 80%	159 36% 20%	184 36% 23%	80 40% 10%	273 36% 34%	540 35% 66%
None of these	239 10%	95 7% 40%	79 8% 33%se	50 7% 21%	36 6% 15%	41 8% 17%	15 5% 6%	14 5% 6%	10 5% 4%	133 8% 56%	40 9% 17%	31 6% 13%	19 9% 8%	63 8% 27%	176 11% 73%w
Don't know	102 4%	50 4% 49%	37 4% 36%	27 4% 26%	18 3% 17%	25 5% 24%	12 4% 12%	13 4% 13%	5 3% 5%	72 4% 71%	16 4% 16%	18 4% 18%	4 2% 4%	28 4% 27%	74 5% 73%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 73

**QC3a: Do you have any concerns about advertising on television?**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2313</b>	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	<b>2307</b>	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	<b>1943</b>	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
No	<b>1781</b>	865	916	832	949	265	309	322	321	238	327	379	543	398	461	922	859	654	1126	563	1217	915	865
	<b>77%</b>	76% 49%	79% 51%	74% 47%	80% 53% <b>a</b>	84% 15% <b>gh</b>	82% 17% <b>gh</b>	82% 18% <b>gh</b>	80% 18% <b>gh</b>	70% 13%	68% 18%	73% 21%	78% 30%	80% 22% <b>i</b>	77% 26%	76% 52%	78% 48%	83% 37% <b>p</b>	74% 63%	82% 32% <b>r</b>	75% 68%	79% 51%	76% 49%
Yes	<b>527</b>	277	249	294	233	51	68	73	81	100	155	139	152	99	137	291	236	138	389	122	404	248	278
	<b>23%</b>	24% 53%	21% 47%	26% 56% <b>b</b>	20% 44%	16% 10%	18% 13%	18% 14%	20% 15%	30% 19% <b>kdef</b>	32% 29% <b>kdef</b>	27% 26% <b>k</b>	22% 29%	20% 19%	23% 26%	24% 55%	22% 45%	17% 26%	26% 74% <b>o</b>	25% 23%	26% 77% <b>q</b>	21% 47%	24% 53%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 73

**QC3a: Do you have any concerns about advertising on television?**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
No	1781	1582	195	1210	570	1434	346	1474	161	100	45	76	206	150	120	157	166	142	236	221
	77%	77% 89%	82% 11%	77% 68%	79% 32%	77% 81%	78% 19%	77% 83%	77% 9%	74% 6%	83% 3%	79% 4%	80% 12%	80% 8%	72% 7%	79% 9%	79% 9%	73% 8%	76% 13%	78% 12%
Yes	527	484	41	371	155	427	100	435	48	35	9	21	51	37	48	41	45	53	76	63
	23%	23% 92%	18% 8%	23% 70%	21% 30%	23% 81%	22% 19%	23% 83%	23% 9%	26% 7%	17% 2%	21% 4%	20% 10%	20% 7%	28% 9%	21% 8%	21% 9%	27% 10%	24% 14%	22% 12%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 73

**QC3a: Do you have any concerns about advertising on television?**

**Base: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
No	1781	293	1487	831	790	153	484	1132	859	922	748	1311	469
	77%	75%	78%	79%	77%	69%	77%	78%	77%	78%	77%	77%	78%
		16%	84%	47% <b>e</b>	44% <b>e</b>	9%	27% <b>e</b>	64% <b>e</b>	48%	52%	42%	74%	26%
Yes	527	98	429	227	241	68	144	327	261	266	225	393	133
	23%	25%	22%	21%	23%	31%	23%	22%	23%	22%	23%	23%	22%
		19%	81%	43%	46%	13% <b>cdfg</b>	27%	62%	49%	51%	43%	75%	25%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 73

**QC3a: Do you have any concerns about advertising on television?**

**Base: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
No	1781	1029	748	596	431	383	212	235	142	1311	240	328	128	480	1300
	77%	77%	77%	81%	77%	75%	76%	79%	75%	77%	54%	65%	64%	64%	84%
		58%	42%	33%mnqu	24%	22%	12%	13%	8%	74%	14%	18%v	7%v	27%v	73%wxyz
Yes	527	312	225	137	132	131	67	63	48	393	205	177	71	271	256
	23%	23%	23%	19%	23%	25%	24%	21%	25%	23%	46%	35%	36%	36%	16%
		59%o	43%o	26%	25%	25%o	13%	12%	9%	75%o	39%wxyz	34%z	13%z	51%z	49%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 74

**QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'**  
**MULTI CODE**

**Base: All with concerns**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	516	294 57%	222 43%	271 53%	245 47%	52 10%	65 13%	82 16%	83 16%	90 17%	144 28%	149 29%	154 30%	83 16%	130 25%	303 59%	213 41%	143 28%	373 72%	127 25%	389 75%	283 55%	231 45%
Weighted base	527	277 53%	249 47%	294 56%	233 44%	51* 10%*	68* 13%*	73* 14%*	81* 15%*	100* 19%*	155 29%	139 26%	152 29%	99* 19%*	137 26%	291 55%	236 45%	138 26%	389 74%	122 23%	404 77%	248 47%	278 53%
Effective base	438	257	186	226	216	44	59	73	71	83	113	126	134	69	113	260	181	126	313	113	327	253	198
Too many advertising breaks	287	181 65%	106 43%	169 58%	117 50%	20 40%	32 47%	30 41%	51 63%	60 60%	94 60%	62 45%	92 61%	47 48%	85 62%	155 53%	132 56%	58 42%	229 59%	53 43%	234 58%	129 52%	158 57%
	54%	63%	37%	59%	41%	7%	11%	10%	18% <b>ce</b>	21% <b>ce</b>	33% <b>ce</b>	22%	32% <b>l</b>	17%	30% <b>l</b>	54%	46%	20%	80% <b>o</b>	18%	82% <b>q</b>	45%	55%
Advertising breaks go on for too long	241	180 65%	61 25%	138 47%	103 44%	23 46%	29 42%	32 44%	42 53%	45 45%	70 45%	61 44%	84 56%	42 42%	54 40%	145 50%	96 41%	59 43%	183 47%	53 44%	188 46%	126 51%	115 41%
	46%	75%	25%	57%	43%	10%	12%	13%	18%	19%	29%	25%	35% <b>l</b>	17%	23%	60%	40%	24%	76%	22%	78%	52% <b>t</b>	48%
Payday Loans/ credit advertising	212	162 58%	50 20%	121 41%	91 39%	18 35%	30 44%	34 46%	40 50%	30 30%	60 39%	63 45%	74 49%	34 34%	42 30%	137 47%	75 32%	50 36%	162 42%	48 39%	164 41%	114 46%	97 35%
	40%	77%	23%	57%	43%	8%	14%	16% <b>g</b>	19% <b>g</b>	14%	28%	30% <b>l</b>	35% <b>kl</b>	16%	20%	64% <b>n</b>	36%	24%	76%	22%	78%	54% <b>t</b>	46%
Gambling advertising	205	155 56%	50 20%	121 41%	84 36%	20 39%	29 43%	26 36%	31 38%	33 33%	67 43%	68 49%	68 45%	25 25%	44 32%	136 47%	69 29%	47 34%	158 41%	44 36%	161 40%	105 42%	100 36%
	39%	76%	24%	59%	41%	10%	14%	13%	15%	16%	33%	33% <b>kl</b>	33% <b>kl</b>	12%	21%	66% <b>n</b>	34%	23%	77%	21%	79%	51%	49%
Irritating/ annoying sponsorship messages	170	137 50%	33 13%	102 35%	68 29%	15 30%	16 24%	24 32%	35 43%	32 32%	48 31%	43 31%	58 39%	26 27%	42 31%	102 35%	68 29%	35 25%	135 35%	29 24%	141 35%	88 36%	82 29%
	32%	81%	19%	60%	40%	9%	10%	14%	20% <b>d</b>	19%	28%	25%	34%	16%	25%	60%	40%	20%	80%	17%	83% <b>q</b>	52%	48%
Adverts are noisier/ louder than the programmes	150	125 45%	25 10%	89 30%	61 26%	12 24%	13 19%	22 31%	22 26%	30 31%	49 32%	41 30%	48 31%	27 27%	34 25%	89 30%	61 26%	33 24%	117 30%	30 24%	120 30%	78 31%	72 26%
	28%	83%	17%	59%	41%	8%	9%	15%	15%	20%	33%	27%	32%	18%	23%	59%	41%	22%	78%	20%	80%	52%	48%
Junk food advertising	149	116 42%	33 13%	79 27%	70 30%	12 23%	13 19%	26 36%	26 32%	33 33%	40 26%	48 34%	54 35%	15 15%	33 24%	101 35%	48 20%	41 30%	108 28%	39 32%	110 27%	83 33%	67 24%
	28%	78%	22%	53%	47%	8%	9%	18% <b>d</b>	17%	22%	27%	32% <b>k</b>	36% <b>k</b>	10%	22%	68% <b>n</b>	32%	28%	72%	26%	74%	55% <b>t</b>	45%
Encourages children to pester parents	122	94 34%	28 11%	65 22%	57 24%	9 18%	14 21%	23 31%	22 27%	21 21%	33 21%	36 26%	45 29%	13 13%	28 21%	80 28%	41 17%	34 25%	87 22%	30 25%	91 23%	70 28%	50 18%
	23%	77%	23%	54%	46%	7%	11%	19%	18%	17%	27%	29% <b>k</b>	37% <b>k</b>	11%	23%	66% <b>n</b>	34%	28%	72%	25%	75%	58% <b>t</b>	41%
Inappropriate advertising in children's programming/ before the watershed	114	91 33%	23 9%	55 19%	59 25%	11 22%	19 28%	21 29%	18 22%	15 15%	30 19%	30 21%	44 29%	12 12%	29 21%	73 25%	41 17%	48 35%	66 17%	43 35%	72 18%	61 25%	53 19%
	22%	80%	20%	48%	52%	10%	17%	19% <b>g</b>	15%	13%	26%	26%	38% <b>k</b>	11%	25%	64% <b>n</b>	36%	42% <b>p</b>	58%	37% <b>r</b>	63%	53%	47%
Alcohol advertising	77	57 21%	19 8%	47 16%	30 13%	12 24%	12 18%	14 20%	11 14%	9 9%	18 11%	20 15%	23 15%	12 12%	21 15%	43 15%	33 14%	23 17%	54 14%	21 17%	56 14%	38 15%	38 14%
	15%	75%	25%	61%	39%	16% <b>gh</b>	16%	19%	14%	12%	23%	27%	30%	16%	27%	57%	43%	30%	70%	28%	72%	49%	49%
Antisocial behaviour in adverts	65	52 19%	13 5%	44 15%	21 9%	3 6%	10 14%	8 11%	9 11%	9 9%	26 17%	19 14%	22 15%	8 8%	15 11%	41 14%	23 10%	12 9%	52 13%	10 8%	54 13%	34 14%	31 11%
	12%	81%	19%	67%	33%	5%	15%	13%	13%	14%	41%	30%	34%	13%	23%	64%	36%	19%	81%	16%	84%	52%	48%
Poor quality/ poor production standards	55	46 17%	9 4%	31 11%	24 10%	3 6%	7 11%	6 8%	8 9%	10 10%	21 14%	18 13%	16 10%	7 8%	14 10%	33 12%	22 9%	12 8%	44 11%	11 9%	44 11%	29 12%	26 9%
	10%	83%	17%	56%	44%	6%	13%	11%	14%	18%	38%	32%	28%	14%	26%	61%	39%	21%	79%	20%	80%	53%	47%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 74

Absolutes/col percents/row percents 19 Apr 2018

**QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'**  
**MULTI CODE**

**Base: All with concerns**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	527	277 53%	249 47%	294 56%	233 44%	51* 10%*	68* 13%*	73* 14%*	81* 15%*	100* 19%*	155 29%	139 26%	152 29%	99* 19%*	137 26%	291 55%	236 45%	138 26%	389 74%	122 23%	404 77%	248 47%	278 53%
Other concerns	63	19	44	38	25	4	5	2	7	18	27	19	15	16	14	34	29	10	54	9	55	20	43
	12%	7% 30%	18% 70%	13% 61%	11% 39%	7% 6%	8% 8%	3% 4%	9% 11%	18% 28% <b>e</b>	17% 43% <b>e</b>	14% 30%	10% 24%	16% 25%	10% 22%	12% 53%	12% 47%	7% 15%	14% 85% <b>o</b>	7% 14%	14% 86%	8% 32%	15% 68% <b>s</b>
Don't know	19	4	15	9	10	4	3	2	5	3	1	1	3	7	7	4	15	7	12	6	13	10	9
	4%	1% 20%	6% 80%	3% 48%	4% 52%	9% 24% <b>h</b>	4% 16%	3% 11%	7% 29% <b>h</b>	3% 14%	1% 6%	1% 6%	2% 15%	7% 39% <b>i</b>	5% 40% <b>i</b>	1% 21%	6% 79% <b>m</b>	5% 38%	3% 62%	5% 30%	3% 70%	4% 54%	3% 46%
Net: Any concerns	508	274	234	285	223	46	65	71	75	97	153	138	149	92	129	287	221	130	378	117	391	237	269
	96%	99% 54%	94% 46%	97% 56%	96% 44%	91% 9%	96% 13%	97% 14%	93% 15%	97% 19%	99% 30% <b>cf</b>	99% 27% <b>kl</b>	98% 29%	93% 18%	95% 25%	99% 56% <b>n</b>	94% 44%	95% 26%	97% 74%	95% 23%	97% 77%	96% 47%	97% 53%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 74

**QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'**  
**MULTI CODE**

**Base: All with concerns**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	516	480 93%	35 7%	376 73%	140 27%	430 83%	86 17%	374 72%	52 10%	60 12%	30 6%	19 4%	43 8%	33 6%	40 8%	38 7%	30 6%	41 8%	64 12%	66 13%
Weighted base	527	484 92%	41** 8%**	371 70%	155 30%	427 81%	100* 19%*	435 83%	48* 9%*	35* 7%*	9** 2%**	21** 4%**	51* 10%*	37* 7%*	48* 9%*	41* 8%*	45** 9%**	53* 10%*	76* 14%*	63* 12%*
Effective base	438	409	29	322	117	366	74	340	48	55	11	18	39	30	38	36	28	35	59	63
Too many advertising breaks	287	264	22	203	83	233	53	231	30	20	6	10	31	19	32	15	24	26	40	34
	54%	55% 92%	54% 8%	55% 71%	54% 29%	55% 81%	53% 19%	53% 81%	62% 10%	57% 7%	64% 2%	47% 3%	61% 11% <b>c</b>	51% 7%	66% 11% <b>c</b>	37% 5%	54% 9%	49% 9%	53% 14%	53% 12%
Advertising breaks go on for too long	241	232	8	178	63	212	29	197	24	16	3	9	23	19	23	15	13	22	37	37
	46%	48% 96%	19% 3%	48% 74%	41% 26%	50% 88% <b>f</b>	29% 12%	45% 82%	50% 10%	47% 7%	38% 1%	46% 4%	45% 9%	52% 8%	47% 9%	36% 6%	28% 5%	41% 9%	49% 15%	58% 15% <b>c</b>
Payday Loans/ credit advertising	212	207	5	163	49	187	25	178	19	11	4	13	18	14	17	17	20	18	37	24
	40%	43% 98%	13% 2%	44% 77% <b>d</b>	31% 23%	44% 88% <b>f</b>	25% 12%	41% 84%	39% 9%	32% 5%	44% 2%	62% 6%	36% 9%	37% 7%	35% 8%	42% 8%	44% 9%	33% 8%	49% 18%	39% 12%
Gambling advertising	205	198	7	156	49	175	30	174	16	12	3	13	14	12	15	18	23	21	34	24
	39%	41% 97%	17% 3%	42% 76% <b>d</b>	31% 24%	41% 85%	30% 15%	40% 85%	34% 8%	36% 6%	31% 1%	61% 6%	27% 7%	32% 6%	32% 8%	45% 9%	51% 11%	39% 10%	44% 16%	38% 12%
Irritating/ annoying sponsorship messages	170	160	9	131	39	147	23	142	15	12	1	8	17	10	15	13	21	21	17	17
	32%	33% 94%	23% 6%	35% 77% <b>d</b>	25% 23%	34% 86%	23% 14%	33% 83%	31% 9%	35% 7%	10% 1%	37% 4%	33% 10%	26% 6%	32% 9%	32% 8%	45% 12%	40% 12%	28% 12%	26% 10%
Adverts are noisier/ louder than the programmes	150	144	6	114	36	134	16	125	13	11	1	6	9	12	8	8	19	14	30	20
	28%	30% 96%	14% 4%	31% 76%	23% 24%	31% 89% <b>f</b>	16% 11%	29% 84%	26% 8%	31% 7%	15% 1%	30% 4%	17% 6%	32% 8%	18% 6%	20% 6%	41% 12%	26% 9%	39% 20% <b>in</b>	31% 13%
Junk food advertising	149	147	2	119	30	130	19	123	14	10	2	6	10	9	14	10	15	15	28	16
	28%	30% 99%	5% 1%	32% 80% <b>d</b>	19% 20%	30% 87%	19% 13%	28% 82%	29% 9%	30% 7%	23% 1%	28% 4%	19% 7%	23% 6%	30% 10%	25% 7%	34% 10%	28% 10%	36% 19%	26% 11%
Encourages children to pester parents	122	119	3	97	25	110	12	98	12	11	1	4	8	11	12	6	10	11	16	20
	23%	25% 98%	7% 2%	26% 79% <b>d</b>	16% 21%	26% 90% <b>f</b>	12% 10%	23% 81%	25% 10%	31% 9%	9% 1%	17% 3%	15% 6%	31% 9%	25% 10%	15% 5%	23% 8%	21% 9%	21% 13%	32% 16%
Inappropriate advertising in children's programming/ before the watershed	114	113	1	91	24	104	10	95	10	7	2	6	6	9	11	13	8	13	16	13
	22%	23% 99%	3% 1%	24% 79% <b>d</b>	15% 21%	24% 91% <b>f</b>	10% 9%	22% 83%	21% 9%	20% 6%	22% 2%	30% 5%	12% 5%	26% 8%	24% 10%	31% 11% <b>d</b>	17% 7%	24% 11%	22% 14%	20% 11%
Alcohol advertising	77	75	2	53	24	63	13	61	8	6	2	5	5	7	10	5	6	4	11	9
	15%	15% 97%	5% 3%	14% 69%	15% 31%	15% 83%	13% 17%	14% 80%	17% 10%	16% 7%	22% 3%	24% 6%	10% 6%	19% 9%	20% 12%	12% 6%	13% 8%	8% 6%	14% 14%	14% 12%
Antisocial behaviour in adverts	65	62	3	43	22	52	13	48	9	7	1	4	4	5	4	3	5	7	9	7
	12%	13% 95%	7% 5%	11% 66%	14% 34%	12% 80%	13% 20%	11% 74%	19% 14%	20% 11%	12% 2%	17% 5%	8% 6%	12% 7%	8% 6%	8% 5%	10% 7%	14% 11%	12% 14%	12% 12%
Poor quality/ poor production standards	55	52	3	36	20	43	12	40	9	6	1	4	5	5	3	5	1	5	6	7
	10%	11% 94%	8% 6%	10% 65%	13% 35%	10% 79%	12% 21%	9% 73%	18% 16%	17% 10%	8% 1%	17% 6%	10% 9%	13% 9%	6% 5%	12% 9%	3% 2%	8% 9%	8% 12%	11% 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 74

Absolutes/col percents/row percents 19 Apr 2018

**QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'**  
**MULTI CODE**

**Base: All with concerns**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	527	484 92%	41** 8%**	371 70%	155 30%	427 81%	100* 19%*	435 83%	48* 9%*	35* 7%*	9** 2%**	21** 4%**	51* 10%*	37* 7%*	48* 9%*	41* 8%*	45** 9%**	53* 10%*	76* 14%*	63* 12%*
Other concerns	63	60	3	43	20	48	15	56	3	3	1	1	6	3	4	3	7	17	11	3
	12%	12%	7%	12%	13%	11%	15%	13%	7%	9%	7%	5%	12%	9%	7%	9%	16%	32%	15%	5%
		95%	5%	68%	32%	77%	23%	89%	5%	5%	1%	2%	9%	5%	6%	6%	12%	27%lmnos	18%	5%
Don't know	19	17	2	9	9	13	6	13	3	2	1	1	-	3	1	-	2	1	3	2
	4%	3%	5%	3%	6%	3%	6%	3%	6%	5%	9%	5%	-	8%	2%	-	4%	2%	4%	3%
		89%	11%	50%	50%	68%	32%	70%	16%	10%	4%	6%	-	16%	6%	-	10%	6%	15%	11%
Net: Any concerns	508	468	39	362	146	414	94	422	45	33	8	19	51	34	47	41	43	52	73	61
	96%	97%	95%	97%	94%	97%	94%	97%	94%	95%	91%	95%	100%	92%	98%	100%	96%	98%	96%	97%
		92%	8%	71%	29%	81%	19%	83%	9%	7%	2%	4%	10%	7%	9%	8%	9%	10%	14%	12%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 74

**QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'**  
**MULTI CODE**

**Base: All with concerns**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	516	102	414	229	235	66	136	324	260	256	226	395	121
		20%	80%	44%	46%	13%	26%	63%	50%	50%	44%	77%	23%
Weighted base	527	98*	429	227	241	68*	144	327	261	266	225	393	133
		19%*	81%	43%	46%	13%*	27%	62%	49%	51%	43%	75%	25%
Effective base	438	87	352	195	197	52	116	277	225	213	196	338	101
Too many advertising breaks	287	58	229	120	132	36	74	183	133	154	111	213	73
	54%	59%	53%	53%	55%	53%	51%	56%	51%	58%	49%	54%	55%
		20%	80%	42%	46%	13%	26%	64%	46%	54%	39%	74%	26%
Advertising breaks go on for too long	241	42	199	107	118	29	62	152	129	113	108	190	52
	46%	43%	46%	47%	49%	43%	43%	46%	49%	42%	48%	48%	39%
		17%	83%	45%	49%	12%	26%	63%	53%	47%	45%	79%	21%
Payday Loans/ credit advertising	212	46	166	80	110	37	56	131	104	108	88	164	48
	40%	47%	39%	35%	46%	54%	39%	40%	40%	41%	39%	42%	36%
		22%	78%	38%	52% <b>c</b>	17% <b>c</b>	27%	62%	49%	51%	42%	78%	22%
Gambling advertising	205	47	158	77	91	33	51	130	104	101	90	167	38
	39%	49%	37%	34%	38%	48%	35%	40%	40%	38%	40%	42%	29%
		23% <b>b</b>	77%	37%	44%	16%	25%	63%	51%	49%	44%	81% <b>l</b>	19%
Irritating/ annoying sponsorship messages	170	38	132	70	92	22	52	97	83	87	68	131	39
	32%	39%	31%	31%	38%	32%	36%	30%	32%	33%	30%	33%	29%
		23%	77%	41%	54%	13%	30%	57%	49%	51%	40%	77%	23%
Adverts are noisier/ louder than the programmes	150	34	116	61	77	16	43	90	71	79	61	123	27
	28%	35%	27%	27%	32%	24%	30%	28%	27%	30%	27%	31%	20%
		23%	77%	41%	51%	11%	29%	60%	47%	53%	41%	82% <b>l</b>	18%
Junk food advertising	149	28	121	57	73	18	42	95	81	68	73	122	27
	28%	29%	28%	25%	30%	26%	29%	29%	31%	25%	33%	31%	20%
		19%	81%	38%	49%	12%	28%	64%	55%	45%	49%	82% <b>l</b>	18%
Encourages children to pester parents	122	23	99	45	60	12	32	78	64	58	57	101	21
	23%	24%	23%	20%	25%	17%	22%	24%	25%	22%	25%	26%	16%
		19%	81%	37%	49%	10%	26%	64%	53%	47%	47%	83% <b>l</b>	17%
Inappropriate advertising in children's programming/ before the watershed	114	30	84	49	53	15	31	70	59	55	52	94	20
	22%	31%	20%	22%	22%	22%	21%	21%	23%	21%	23%	24%	15%
		26% <b>b</b>	74%	43%	46%	13%	27%	62%	52%	48%	45%	83%	17%
Alcohol advertising	77	19	58	33	37	6	23	46	43	33	38	64	13
	15%	19%	14%	15%	15%	9%	16%	14%	17%	13%	17%	16%	10%
		24%	76%	43%	48%	8%	30%	60%	57%	43%	49%	83%	17%
Antisocial behaviour in adverts	65	19	45	28	35	5	23	33	32	32	28	50	15
	12%	20%	11%	12%	15%	7%	16%	10%	12%	12%	13%	13%	11%
		30% <b>b</b>	70%	44%	55%	8%	35%	51%	50%	50%	44%	77%	23%
Poor quality/ poor production standards	55	11	44	22	31	4	20	30	26	29	22	42	13
	10%	11%	10%	10%	13%	6%	14%	9%	10%	11%	10%	11%	10%
		20%	80%	39%	57%	7%	36%	54%	47%	53%	41%	77%	23%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 74

**QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'**  
**MULTI CODE**

**Base: All with concerns**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	527	98* 19%*	429 81%	227 43%	241 46%	68* 13%*	144 27%	327 62%	261 49%	266 51%	225 43%	393 75%	133 25%
Other concerns	63 12%	10	53	13	39	11	29	28	30	33	28	46	18
		10%	12%	6%	16%	16%	20%	8%	12%	12%	12%	12%	13%
		16%	84%	20%	62%cg	18%cg	46%cg	44%	48%	52%	44%	72%	28%
Don't know	19 4%	3	15	9	6	3	3	15	6	13	5	14	4
		3%	4%	4%	2%	5%	2%	5%	2%	5%	2%	4%	3%
		18%	82%	50%	31%	18%	17%	79%	33%	67%	27%	76%	24%
Net: Any concerns	508 96%	94	414	217	235	65	141	312	254	254	220	379	129
		97%	96%	96%	98%	95%	98%	95%	98%	95%	96%	96%	97%
		19%	81%	43%	46%	13%	28%	61%	50%	50%	43%	75%	25%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 74

**QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'**  
**MULTI CODE**

**Base: All with concerns**

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	516	308 60%	226 44%	141 27%	137 27%	132 26%	70 14%	71 14%	48 9%	395 77%	200 39%	182 35%	70 14%	269 52%	247 48%
	527	312 59%	225 43%	137 26%	132 25%	131 25%	67* 13%*	63* 12%*	48* 9%*	393 75%	205 39%	177 34%	71* 13%*	271 51%	256 49%
	438	262	196	123	117	113	62	64	45	338	170	155	59	228	210
	287	169	111	71	62	75	35	29	22	213	108	93	33	140	147
	54%	54%	49%	52%	47%	57%	51%	47%	47%	54%	53%	52%	47%	52%	57%
		59%	39%	25%	22%	26%	12%	10%	8%	74%	38%	32%	12%	49%	51%
	241	148	108	68	59	72	33	30	31	190	97	81	32	123	118
	46%	47%	48%	50%	45%	55%	49%	47%	64%	48%	47%	46%	45%	45%	46%
		61%	45%	28%	25%	30%	14%	12%	13%mpu	79%	40%	34%	13%	51%	49%
	212	128	88	60	70	59	28	30	21	164	94	78	28	115	96
	40%	41%	39%	44%	53%	45%	41%	48%	44%	42%	46%	44%	39%	43%	38%
		60%	42%	28%	33%mmu	28%	13%	14%	10%	78%	44%	37%	13%	54%	46%
	205	135	90	60	73	56	30	31	23	167	98	86	30	123	82
	39%	43%	40%	44%	56%	43%	45%	50%	49%	42%	48%	48%	42%	45%	32%
		66%	44%	29%	36%mmu	27%	15%	15%	11%	81%	48%z	42%z	15%	60%z	40%
	170	98	68	47	46	52	20	23	16	131	77	67	20	96	74
	32%	31%	30%	34%	35%	40%	30%	36%	34%	33%	37%	38%	28%	35%	29%
		58%	40%	27%	27%	31%	12%	13%	10%	77%	45%	39%	12%	57%	43%
	150	98	61	40	48	43	18	16	11	123	76	67	18	94	56
	28%	31%	27%	29%	37%	33%	27%	26%	24%	31%	37%	38%	26%	35%	22%
		65%	41%	27%	32%	29%	12%	11%	8%	82%	51%z	45%z	12%	63%z	37%
	149	97	73	46	55	39	15	24	15	122	72	59	25	89	60
	28%	31%	33%	34%	42%	29%	22%	39%	31%	31%	35%	33%	35%	33%	24%
		65%	49%	31%	37%mmu	26%	10%	16%r	10%	82%	48%z	40%z	17%	60%z	40%
	122	77	57	34	39	35	15	18	11	101	67	55	22	81	41
	23%	24%	25%	25%	30%	27%	22%	28%	22%	26%	33%	31%	31%	30%	16%
		63%	47%	28%	32%	29%	12%	14%	9%	83%	55%z	45%z	18%z	66%z	34%
	114	80	52	37	40	32	16	16	9	94	62	61	25	78	36
	22%	26%	23%	27%	30%	24%	23%	26%	19%	24%	30%	35%	35%	29%	14%
		70%	45%	32%	35%	28%	14%	14%	8%	83%	54%z	54%z	22%z	68%z	32%
	77	48	38	27	30	23	14	18	5	64	38	36	12	48	29
	15%	16%	17%	20%	23%	17%	21%	29%	10%	16%	18%	20%	16%	18%	11%
		63%	49%	35%	39%	30%	18%	24%mmtu	6%	83%	49%	47%z	15%	62%	38%
	65	40	28	18	18	20	10	11	3	50	41	35	8	44	20
	12%	13%	13%	13%	14%	15%	15%	18%	7%	13%	20%	20%	12%	16%	8%
		61%	44%	28%	28%	31%	16%	17%	5%	77%	63%z	53%z	13%	69%z	31%
	55	30	22	13	23	13	13	12	5	42	25	29	11	33	22
	10%	10%	10%	10%	17%	10%	19%	19%	10%	11%	12%	16%	16%	12%	9%
	10%	55%	41%	24%	41%mm	23%	23%mm	21%mm	8%	77%	45%	52%z	21%	60%	40%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

Prepared by BDRC Continental  
 Fieldwork: April - December 2017  
 BDRC/Job number (23011)

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Page 358

Absolutes/col percents/row percents 19 Apr 2018

Table 74

**QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'**  
**MULTI CODE**

**Base: All with concerns**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
527	312 59%	225 43%	137 26%	132 25%	131 25%	67* 13%*	63* 12%*	48* 9%*	393 75%	205 39%	177 34%	71* 13%*	271 51%	256 49%	
63	37	28	8	7	6	7	5	2	46	30	23	11	36	27	
12%	12%	12%	6%	5%	5%	10%	8%	4%	12%	15%	13%	16%	13%	10%	
	58% <b>pq</b>	44% <b>opq</b>	12%	11%	9%	11%	8%	3%	72% <b>pq</b>	48%	36%	18%	58%	42%	
19	11	5	7	4	2	3	4	1	14	4	5	-	7	12	
4%	3%	2%	5%	3%	1%	5%	7%	1%	4%	2%	3%	-	2%	5%	
	57%	27%	38%	20%	10%	17%	23%	3%	76%	19%	25%	-	36%	64%	
508	302	220	130	128	129	64	58	47	379	202	172	71	264	244	
96%	97%	98%	95%	97%	99%	95%	93%	99%	96%	98%	97%	100%	98%	95%	
	59%	43%	26%	25%	25%	13%	12%	9%	75%	40%	34%	14%	52%	48%	

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 75

**QC4: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Adverts for payday Loans/ credit	839 36%	556 49%	282 24%	396 35%	443 37%	90 29%	114 30%	130 33%	171 43%	145 43%	188 39%	220 42%	259 37%	176 35%	185 31%	478 39%	360 33%	254 32%	584 39%	223 32%	616 38%	424 36%	414 36%
		66%	34%	47%	53%	11%	14%	16%	20% <i>cde</i>	17% <i>cde</i>	22% <i>cd</i>	26% <i>kl</i>	31% <i>l</i>	21%	22%	57% <i>n</i>	43%	30%	70% <i>o</i>	27%	73% <i>q</i>	51%	49%
Adverts for gambling/ bookmakers/ gambling websites	733 32%	493 43%	240 21%	352 31%	381 32%	80 25%	103 27%	113 29%	135 34%	130 39%	172 36%	208 40%	212 30%	144 29%	169 28%	420 35%	313 29%	217 27%	516 34%	185 27%	548 34%	346 30%	385 34%
		67%	33%	48%	52%	11%	14%	15%	18% <i>c</i>	18% <i>cde</i>	23% <i>cde</i>	28% <i>kl</i>	29%	20%	23%	57% <i>n</i>	43%	30%	70% <i>o</i>	25%	75% <i>q</i>	47%	53%
Adverts offering compensation in no win no fee deals	481 21%	345 30%	136 12%	241 21%	240 20%	45 14%	69 18%	59 15%	92 23%	90 27%	127 26%	140 27%	140 20%	102 21%	99 17%	280 23%	201 18%	142 30%	339 70% <i>o</i>	125 26%	355 74%	229 48%	252 52%
Adverts for junk food/ unhealthy food / food high in sugar/ fat/ salt	437 19%	301 26%	136 12%	222 20%	214 18%	44 14%	65 17%	77 19%	83 18%	97 25%	135 20%	132 26%	123 19%	97 17%	88 14%	232 22%	185 15%	145 18%	291 19%	126 18%	311 19%	216 19%	220 19%
		69%	31%	51%	49%	10%	15%	18%	16% <i>c</i>	19% <i>cdf</i>	22% <i>c</i>	31% <i>kl</i>	30% <i>kl</i>	19%	20%	61% <i>n</i>	39%	33%	67%	29%	71%	49%	50%
Adverts for e-cigarettes/ vaping	417 18%	306 27%	111 9%	209 19%	207 18%	56 18%	63 17%	76 19%	69 17%	87 20%	108 18%	123 21%	97 18%	88 20%	232 15%	185 19%	149 17%	149 36%	268 18%	129 19%	288 18%	216 19%	201 18%
		73%	27%	50%	50%	13%	15%	18%	16%	16%	21%	26% <i>kl</i>	30%	23%	21%	56%	44%	36%	64%	31%	69%	52%	48%
Adverts for credit cards	376 16%	250 22%	126 11%	173 15%	203 17%	46 14%	62 16%	52 13%	64 16%	64 19%	89 18%	86 17%	103 15%	75 15%	112 19%	189 16%	187 17%	113 14%	263 17%	95 14%	281 17%	180 16%	196 17%
		67%	33%	46%	54%	12%	17%	14%	17%	17% <i>de</i>	24%	23%	27%	20%	30%	50%	50%	30%	70%	25%	75%	48%	52%
Adverts for alcohol	320 14%	217 19%	103 9%	158 14%	162 14%	37 12%	56 15%	54 14%	48 12%	48 14%	77 16%	86 17%	80 12%	69 14%	85 14%	166 14%	154 14%	109 34%	210 66%	95 30%	225 70%	140 44%	179 56% <i>s</i>
		68%	32%	49%	51%	12%	18%	17%	15%	15%	24%	27% <i>kl</i>	25%	22%	26%	52%	48%	34%	66%	30%	70%	44%	56% <i>s</i>
Adverts for charities/ refugee appeals	298 13%	206 18%	92 8%	155 14%	144 12%	36 11%	37 10%	32 8%	62 15%	60 18%	72 15%	58 11%	94 13%	66 13%	81 14%	152 13%	147 13%	84 11%	214 14%	72 10%	227 14%	143 12%	156 14%
		69%	31%	52%	48%	12%	12%	11%	21% <i>de</i>	20% <i>cde</i>	24% <i>de</i>	19%	31%	22%	27%	51%	49%	28%	72% <i>o</i>	24%	76% <i>q</i>	48%	52%
Adverts for children's toys	184 8%	111 10%	74 6%	83 7%	102 9%	17 5%	28 7%	36 9%	28 7%	27 8%	49 10%	57 11%	50 7%	28 6%	50 8%	107 9%	77 7%	66 8%	118 8%	56 8%	129 8%	77 7%	106 9%
		60%	40%	45%	55%	9%	15%	20%	15%	14%	27% <i>c</i>	31% <i>kl</i>	27%	15%	27%	58%	42%	36%	64%	30%	70%	42%	58% <i>s</i>
Adverts for public health campaigns	78 3%	55 5%	23 2%	46 4%	32 3%	9 3%	12 3%	11 3%	15 4%	11 3%	20 4%	24 5%	18 3%	21 4%	16 3%	42 3%	36 3%	23 3%	55 4%	19 3%	59 4%	39 3%	39 3%
		70%	30%	59%	41%	11%	15%	14%	20%	14%	26%	31%	23%	27%	20%	53%	47%	30%	70%	24%	76%	50%	50%
None of these	1041 45%	357 31%	684 59%	531 47%	510 43%	157 50%	183 49%	193 49%	161 40%	137 40%	211 44%	187 36%	325 47%	228 46%	301 50%	512 42%	529 48%	382 48%	658 43%	326 48%	715 44%	519 45%	521 46%
		34%	66%	51%	49%	15% <i>fg</i>	18% <i>fg</i>	19% <i>fg</i>	15%	13%	20%	18%	31% <i>l</i>	22% <i>kl</i>	29% <i>kl</i>	49%	51% <i>m</i>	37% <i>p</i>	63%	31%	69%	50%	50%
Don't know	51 2%	30 3%	21 2%	19 2%	31 3%	12 4%	9 3%	5 1%	9 2%	5 1%	10 2%	7 1%	10 1%	15 3%	19 3%	17 1%	34 3%	15 2%	36 2%	13 2%	38 2%	20 2%	31 3%
		59%	41%	38%	62%	24% <i>q</i>	19%	9%	19%	9%	21%	13%	20%	30%	37%	33%	67% <i>m</i>	29%	71%	25%	75%	39%	61%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 75

Absolutes/col percents/row percents 19 Apr 2018

**QC4: (SHOW SCREEN) 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: All with any working TV set in the home**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Net: Any concerns	1216 53%	755 66%	461 40%	575 51%	641 54%	146 46%	185 49%	197 50%	231 58%	196 58%	261 54%	324 63%	360 52%	254 51%	278 47%	684 56%	532 49%	395 50%	821 54%	347 51%	869 54%	624 54%	591 52%
		62%	38%	47%	53%	12%	15%	16%	19% <b>cde</b>	16% <b>cde</b>	21%	27% <b>ijkl</b>	30%	21%	23%	56% <b>n</b>	44%	32%	68%	29%	71%	51%	49%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 75

**QC4: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%	
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%	
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272	
Adverts for payday Loans/ credit	839 36%	795 38%	41 17%	630 40%	208 29%	722 39%	116 26%	681 36%	86 41%	57 42%	14 26%	45 46%	96 38%	61 33%	78 46%	50 25%	79 37%	77 39%	115 37%	81 29%	
		95%b	5%	75% <b>d</b>	25%	86% <b>f</b>	14%	81% <b>j</b>	10% <b>j</b>	7% <b>j</b>	2%	5% <b>mos</b>	11% <b>os</b>	7%	9% <b>mos</b>	6%	9% <b>o</b>	9% <b>os</b>	14% <b>os</b>	10%	
Adverts for gambling/ bookmakers/ gambling websites	733 32%	694 34%	38 16%	559 35%	174 24%	632 34%	101 23%	608 32%	65 31%	49 36%	11 20%	34 35%	77 30%	44 24%	73 43%	52 26%	73 35%	73 37%	113 36%	69 24%	
		95% <b>b</b>	5%	76% <b>d</b>	24%	86% <b>f</b>	14%	83% <b>j</b>	9% <b>j</b>	7% <b>j</b>	1%	5%	11%	6%	10% <b>lmos</b>	7%	10% <b>ms</b>	10% <b>mos</b>	15% <b>mos</b>	9%	
Adverts offering compensation in no win no fee deals	481 21%	462 22%	16 7%	376 24%	105 14%	421 23%	60 13%	393 21%	47 22%	35 26%	6 11%	27 28%	54 21%	35 19%	38 23%	33 17%	37 17%	55 28%	69 22%	45 16%	
		96% <b>b</b>	3%	78% <b>d</b>	22%	88% <b>f</b>	12%	82% <b>j</b>	10% <b>j</b>	7% <b>j</b>	1%	6% <b>os</b>	11%	7%	8%	7%	8%	11% <b>ops</b>	14%	9%	
Adverts for junk food/ unhealthy food / food high in sugar/ fat/ salt	437 19%	418 20%	17 7%	327 21%	109 15%	383 21%	53 12%	355 19%	44 21%	31 23%	7 13%	14 15%	38 15%	28 15%	39 23%	32 16%	44 21%	53 27%	59 19%	47 16%	
		96% <b>b</b>	4%	75% <b>d</b>	25%	88% <b>f</b>	12%	81% <b>j</b>	10% <b>j</b>	7% <b>j</b>	2%	3%	9%	7%	9% <b>j</b>	7%	10%	12% <b>kmos</b>	14%	11%	
Adverts for e-cigarettes/ vaping	417 18%	400 19%	15 6%	323 20%	93 13%	362 19%	55 12%	330 17%	51 24%	27 20%	10 18%	13 13%	46 18%	28 15%	44 26%	25 13%	42 20%	40 20%	49 16%	43 15%	
		96% <b>b</b>	4%	78% <b>d</b>	22%	87% <b>f</b>	13%	79% <b>j</b>	12% <b>g</b>	6%	2%	3%	11%	7%	10% <b>kmors</b>	6%	10%	10%	12%	10%	
Adverts for credit cards	376 16%	352 17%	22 9%	270 17%	106 15%	314 17%	62 14%	305 16%	44 21%	22 16%	5 9%	16 17%	35 14%	32 17%	36 22%	25 13%	36 17%	45 23%	48 15%	33 12%	
		94% <b>b</b>	6%	72% <b>d</b>	28%	84% <b>f</b>	16%	81% <b>j</b>	12% <b>j</b>	6%	1%	4%	9%	8%	10% <b>los</b>	7%	10%	12% <b>los</b>	13%	9%	
Adverts for alcohol	320 14%	300 15%	18 7%	239 15%	81 11%	276 15%	44 10%	256 13%	35 17%	23 17%	5 10%	12 12%	29 11%	21 11%	37 22%	17 8%	31 15%	28 14%	44 14%	37 13%	
		94% <b>b</b>	6%	75% <b>d</b>	25%	86% <b>f</b>	14%	80% <b>j</b>	11%	7%	2%	4%	9%	6%	12% <b>lmors</b>	5%	10%	10%	14%	12%	
Adverts for charities/ refugee appeals	298 13%	276 13%	20 9%	212 13%	86 12%	250 13%	49 11%	252 13%	25 12%	18 13%	4 6%	17 18%	34 13%	35 19%	24 14%	20 10%	30 14%	25 13%	41 13%	27 9%	
		92%	7%	71%	29%	84%	16%	84% <b>j</b>	8%	6%	1%	6%	11%	12% <b>os</b>	8%	7%	10%	8%	14%	9%	
Adverts for children's toys	184 8%	172 8%	10 4%	132 8%	53 7%	159 9%	25 6%	142 7%	20 9%	21 16%	2 3%	6 6%	23 9%	7 4%	17 10%	9 5%	18 9%	21 11%	18 10%	23 12%	
		94%	5%	71%	29%	86%	14%	77%	11% <b>j</b>	12% <b>ghj</b>	1%	3%	12%	4%	9% <b>m</b>	5%	10%	11% <b>m</b>	10%	7%	
Adverts for public health campaigns	78 3%	75 4%	2 1%	57 4%	21 3%	66 4%	12 3%	56 3%	14 7%	8 6%	* *	3 3%	12 5%	5 3%	4 2%	3 1%	8 4%	9 5%	6 2%	7 3%	
		96% <b>b</b>	2%	73%	27%	84%	16%	71% <b>j</b>	18% <b>gj</b>	10% <b>aj</b>	*	3%	16%	6%	4%	3%	10%	12%	8%	9%	
None of these	1041 45%	881 43%	157 67%	640 40%	401 55%	782 42%	259 58%	870 46%	89 43%	48 35%	34 62%	34 35%	122 47%	85 46%	70 41%	109 55%	96 45%	75 38%	143 46%	137 48%	
		85%	15% <b>a</b>	61%	39% <b>c</b>	75%	25% <b>e</b>	84% <b>i</b>	9%	5%	3% <b>ghj</b>	3%	12%	8%	7%	10% <b>kng</b>	9%	7%	14%	13% <b>k</b>	
Don't know	51 2%	43 2%	7 3%	28 2%	23 3%	32 2%	18 4%	37 2%	3 2%	8 6%	2 4%	2 3%	2 1%	3 2%	1 7%	14 7%	- -	- -	5 2%	10 4%	
		86%	14%	56%	44%	64%	36% <b>e</b>	74%	6%	16% <b>gh</b>	4%	5% <b>pg</b>	3%	6%	2%	28% <b>lmnpqr</b>	-	-	9%	20% <b>lpqr</b>	
Net: Any concerns	1216 53%	1142 55%	72 30%	914 58%	302 42%	1047 56%	169 38%	1002 52%	117 56%	79 59%	18 34%	60 62%	134 52%	99 53%	97 58%	75 38%	115 55%	121 62%	164 53%	137 48%	
		94% <b>b</b>	6%	75% <b>d</b>	25%	86% <b>f</b>	14%	82% <b>j</b>	10% <b>j</b>	7% <b>j</b>	2%	5% <b>os</b>	11% <b>o</b>	8% <b>o</b>	8% <b>o</b>	6%	9% <b>o</b>	10% <b>os</b>	14% <b>o</b>	11% <b>o</b>	

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

Prepared by BDRC Continental  
 Fieldwork: April - December 2017  
 BDRC/Job number (23011)

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 75

**QC4: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Adverts for payday Loans/ credit	839 36%	165 42% <b>20%b</b>	674 81% 80%	398 38% 47%	383 37% 46%	99 45% <b>12%g</b>	206 33% 25%	538 37% 64%	420 38% 50%	419 35% 50%	354 36% 42%	635 37% 76%	204 34% 24%
Adverts for gambling/ bookmakers/ gambling websites	733 32%	151 39% <b>21%b</b>	582 30% 79%	348 33% 47%	341 33% 47%	86 39% <b>12%f</b>	183 29% 25%	474 33% 65%	380 34% <b>52%l</b>	353 30% 48%	323 33% 44%	568 33% <b>78%l</b>	164 27% 22%
Adverts offering compensation in no win no fee deals	481 21%	101 26% <b>21%b</b>	380 20% 79%	223 21% 46%	227 22% 47%	65 29% <b>14%cdfg</b>	120 19% 25%	308 21% 64%	259 23% <b>54%l</b>	222 19% 46%	225 23% <b>47%l</b>	375 22% <b>78%l</b>	106 18% 22%
Adverts for junk food/ unhealthy food / food high in sugar/ fat/ salt	437 19%	84 21% 19%	353 18% 81%	205 19% 47%	206 20% 47%	46 21% 11%	116 18% 26%	278 19% 64%	226 20% 52%	211 18% 48%	194 20% 45%	337 20% 77%	100 17% 23%
Adverts for e- cigarettes/ vaping	417 18%	93 24% <b>22%b</b>	324 17% 78%	199 19% 48%	187 18% 45%	50 22% <b>12%l</b>	94 15% 23%	270 18% 65%	220 20% 53%	197 17% 47%	191 20% 46%	341 20% <b>82%l</b>	76 13% 18%
Adverts for credit cards	376 16%	78 20% <b>21%b</b>	298 16% 79%	174 16% 46%	175 17% 46%	41 18% 11%	107 17% 28%	234 16% 62%	196 18% 52%	180 15% 48%	162 17% 43%	288 17% 77%	88 15% 23%
Adverts for alcohol	320 14%	71 18% <b>22%b</b>	249 13% 78%	161 15% 50%	149 14% 47%	40 18% <b>12%l</b>	75 12% 23%	206 14% 65%	172 15% 54%	148 12% 46%	154 16% <b>48%l</b>	251 15% 78%	69 12% 22%
Adverts for charities/ refugee appeals	298 13%	60 15% 20%	238 12% 80%	157 15% 53%	141 14% 47%	37 17% 12%	71 11% 24%	195 13% 65%	156 14% 52%	142 12% 48%	132 14% 44%	223 13% 75%	75 13% 25%
Adverts for children's toys	184 8%	47 12% <b>25%b</b>	138 7% 75%	86 8% 47%	92 9% 50%	22 10% 12%	52 8% 28%	106 7% 58%	105 9% <b>57%l</b>	80 7% 43%	90 9% <b>49%l</b>	135 8% 73%	49 8% 27%
Adverts for public health campaigns	78 3%	18 5% 23%	61 3% 77%	48 4% 61%	35 3% 44%	14 6% <b>18%l</b>	16 3% 20%	55 4% 70%	50 4% <b>64%l</b>	29 2% 36%	43 4% <b>55%l</b>	65 4% 83%	14 2% 17%
None of these	1041 45%	148 38% 14%	893 47% <b>86%a</b>	461 44% <b>44%e</b>	455 44% <b>44%e</b>	78 35% 8%	302 48% <b>29%e</b>	646 44% <b>62%e</b>	453 40% 44%	588 49% <b>56%h</b>	397 41% 38%	732 43% 70%	309 51% <b>30%k</b>
Don't know	51 2%	8 2% 16%	42 2% 84%	21 2% 42%	22 2% 44%	2 1% 4%	14 2% 27%	28 2% 55%	26 2% 51%	25 2% 49%	22 2% 44%	38 2% 75%	12 2% 25%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 75

Absolutes/col percents/row percents 19 Apr 2018

**QC4: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Net: Any concerns	1216 53%	235 60%	981 51%	576 54%	554 54%	141 64%	312 50%	785 54%	640 57%	575 48%	554 57%	934 55%	282 47%
		19% <sup>b</sup>	81%	47%	46%	12% <sup>c,d,f,g</sup>	26%	65%	53% <sup>h</sup>	47%	46% <sup>i</sup>	77% <sup>k</sup>	23%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 75

Absolutes/col percents/row percents 19 Apr 2018

**QC4: (SHOW SCREEN) 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: All with any working TV set in the home**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%	
2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%	
1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303	
839	483	354	268	241	206	114	119	66	635	224	234	87	347	491	
36%	36%	36%	37%	43%	40%	41%	40%	35%	37%	50%	46%	44%	46%	32%	
	58%	42%	32%	29% <b>mnou</b>	25%	14%	14%	8%	76%	27% <b>z</b>	28% <b>z</b>	10% <b>z</b>	41% <b>z</b>	59%	
733	439	323	240	214	194	109	105	66	568	204	224	88	318	415	
32%	33%	33%	33%	38%	38%	39%	35%	35%	33%	46%	44%	44%	42%	27%	
	60%	44%	33%	29% <b>m</b>	26%	15%	14%	9%	78%	28% <b>z</b>	31% <b>z</b>	12% <b>z</b>	43% <b>z</b>	57%	
481	284	225	155	134	130	71	72	49	375	140	155	65	220	260	
21%	21%	23%	21%	24%	25%	25%	24%	26%	22%	31%	31%	33%	29%	17%	
	59%	47%	32%	28%	27%	15%	15%	10%	78%	29% <b>z</b>	32% <b>z</b>	13% <b>z</b>	46% <b>z</b>	54%	
437	256	194	154	136	114	68	75	48	337	136	144	57	201	236	
19%	19%	20%	21%	24%	22%	24%	25%	25%	20%	30%	29%	29%	27%	15%	
	59%	45%	35%	31% <b>mu</b>	26%	16%	17% <b>mu</b>	11%	77%	31% <b>z</b>	33% <b>z</b>	13% <b>z</b>	46% <b>z</b>	54%	
417	261	191	165	135	122	71	73	43	341	109	128	58	179	237	
18%	19%	20%	23%	24%	24%	25%	24%	23%	20%	24%	25%	29%	24%	15%	
	63%	46%	40%	32% <b>m</b>	29%	17% <b>mn</b>	17%	10%	82%	26% <b>z</b>	31% <b>z</b>	14% <b>z</b>	43% <b>z</b>	57%	
376	229	162	134	111	100	52	59	37	288	115	120	59	172	204	
16%	17%	17%	18%	20%	19%	18%	20%	19%	17%	26%	24%	30%	23%	13%	
	61%	43%	36%	29%	27%	14%	16%	10%	77%	31% <b>z</b>	32% <b>z</b>	16% <b>z</b>	46% <b>z</b>	54%	
320	199	154	125	99	98	57	65	42	251	104	121	45	156	164	
14%	15%	16%	17%	18%	19%	20%	22%	22%	15%	23%	24%	23%	21%	11%	
	62%	48%	39%	31%	31% <b>mu</b>	18% <b>mu</b>	20% <b>mnu</b>	13% <b>mnu</b>	78%	33% <b>z</b>	38% <b>z</b>	14% <b>z</b>	49% <b>z</b>	51%	
298	169	132	99	88	85	39	43	23	223	82	90	38	127	171	
13%	13%	14%	14%	16%	17%	14%	14%	12%	13%	18%	18%	19%	17%	11%	
	57%	44%	33%	29%	29% <b>m</b>	13%	14%	8%	75%	27% <b>z</b>	30% <b>z</b>	13% <b>z</b>	43% <b>z</b>	57%	
184	101	90	57	58	50	26	33	22	135	64	67	34	98	87	
8%	7%	9%	8%	10%	10%	9%	11%	12%	8%	14%	13%	17%	13%	6%	
	55%	49%	31%	31%	27%	14%	18% <b>m</b>	12%	73%	35% <b>z</b>	36% <b>z</b>	18% <b>z</b>	53% <b>z</b>	47%	
78	56	43	29	29	30	15	19	8	65	30	35	18	44	34	
3%	4%	4%	4%	5%	6%	5%	6%	4%	4%	7%	7%	9%	6%	2%	
	71%	55%	37%	37%	39%	19%	24%	10%	83%	38% <b>z</b>	45% <b>z</b>	23% <b>z</b>	56% <b>z</b>	44%	
1041	585	397	297	201	171	99	99	70	732	119	143	46	230	810	
45%	44%	41%	41%	36%	33%	35%	33%	37%	43%	27%	28%	23%	31%	52%	
	56% <b>pqrs</b>	38% <b>qs</b>	29% <b>qs</b>	19%	16%	10%	10%	7%	70% <b>pqrs</b>	11%	14%	4%	22%	78% <b>vwxy</b>	
51	28	22	18	9	10	4	8	5	38	6	5	4	11	40	
2%	2%	2%	2%	2%	2%	1%	3%	3%	2%	1%	1%	2%	1%	3%	
	56%	44%	36%	18%	20%	8%	17%	10%	75%	11%	10%	8%	21%	79%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 75

Absolutes/col percents/row percents 19 Apr 2018

**QC4: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Net: Any concerns	1216 53%	728 54%	554 57%	418 57%	353 63%	333 65%	177 63%	191 64%	114 60%	934 55%	321 72%	357 71%	149 75%	510 68%	705 45%
		60%	46%	34%	29%mnou	27%mnou	15%mu	16%mnou	9%	77%	26%z	29%z	12%z	42%z	58%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 76

**QC9: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
There could be quite a few more advertising breaks in an hour before it bothered me	88 4%	61 5%	27 2%	52 5%	37 3%	18 6%	32 9%	18 5%	11 3%	3 1%	6 1%	21 4%	34 5%	16 3%	17 3%	56 5%	33 3%	51 6%	37 2%	42 6%	47 3%	60 5%	29 3%
		69%	31%	58%	42%	21% <i>fgh</i>	36% <i>efgh</i>	21% <i>gh</i>	12%	3%	7%	24%	39%	18%	19%	63%	37%	58% <i>p</i>	42%	47% <i>r</i>	53%	67% <i>t</i>	33%
A small increase in the number of advertising breaks would not bother me	138 6%	94 8%	44 4%	62 5%	76 6%	31 10%	31 8%	25 6%	25 6%	14 4%	12 2%	27 5%	40 6%	31 6%	40 7%	67 6%	71 7%	65 8%	73 5%	55 8%	84 5%	77 7%	62 5%
		68%	32%	45%	55%	22% <i>ggh</i>	23% <i>gh</i>	18% <i>h</i>	18% <i>h</i>	10%	9%	20%	29%	23%	29%	48%	52%	47% <i>p</i>	53%	40% <i>r</i>	60%	55%	45%
The present number of advertising breaks doesn't bother me, but I would not want any more	872 38%	414 36%	458 39%	416 37%	456 39%	132 42%	144 38%	156 39%	161 40%	110 33%	170 35%	211 41%	267 38%	168 34%	226 38%	478 39%	394 36%	290 37%	582 38%	254 37%	618 38%	451 39%	419 37%
		47%	53%	48%	52%	15% <i>g</i>	16%	18%	18%	13%	20%	24% <i>k</i>	31%	19%	26%	55%	45%	33%	67%	29%	71%	52%	48%
There are already more advertising breaks in an hour than I am really happy with	1081 47%	505 44%	577 49%	540 48%	541 46%	113 36%	140 37%	166 42%	182 45%	195 58%	285 59%	245 47%	308 44%	242 49%	287 48%	553 46%	528 48%	326 41%	755 50%	285 42%	796 49%	506 44%	575 50%
		47%	53%	50%	50%	10%	13%	15%	17% <i>cd</i>	18% <i>cdef</i>	26% <i>cdef</i>	23%	29%	22%	26%	51%	49%	30%	70% <i>o</i>	26%	74% <i>q</i>	47%	53% <i>s</i>
Don't know	127 6%	68 6%	60 5%	56 5%	71 6%	21 7%	30 8%	30 8%	23 6%	14 4%	8 2%	14 3%	45 6%	40 8%	28 5%	59 5%	68 6%	60 8%	68 4%	51 7%	77 5%	69 5%	58 5%
		53%	47%	44%	56%	17% <i>h</i>	24% <i>h</i>	24% <i>h</i>	18% <i>h</i>	11%	7%	11%	35% <i>l</i>	31% <i>ll</i>	22%	46%	54%	47% <i>p</i>	53%	40% <i>r</i>	60%	54%	46%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 76

**QC9: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
There could be quite a few more advertising breaks in an hour before it bothered me	88 4%	84 4%	4 2%	70 4%	19 3%	83 4%	6 1%	74 4%	9 4%	3 2%	3 6%	5 5%	9 4%	4 2%	7 4%	9 5%	5 2%	4 2%	10 3%	21 7%
		95%	5%	79%	21%	94% <b>f</b>	6%	83%	10%	3%	4% <b>l</b>	5%	10%	5%	8%	11%	5%	4%	11%	24% <b>mpqr</b>
A small increase in the number of advertising breaks would not bother me	138 6%	129 6%	9 4%	99 6%	39 5%	124 7%	14 3%	115 6%	9 5%	9 7%	4 8%	11 11%	14 5%	12 6%	12 7%	7 4%	19 9%	3 1%	9 3%	29 10%
		93%	7%	72%	28%	90% <b>f</b>	10%	83%	7%	7%	3%	8% <b>oqr</b>	10%	8% <b>q</b>	9% <b>q</b>	5%	14% <b>qr</b>	2%	7%	21% <b>loqr</b>
The present number of advertising breaks doesn't bother me, but I would not want any more	872 38%	778 38%	93 39%	614 39%	258 36%	713 38%	159 36%	731 38%	73 35%	52 38%	16 30%	29 30%	103 40%	77 41%	58 34%	58 29%	92 43%	87 44%	126 41%	102 36%
		89%	11%	70%	30%	82%	18%	84%	8%	6%	2%	3%	12% <b>o</b>	9% <b>o</b>	7%	7%	11% <b>o</b>	10% <b>ko</b>	14% <b>o</b>	12%
There are already more advertising breaks in an hour than I am really happy with	1081 47%	962 47%	118 50%	740 47%	341 47%	856 46%	226 51%	881 46%	108 52%	66 49%	27 49%	47 49%	123 48%	82 44%	86 51%	106 54%	92 44%	89 45%	154 50%	102 36%
		89%	11%	68%	32%	79%	21%	81%	10%	6%	2%	4% <b>s</b>	11% <b>s</b>	8%	8% <b>s</b>	10% <b>s</b>	9%	8%	14% <b>s</b>	9%
Don't know	127 6%	114 6%	12 5%	59 4%	68 9%	86 5%	42 9%	108 6%	10 5%	6 4%	4 7%	5 5%	9 3%	12 6%	5 3%	18 9%	4 2%	13 7%	12 4%	30 11%
		90%	9%	46%	54% <b>c</b>	67%	33% <b>ee</b>	85%	8%	4%	3%	4%	7%	9%	4%	14% <b>lnpr</b>	3%	10% <b>p</b>	9%	23% <b>lnpr</b>

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 76

**QC9: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
There could be quite a few more advertising breaks in an hour before it bothered me	88 4%	18 5%	71 4%	46 4%	36 3%	14 7%	18 3%	66 4%	54 5%	34 3%	49 5%	79 5%	10 2%
		20%	80%	51%	41%	16% <b>f</b>	21%	74%	61% <b>i</b>	39%	55% <b>j</b>	89% <b>k</b>	11%
A small increase in the number of advertising breaks would not bother me	138 6%	28 7%	110 6%	65 6%	56 5%	18 8%	30 5%	95 7%	79 7%	59 5%	76 8%	118 7%	20 3%
		20%	80%	47%	41%	13%	21%	69%	57%	43%	55% <b>j</b>	85% <b>k</b>	15%
The present number of advertising breaks doesn't bother me, but I would not want any more	872 38%	142 36%	730 38%	408 39%	399 39%	81 36%	239 38%	562 39%	397 35%	475 40%	358 37%	647 38%	225 37%
		16%	84%	47%	46%	9%	27%	65%	46%	54% <b>h</b>	41%	74%	26%
There are already more advertising breaks in an hour than I am really happy with	1081 47%	185 47%	896 47%	485 46%	503 49%	101 46%	315 50%	661 45%	524 47%	558 47%	440 45%	768 45%	313 52%
		17%	83%	45%	47%	9%	29%	61%	48%	52%	41%	71%	29% <b>k</b>
Don't know	127 6%	19 5%	109 6%	54 5%	38 4%	8 4%	27 4%	75 5%	65 6%	62 5%	50 5%	93 5%	34 6%
		15%	85%	43%	30%	6%	21%	59%	51%	49%	39%	73%	27%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 76

**QC9: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
There could be quite a few more advertising breaks in an hour before it bothered me	88 4%	60 4%	49 5%	46 6%	36 6%	45 9%	19 7%	24 8%	11 6%	79 5%	17 4%	42 8%	18 9%	44 6%	45 3%
		68%	55%	52%	41%	51% <b>mnu</b>	21%	27% <b>mu</b>	13%	89%	20%	47% <b>vz</b>	20% <b>vz</b>	49% <b>z</b>	51%
A small increase in the number of advertising breaks would not bother me	138 6%	100 7%	76 8%	81 11%	52 9%	54 10%	23 8%	36 12%	17 9%	118 7%	31 7%	49 10%	27 13%	56 7%	83 5%
		72%	55%	58% <b>mnu</b>	38%	39% <b>mu</b>	17%	26% <b>mnu</b>	12%	85%	22%	35% <b>z</b>	19% <b>vyz</b>	40%	60%
The present number of advertising breaks doesn't bother me, but I would not want any more	872 38%	533 40%	358 37%	277 38%	202 36%	181 35%	94 33%	116 39%	74 39%	647 38%	119 27%	147 29%	56 28%	235 31%	637 41%
		61%	41%	32%	23%	21%	11%	13%	8%	74%	14%	17%	6%	27%	73% <b>vwxy</b>
There are already more advertising breaks in an hour than I am really happy with	1081 47%	589 44%	440 45%	282 39%	246 44%	203 40%	123 44%	106 36%	69 36%	768 45%	267 60%	252 50%	92 46%	392 52%	690 44%
		54% <b>os</b>	41% <b>oqst</b>	26%	23% <b>s</b>	19%	11% <b>s</b>	10%	6%	71% <b>oqst</b>	25% <b>wxyz</b>	23% <b>z</b>	9%	36% <b>z</b>	64%
Don't know	127 6%	59 4%	50 5%	48 6%	26 5%	32 6%	20 7%	16 5%	18 10%	93 5%	11 2%	15 3%	7 3%	25 3%	102 7%
		46%	39%	37%	21%	25%	16%	13%	14% <b>mnpu</b>	73%	8%	12%	5%	20%	80% <b>vwxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 77

**QC10: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
There could be quite a few more advertising breaks in an hour before it bothered me	66 3%	48 4%	18 2%	35 3%	31 3%	9 3%	25 7%	10 3%	13 3%	5 2%	3 1%	11 2%	25 4%	11 2%	18 3%	36 3%	30 3%	36 5%	30 2%	30 4%	36 2%	39 3%	27 2%
		73%	27%	52%	48%	14% <b>h</b>	38% <b>cefg</b>	15% <b>h</b>	20% <b>h</b>	8%	4%	17%	38%	17%	28%	55%	45%	54% <b>p</b>	46%	46% <b>r</b>	54%	58%	42%
A small increase in the number of advertising breaks would not bother me	141 6%	103 9%	38 3%	69 6%	72 6%	31 10%	32 9%	27 7%	23 6%	12 4%	16 3%	30 6%	44 6%	35 7%	32 5%	74 6%	67 6%	67 8%	74 5%	57 8%	84 5%	87 7%	55 5%
		73%	27%	49%	51%	22% <b>gh</b>	23% <b>gh</b>	19% <b>h</b>	16%	9%	11%	21%	31%	25%	23%	52%	48%	47% <b>p</b>	53%	40% <b>r</b>	60%	61% <b>t</b>	39%
The present number of advertising breaks doesn't bother me, but I would not want any more	843 37%	389 34%	454 39%	415 37%	428 36%	125 40%	139 37%	157 40%	149 37%	117 35%	157 32%	202 39%	245 35%	159 32%	237 40%	447 37%	396 36%	285 36%	557 37%	248 36%	594 37%	431 37%	411 36%
		46%	54%	49%	51%	15%	16%	19% <b>h</b>	18%	14%	19%	24% <b>k</b>	29%	19%	28% <b>k</b>	53%	47%	34%	66%	29%	71%	51%	49%
There are already more advertising breaks in an hour than I am really happy with	1112 48%	534 47%	577 50%	540 48%	572 48%	118 37%	155 41%	169 43%	197 49%	190 56%	284 59%	254 49%	332 48%	249 50%	277 46%	586 48%	526 48%	344 43%	768 51%	301 44%	810 50%	536 46%	575 50%
		48%	52%	49%	51%	11%	14%	15%	18% <b>cd</b>	17% <b>ccde</b>	26% <b>cdel</b>	23%	30%	22%	25%	53%	47%	31%	69% <b>o</b>	27%	73% <b>qd</b>	48%	52%
Don't know	146 6%	67 6%	78 7%	68 6%	78 7%	33 10%	25 7%	32 8%	20 5%	13 4%	22 5%	21 4%	48 7%	42 8%	34 6%	70 6%	76 7%	60 8%	86 6%	49 7%	97 6%	71 6%	75 7%
		46%	54%	46%	54%	23% <b>fgl</b>	17%	22% <b>gh</b>	14%	9%	15%	15%	33% <b>l</b>	29% <b>l</b>	23%	48%	52%	41%	59%	34%	66%	49%	51%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 77

**QC10: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%	
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%	
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272	
There could be quite a few more advertising breaks in an hour before it bothered me	66 3%	64	2	46	20	58	8	55	8	-	3	4	8	4	4	7	3	4	7	16	
		3% 98%	1% 2%	3% 70%	3% 30%	3% 88%	2% 12%	3% 84% <b>l</b>	4% 12% <b>l</b>	-	5% 4% <b>l</b>	4% 6%	3% 12%	2% 6%	2% 6%	3% 10%	1% 4%	2% 6%	2% 11%	6% 24% <b>p</b>	
A small increase in the number of advertising breaks would not bother me	141 6%	130	11	104	37	125	17	120	10	6	5	15	11	13	15	9	14	6	12	25	
		6% 92%	5% 8%	7% 74%	5% 26%	7% 88% <b>f</b>	4% 12%	6% 85%	5% 7%	5% 5%	9% 3%	15% 11% <b>l</b>	4% imopqr	7% 8%	9% 9%	4% 11% <b>qr</b>	7% 6%	3% 10%	4% 4%	9% 8%	9% 18% <b>lqr</b>
The present number of advertising breaks doesn't bother me, but I would not want any more	843 37%	751	90	590	253	686	157	701	72	55	15	27	99	66	52	63	92	73	117	112	
		36% 89%	38% 11%	37% 70%	35% 30%	37% 81%	35% 19%	37% 83%	34% 9%	41% 7% <b>j</b>	28% 2%	28% 3%	39% 12%	35% 8%	31% 6%	32% 7%	44% 11% <b>kno</b>	37% 9%	38% 14%	39% 13%	
There are already more advertising breaks in an hour than I am really happy with	1112 48%	994	114	774	338	897	215	906	110	68	28	47	130	91	90	102	97	94	157	98	
		48% 89%	48% 10%	49% 70%	47% 30%	48% 81%	48% 19%	47% 82%	52% 10%	50% 6%	52% 3%	49% 4% <b>s</b>	51% 12% <b>s</b>	48% 8% <b>s</b>	53% 8% <b>s</b>	52% 9% <b>s</b>	46% 9% <b>s</b>	48% 8% <b>s</b>	50% 14% <b>s</b>	34% 9%	
Don't know	146 6%	127	18	67	79	95	50	126	10	6	4	4	9	14	8	17	5	18	18	33	
		6% 87%	8% 13%	4% 46%	11% 54% <b>c</b>	5% 65%	11% 35% <b>e</b>	7% 87%	5% 7%	4% 7%	7% 4%	2% 2%	4% 3%	8% 6%	5% 10%	5% 5%	9% 12% <b>lp</b>	2% 4%	9% 13% <b>lp</b>	6% 12%	12% 23% <b>klnp</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 77

**QC10: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
There could be quite a few more advertising breaks in an hour before it bothered me	66 3%	14 4% 22%	52 3% 78%	42 4% 64% <b>df</b>	23 2% 34%	13 6% 20% <b>df</b>	8 1% 12%	50 3% 76% <b>t</b>	39 3% 59%	27 2% 41%	35 4% 54%	61 4% 92% <b>l</b>	5 1% 8%
A small increase in the number of advertising breaks would not bother me	141 6%	32 8% 23%	109 6% 77%	60 6% 43%	54 5% 38%	18 8% 13%	33 5% 24%	98 7% 69%	84 7% 59% <b>l</b>	58 5% 41%	80 8% 56% <b>l</b>	119 7% 84% <b>l</b>	22 4% 16%
The present number of advertising breaks doesn't bother me, but I would not want any more	843 37%	131 33% 16%	712 37% 84%	389 37% 46%	375 36% 44%	78 35% 9%	235 37% 28%	537 37% 64%	382 34% 45%	461 39% 55% <b>h</b>	346 36% 41%	628 37% 75%	214 36% 25%
There are already more advertising breaks in an hour than I am really happy with	1112 48%	194 50% 17%	917 48% 83%	504 48% 45%	529 51% 48%	101 46% 9%	314 50% 28%	689 47% 62%	545 49% 49%	567 48% 51%	454 47% 41%	801 47% 72%	310 52% 28%
Don't know	146 6%	20 5% 13%	126 7% 87%	63 6% 43%	51 5% 35%	11 5% 8%	38 6% 26%	85 6% 59%	70 6% 48%	76 6% 52%	57 6% 39%	95 6% 65%	50 8% 35% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 77

**QC10: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
There could be quite a few more advertising breaks in an hour before it bothered me	66 3%	50 4% 75%	35 4% 54%	37 5% 55%	30 5% 46%	32 6% 48% <b>mn</b>	17 6% 26%	19 6% 29% <b>mu</b>	10 5% 16%	61 4% 92%	18 4% 28% <b>z</b>	35 7% 53% <b>z</b>	17 8% 25% <b>vz</b>	37 5% 56% <b>z</b>	29 2% 44%
A small increase in the number of advertising breaks would not bother me	141 6%	100 7% 71%	80 8% 56%	73 10% 52% <b>u</b>	54 10% 38%	66 13% 47% <b>mn</b>	26 9% 19%	33 11% 23% <b>u</b>	19 10% 14%	119 7% 84%	26 6% 18%	49 10% 35% <b>vz</b>	23 12% 17% <b>vz</b>	55 7% 39%	86 6% 61%
The present number of advertising breaks doesn't bother me, but I would not want any more	843 37%	520 39% 62% <b>qr</b>	346 36% 41%	267 36% 32% <b>r</b>	196 35% 23%	159 31% 19%	81 29% 10%	108 36% 13%	72 38% 9%	628 37% 75% <b>qr</b>	111 25% 13%	140 28% 17%	60 30% 7%	221 29% 26%	622 40% 74% <b>vwxy</b>
There are already more advertising breaks in an hour than I am really happy with	1112 48%	608 45% 55%	454 47% 41% <b>s</b>	312 43% 28%	256 45% 23%	233 49% 21%	138 49% 12% <b>st</b>	117 39% 11%	73 39% 7%	801 47% 72% <b>st</b>	273 61% 25% <b>wxyz</b>	263 52% 24% <b>z</b>	91 46% 8%	408 54% 37% <b>xz</b>	703 45% 63%
Don't know	146 6%	64 5% 44%	57 6% 39%	44 6% 30%	27 5% 19%	24 5% 17%	17 6% 12%	21 7% 15%	15 8% 10%	95 6% 65%	18 4% 12%	17 3% 12%	8 4% 5%	31 4% 21%	115 7% 79% <b>vwxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 78

**QC11: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
There could be quite a few more minutes of advertising in an hour before it bothered me	76 3%	55 5%	20 2%	40 4%	36 3%	13 4%	23 6%	17 4%	11 3%	6 2%	6 1%	16 3%	20 3%	17 3%	22 4%	36 3%	40 4%	45 6%	31 2%	41 6%	35 2%	44 4%	32 3%
		73%	27%	53%	47%	17% <b>h</b>	31% <b>fgh</b>	23% <b>h</b>	14%	8%	7%	21%	27%	23%	30%	48%	52%	60% <b>p</b>	40%	54% <b>r</b>	46%	58%	42%
A small increase in the number of minutes of advertising would not bother me	128 6%	97 8%	31 3%	59 5%	69 6%	36 11%	26 7%	22 5%	27 7%	9 3%	9 2%	24 5%	46 7%	29 6%	28 5%	70 6%	57 5%	53 7%	74 5%	45 7%	83 5%	78 7%	50 4%
		75%	25%	46%	54%	28% <b>efgh</b>	20% <b>gh</b>	17% <b>h</b>	21% <b>gh</b>	7%	7%	19%	36%	23%	22%	55%	45%	42%	58%	35%	65%	61% <b>t</b>	39%
The present amount of advertising doesn't bother me, but I would not want any more	889 39%	405 35%	484 42%	432 38%	457 39%	139 44%	155 41%	159 40%	155 39%	111 33%	171 35%	212 41%	267 38%	176 35%	235 39%	479 39%	410 37%	314 40%	575 38%	269 39%	620 38%	459 40%	428 37%
		46%	54%	49%	51%	16% <b>gh</b>	17% <b>g</b>	18% <b>g</b>	17%	12%	19%	24%	30%	20%	26%	54%	46%	35%	65%	30%	70%	52%	48%
There are already more minutes of advertising in an hour than I am really happy with	1106 48%	533 47%	574 49%	543 48%	563 48%	109 35%	156 41%	171 43%	184 46%	202 60%	284 59%	253 49%	321 46%	242 49%	290 49%	574 47%	532 49%	330 42%	776 51%	290 42%	816 50%	524 45%	583 51%
		48%	52%	49%	51%	10%	14%	15% <b>c</b>	17% <b>c</b>	18% <b>cdef</b>	26% <b>cdef</b>	23%	29%	22%	26%	52%	48%	30%	70% <b>o</b>	26%	74% <b>q</b>	47%	53% <b>s</b>
Don't know	108 5%	52 5%	56 5%	51 5%	57 5%	19 6%	18 5%	26 7%	24 6%	9 3%	13 3%	13 3%	40 6%	33 7%	22 4%	53 4%	55 5%	49 6%	59 4%	41 6%	67 4%	57 5%	51 4%
		48%	52%	47%	53%	18% <b>gh</b>	16%	24% <b>gh</b>	22% <b>gh</b>	8%	12%	12%	37% <b>i</b>	30% <b>i</b>	21%	49%	51%	46% <b>p</b>	54%	38%	62%	53%	47%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 78

Absolutes/col percents/row percents 19 Apr 2018

**QC11: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%	
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%	
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272	
There could be quite a few more minutes of advertising in an hour before it bothered me	76 3%	75 4%	1 *	52 3%	24 3%	65 4%	10 2%	63 3%	8 4%	1 1%	3 6%	6 7%	7 3%	2 1%	4 2%	6 3%	8 4%	2 1%	14 5%	13 5%	
		99%b	1%	69%	31%	86%	14%	84% i	11% j	1%	4% i	9% mq	9%	3%	5%	8%	11%	3%	19%	18% m	
A small increase in the number of minutes of advertising would not bother me	128 6%	117 6%	11 5%	98 6%	30 4%	119 6%	9 2%	105 6%	13 6%	6 4%	4 8%	13 13%	14 6%	10 5%	12 7%	9 4%	11 5%	11 6%	7 2%	18 6%	
		91%	9%	77%	23%	93% f	7%	82%	10%	5%	3%	10% l m o p q r	11%	7%	9% r	7%	9%	9%	6%	14% r	
The present amount of advertising doesn't bother me, but I would not want any more	889 39%	794 38%	94 40%	621 39%	268 37%	723 39%	166 37%	749 39%	74 35%	50 37%	17 31%	29 30%	102 40%	78 42%	62 37%	64 33%	95 45%	86 44%	114 37%	119 42%	
		89%	11%	70%	30%	81%	19%	84%	8%	6%	2%	3%	12%	9%	7%	7%	11% ko	10% ko	13%	13%	
There are already more minutes of advertising in an hour than I am really happy with	1106 48%	989 48%	114 48%	767 48%	339 47%	884 48%	222 50%	901 47%	106 50%	74 55%	26 48%	47 49%	126 49%	89 47%	87 52%	103 52%	90 42%	87 44%	164 53%	108 38%	
		89%	10%	69%	31%	80%	20%	81%	10%	7% g	2%	4%	11% s	8%	8% s	9% s	8%	8%	15% s	10%	
Don't know	108 5%	92 4%	16 7%	43 3%	65 9%	69 4%	39 9%	91 5%	9 4%	5 3%	4 7%	1 1%	7 3%	9 5%	3 2%	15 8%	8 4%	9 5%	12 4%	26 9%	
		85%	15%	40%	60% c	64%	36% e	84%	9%	4%	3%	1%	6%	8%	3%	14% kin	7%	8%	11%	24% kinpr	

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 78

**QC11: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
There could be quite a few more minutes of advertising in an hour before it bothered me	76 3%	17 4% 23%	58 3% 77%	42 4% 56%	27 3% 35%	9 4% 12%	15 2% 20%	59 4% 78%	52 5% 68% <b>l</b>	24 2% 32%	47 5% 62% <b>l</b>	69 4% 91% <b>l</b>	7 1% 9%
A small increase in the number of minutes of advertising would not bother me	128 6%	30 8% 23%	98 5% 77%	59 6% 46%	51 5% 40%	20 9% 15% <b>df</b>	27 4% 21%	91 6% 71%	74 7% 58% <b>l</b>	53 4% 42%	67 7% 53% <b>l</b>	106 6% 83% <b>l</b>	22 4% 17%
The present amount of advertising doesn't bother me, but I would not want any more	889 39%	138 35% 16%	751 39% 84%	412 39% 46%	405 39% 46%	91 41% 10%	241 38% 27%	571 39% 64%	405 36% 46%	484 41% 54% <b>h</b>	369 38% 42%	672 39% 76%	217 36% 24%
There are already more minutes of advertising in an hour than I am really happy with	1106 48%	191 49% 17%	915 48% 83%	502 47% 45%	514 50% 46%	94 42% 9%	320 51% 29% <b>e</b>	680 47% 61%	539 48% 49%	568 48% 51%	452 46% 41%	788 46% 71%	318 53% 29% <b>k</b>
Don't know	108 5%	15 4% 14%	93 5% 86%	44 4% 40%	36 3% 33%	8 4% 7%	25 4% 23%	58 4% 54%	49 4% 46%	59 5% 54%	38 4% 35%	70 4% 64%	39 6% 36% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 78

**QC11: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
There could be quite a few more minutes of advertising in an hour before it bothered me	76 3%	52 4% 69%	47 5% 62%	39 5% 52%	30 5% 39%	35 7% 47%mu	15 5% 20%	22 7% 29%mu	13 7% 17%	69 4% 91%	19 4% 26%z	37 7% 49%z	15 8% 20%z	43 6% 56%z	33 2% 44%
A small increase in the number of minutes of advertising would not bother me	128 6%	91 7% 71%	67 7% 53%	70 9% 54%mu	53 9% 41%u	54 11% 42%mmu	21 7% 16%	28 9% 22%	17 9% 13%	106 6% 83%	24 5% 19%	46 9% 36%vz	20 10% 16%vz	51 7% 40%	77 5% 60%
The present amount of advertising doesn't bother me, but I would not want any more	889 39%	556 41% 63%	369 38% 42%	281 32% 32%	207 37% 23%	186 36% 21%	100 36% 11%	115 39% 13%	71 38% 8%	672 39% 76%	121 27% 14%	150 30% 17%	63 32% 7%	236 31% 26%	654 42% 74%wxyz
There are already more minutes of advertising in an hour than I am really happy with	1106 48%	597 45% 54%	452 46% 41%ss	305 42% 28%	255 45% 23%	217 42% 20%	127 45% 11%	117 39% 11%	77 40% 7%	788 46% 71%os	267 60% 24%wxyz	262 52% 24%z	96 48% 9%	401 53% 36%z	706 45% 64%
Don't know	108 5%	45 3% 41%	38 4% 35%	38 5% 35%	19 3% 17%	22 4% 20%	17 6% 16%km	16 5% 15%	11 6% 11%	70 4% 64%	15 3% 14%	9 2% 9%	4 2% 3%	21 3% 20%	87 6% 80%wxyz

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 79

**QC12: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
There could be quite a few more minutes of advertising in an hour before it bothered me	63 3%	46 4%	17 1%	33 3%	30 3%	18 6%	19 5%	10 2%	8 2%	5 2%	3 1%	13 3%	20 3%	11 2%	18 3%	33 3%	29 3%	33 4%	30 2%	28 4%	35 2%	39 3%	24 2%
		73%	27%	52%	48%	25%efgh	31%gh	15%h	13%	8%	4%	21%	32%	18%	29%	53%	47%	53%p	47%	45%r	55%	62%	38%
A small increase in the number of minutes of advertising would not bother me	139 6%	99 9%	40 3%	65 6%	75 6%	26 8%	32 8%	31 8%	27 7%	10 3%	13 3%	30 6%	43 6%	37 7%	29 5%	73 6%	66 6%	60 8%	79 5%	52 8%	87 5%	83 7%	56 5%
		71%	29%	46%	54%	19%gh	23%gh	22%gh	20%gh	7%	9%	22%	31%	26%	21%	53%	47%	43%p	57%	37%	63%	60%t	40%
The present amount of advertising doesn't bother me, but I would not want any more	830 36%	376 33%	454 39%	399 35%	431 37%	135 43%	146 39%	146 37%	149 37%	101 30%	153 32%	192 37%	246 35%	167 34%	225 38%	438 36%	392 36%	299 38%	531 35%	255 37%	575 35%	437 38%	392 34%
		45%	55%	48%	52%	16%gh	18%g	18%g	18%g	12%	18%	23%	30%	20%	27%	53%	47%	36%	64%	31%	69%	53%	47%
There are already more minutes of advertising in an hour than I am really happy with	1126 49%	555 49%	572 49%	561 50%	566 48%	118 37%	148 39%	178 45%	191 48%	205 61%	287 60%	261 50%	334 48%	248 50%	284 47%	595 49%	532 49%	339 43%	787 52%	299 44%	827 51%	530 46%	596 52%
		49%	51%	50%	50%	10%	13%	16%cd	17%cd	18%cd	25%cd	23%	30%	22%	25%	53%	47%	30%	70%o	27%	73%q	47%	53%e
Don't know	149 6%	66 6%	83 7%	69 6%	80 7%	18 6%	32 9%	30 8%	26 6%	17 5%	26 5%	22 4%	51 7%	35 7%	41 7%	73 6%	76 7%	60 8%	88 6%	52 8%	97 6%	73 6%	76 7%
		44%	56%	46%	54%	12%	22%	20%	17%	11%	18%	15%	35%l	23%	28%	49%	51%	41%	59%	35%	65%	49%	51%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 79

**QC12: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
There could be quite a few more minutes of advertising in an hour before it bothered me	63 3%	60 96%	2 4%	42 67%	21 33%	55 88%	8 12%	51 81% <b>i</b>	9 14% <b>i</b>	*	2 4% <b>i</b>	6 9%	6 9%	5 8%	3 5%	5 8%	5 8%	3 5%	7 12%	11 17%
A small increase in the number of minutes of advertising would not bother me	139 6%	129 93%	10 7%	104 75%	35 25%	121 87%	18 13%	119 85%	11 8%	5 4%	4 3%	9 7% <b>or</b>	16 12%	9 6%	12 8%	5 4%	15 11%	11 8%	12 9%	29 10% <b>21%<b>mor</b></b>
The present amount of advertising doesn't bother me, but I would not want any more	830 36%	747 90%	82 10%	585 70%	245 30%	683 82%	147 18%	696 84%	69 8%	48 6%	16 2%	35 4%	91 11%	63 8%	53 6%	70 8%	85 10%	79 10%	106 13%	114 14%
There are already more minutes of advertising in an hour than I am really happy with	1126 49%	1011 49%	112 48%	789 50%	337 46%	912 49%	215 48%	914 48%	111 53%	74 55%	28 51%	44 46%	129 50%	97 52%	87 52%	100 50%	97 46%	90 46%	168 54%	103 36%
Don't know	149 6%	120 81%	29 19% <b>a</b>	61 41%	87 59% <b>c</b>	90 60%	59 40% <b>e</b>	129 87%	9 6%	7 5%	4 3%	2 3%	15 10%	14 9%	13 9%	18 12%	9 6%	11 8%	18 12%	28 19% <b>k</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 79

Absolutes/col percents/row percents 19 Apr 2018

**QC12: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
There could be quite a few more minutes of advertising in an hour before it bothered me	63 3%	16 4%	47 2%	30 3%	22 2%	13 6%	10 2%	50 3%	40 4%	23 2%	34 4%	54 3%	9 1%
		25%	75%	48%	35%	21% <b>cdf</b>	16%	79% <b>f</b>	63% <b>i</b>	37%	54% <b>j</b>	86%	14%
A small increase in the number of minutes of advertising would not bother me	139 6%	30 8%	109 6%	73 7%	52 5%	17 8%	31 5%	97 7%	77 7%	62 5%	71 7%	118 7%	21 4%
		22%	78%	52%	37%	12%	22%	69%	56%	44%	51%	85% <b>l</b>	15%
The present amount of advertising doesn't bother me, but I would not want any more	830 36%	119 30%	712 37%	382 36%	361 35%	79 36%	218 35%	544 37%	378 34%	453 38%	344 35%	630 37%	200 33%
		14%	86% <b>a</b>	46%	44%	9%	26%	66%	45%	55% <b>h</b>	41%	76%	24%
There are already more minutes of advertising in an hour than I am really happy with	1126 49%	204 52%	922 48%	518 49%	537 52%	100 45%	322 51%	694 48%	559 50%	568 48%	475 49%	817 48%	309 51%
		18%	82%	46%	48% <b>g</b>	9%	29%	62%	50%	50%	42%	73%	27%
Don't know	149 6%	23 6%	126 7%	56 5%	59 6%	12 6%	47 7%	75 5%	66 6%	83 7%	48 5%	85 5%	63 11%
		15%	85%	37%	40%	8%	31%	50%	44%	56%	32%	57%	43% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 79

Absolutes/col percents/row percents 19 Apr 2018

**QC12: (SHOW SCREEN) 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
There could be quite a few more minutes of advertising in an hour before it bothered me	63 3%	42 3% 67%	34 4% 54%	35 5% 55%	23 4% 37%	25 5% 40%	12 4% 19%	19 6% 30% <b>mn</b>	12 7% 20% <b>mu</b>	54 3% 86%	17 4% 27% <b>z</b>	33 7% 53% <b>z</b>	10 5% 16% <b>z</b>	35 5% 56% <b>z</b>	28 2% 44%
A small increase in the number of minutes of advertising would not bother me	139 6%	95 7% 68%	71 7% 51%	71 10% 51% <b>u</b>	53 9% 38%	64 12% 46% <b>mn</b>	25 9% 18%	31 10% 22%	16 8% 11%	118 7% 85%	22 5% 16%	48 9% 34% <b>vz</b>	20 10% 14% <b>vz</b>	55 7% 39%	84 5% 61%
The present amount of advertising doesn't bother me, but I would not want any more	830 36%	526 39% 63% <b>pr</b>	344 35% 41%	270 37% 32%	188 33% 23%	175 34% 21%	91 33% 11%	110 37% 13%	78 41% 9%	630 37% 76%	114 26% 14%	133 26% 16%	71 36% 9% <b>vw</b>	217 29% 26%	613 39% 74% <b>vwxy</b>
There are already more minutes of advertising in an hour than I am really happy with	1126 49%	623 46% 55%	475 49% 42% <b>ost</b>	320 44% 28%	273 48% 24% <b>st</b>	232 45% 21%	138 49% 12% <b>st</b>	120 40% 11%	73 39% 7%	817 48% 73% <b>st</b>	273 61% 24% <b>wxz</b>	273 54% 24% <b>z</b>	94 47% 8%	413 55% 37% <b>z</b>	713 46% 63%
Don't know	149 6%	55 4% 37%	48 5% 32%	38 5% 25%	27 5% 18%	19 4% 12%	14 5% 9%	18 6% 12%	10 5% 6%	85 5% 57%	20 4% 13%	18 4% 12%	4 2% 2%	31 4% 21%	118 8% 79% <b>vwxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 80

**QD1: 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**

Absolutes/col percents/row percents 19 Apr 2018

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
1887	987	900	936	951	242	300	317	339	302	386	459	581	381	466	1040	847	610	1277	542	1345	965	920
79%	83%	75%	81%	78%	69%	77%	78%	83%	88%	79%	87%	79%	75%	76%	82%	76%	75%	81%	78%	80%	81%	77%
	52%	48%	50%	50%	13%	16% <b>c</b>	17% <b>c</b>	18% <b>cd</b>	16% <b>cdeh</b>	20% <b>c</b>	24% <b>kl</b>	31%	20%	25%	55% <b>n</b>	45%	32%	68% <b>o</b>	29%	71%	51% <b>t</b>	49%
198	61	137	91	107	30	33	37	34	14	50	29	60	56	54	89	110	80	118	64	134	94	105
8%	5%	11%	8%	9%	9%	8%	9%	8%	4%	10%	5%	8%	11%	9%	7%	10%	10%	8%	9%	8%	9%	
	31%	69%	46%	54%	15% <b>g</b>	16% <b>g</b>	19% <b>g</b>	17% <b>g</b>	7%	25% <b>g</b>	14%	30%	28% <b>i</b>	27% <b>il</b>	45%	55% <b>m</b>	40%	60%	32%	68%	47%	53%
301	145	156	134	167	78	58	51	35	27	51	42	95	69	95	137	164	119	181	92	208	129	168
13%	12%	13%	12%	14%	22% <b>defg</b>	15% <b>fg</b>	13%	9%	8%	10%	8%	13%	14%	15%	11%	15%	15%	12%	13%	12%	11%	14%
	48%	52%	45%	55%	26% <b>defgh</b>	19% <b>fg</b>	17%	12%	9%	17%	14%	32% <b>il</b>	23% <b>il</b>	31% <b>il</b>	46%	54% <b>lm</b>	40% <b>p</b>	60%	31%	69%	43%	56% <b>s</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 80

**QD1: 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**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Yes	1887	1724 81%	156 63%	1356 84%	531 68%	1594 83%	293 62%	1570 80%	160 73%	115 82%	42 77%	81 82%	207 79%	144 74%	140 82%	163 79%	172 79%	165 82%	273 85%	225 75%
	79%	91% <b>b</b>	8%	72% <b>d</b>	28%	84% <b>f</b>	16%	83% <b>h</b>	8%	6% <b>h</b>	2%	4%	11%	8%	7%	9%	9%	9%	14% <b>ms</b>	12%
No	198	151 7%	46 19%	96 6%	103 13%	127 7%	72 15%	165 8%	18 8%	13 9%	3 6%	6 7%	20 7%	22 11%	8 5%	16 8%	16 7%	14 7%	16 5%	47 15%
	8%	76%	23% <b>e</b>	48%	52% <b>c</b>	64%	35% <b>e</b>	83%	9%	6%	2%	3%	10%	11% <b>nr</b>	4%	8%	8%	7%	8%	23% <b>klmnopqr</b>
Don't know	301	252 12%	46 18%	159 10%	142 18%	193 10%	107 23%	239 12%	40 18%	13 9%	9 17%	11 11%	36 14%	30 15%	22 13%	28 14%	29 13%	21 10%	33 10%	29 10%
	13%	84%	15% <b>e</b>	53%	47% <b>c</b>	64%	36% <b>e</b>	79%	13% <b>gi</b>	4%	3% <b>l</b>	4%	12%	10%	7%	9%	9%	7%	11%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 80

**QD1: 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**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Yes	1887	314	1573	840	830	196	491	1189	907	929	790	1384	503
	79%	79%	79%	79%	80%	88%	78%	81%	81%	78%	81%	81%	74%
		17%	83%	44%	44%	10%cdfg	26%	63%	48%	49%	42%	73%l	27%
No	198	30	168	77	85	13	64	113	81	108	69	127	71
	8%	8%	8%	7%	8%	6%	10%	8%	7%	9%	7%	7%	10%
		15%	85%	39%	43%	6%	32%	57%	41%	55%	35%	64%	36%k
Don't know	301	54	247	141	116	13	73	157	131	151	114	194	107
	13%	14%	12%	13%	11%	6%	12%	11%	12%	13%	12%	11%	16%
		18%	82%	47%e	39%e	4%	24%e	52%e	44%	50%	38%	64%	36%k

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Absolutes/col percents/row percents 19 Apr 2018

Table 80

**QD1: 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**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 56%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Yes	1887 79%	1099 82%	790 81%	590 80%	469 83%	409 80%	237 85%	246 83%	154 81%	1384 81%	361 81%	392 78%	165 83%	596 79%	1291 79%
		58%	42%	31%	25%	22%	13%	13%	8%	73%	19%	21%	9%	32%	68%
No	198 8%	100 7%	69 7%	52 7%	36 6%	39 8%	10 4%	18 6%	15 8%	127 7%	39 9%	55 11%	14 7%	69 9%	130 8%
		50% <b>r</b>	35%	26%	18%	20% <b>r</b>	5%	9%	8%	64% <b>r</b>	20%	28%	7%	35%	65%
Don't know	301 13%	142 47%	114 38%	92 30%	58 19%	66 22%	33 11%	34 11%	20 7%	194 64%	46 15%	58 19%	20 7%	87 29%	214 71%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 81

## **QD2: Who do you think is responsible for regulating TV programmes?** **SINGLE CODE (FIRST MENTION)**

**Base:** Those who believe that TV programmes are regulated or don't know if they are regulated

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2203	1219 55%	984 45%	1035 47%	1168 53%	302 14%	364 17%	410 19%	385 17%	324 15%	418 19%	549 25%	677 31%	409 19%	568 26%	1226 56%	977 44%	764 35%	1439 65%	676 31%	1527 69%	1271 58%	926 42%
Weighted base	2188	1132 52%	1056 48%	1070 49%	1118 51%	320 15%	359 16%	368 17%	374 17%	329 15%	437 20%	501 23%	676 31%	451 21%	560 26%	1177 54%	1011 46%	729 33%	1458 67%	634 29%	1554 71%	1094 50%	1088 50%
Effective base	1854	1054	816	859	1000	263	312	358	327	278	328	467	579	339	477	1045	813	655	1202	579	1279	1107	792
Ofcom/ Office of Communications	691 32%	343 30%	348 33%	372 35%	318 28%	67 21%	132 37%	147 40%	136 36%	105 32%	103 24%	196 39%	238 35%	130 29%	126 22%	434 37%	256 25%	253 35%	438 30%	228 36%	463 30%	417 38%	272 25%
		50%	50%	54%b	46%	10%	19%ch	21%cgh	20%ch	15%ch		28%kl	34%kl	19%l	18%	63%n		37%p		33%r	67%	60%t	39%
BSC/ Broadcasting Standards Commission	254 12%	209 18%	45 2%	120 11%	134 12%	27 8%	19 5%	41 11%	62 17%	53 16%	53 12%	65 13%	77 11%	55 12%	58 10%	142 12%	112 11%	74 10%	180 12%	67 11%	188 12%	126 12%	129 12%
		82%	18%	47%	53%	10%	8%	16%d	24%cde	21%cd	21%cd	26%	30%	22%	23%	56%	44%	29%	71%	26%	74%	49%	51%
ASA/ Advertising Standards Authority	175 8%	138 12%	37 4%	80 7%	95 9%	23 7%	29 8%	19 5%	30 8%	35 11%	40 9%	37 7%	48 7%	44 10%	46 8%	85 7%	91 9%	53 7%	123 8%	47 7%	129 8%	87 8%	88 8%
		79%	21%	46%	54%	13%	17%	11%	17%	20%e	23%e	21%	27%	25%	26%	48%	52%	30%	70%	27%	73%	50%	50%
BBC	94 4%	43 4%	51 5%	38 4%	56 5%	17 5%	27 8%	14 4%	16 4%	4 1%	15 3%	19 4%	24 4%	19 4%	33 6%	42 4%	51 5%	41 6%	53 4%	36 6%	58 4%	55 5%	39 4%
		46%	54%	41%	59%	19%g	29%egh	15%g	17%g	4%	16%	20%	25%	20%	35%	45%	55%	44%p	56%	38%	62%	59%	41%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	90 4%	33 3%	57 5%	41 4%	49 4%	23 7%	13 4%	9 3%	7 2%	14 4%	24 5%	15 3%	36 5%	15 3%	24 4%	51 4%	39 4%	22 3%	68 5%	17 3%	73 5%	37 3%	52 5%
		37%	63%	46%	54%	26%ef	15%	10%	8%	15%	26%f	16%	40%	17%	27%	56%	44%	24%	76%	19%	81%q	41%	57%
TV channels themselves	81 4%	24 2%	58 5%	41 4%	40 4%	18 6%	9 3%	14 4%	12 3%	4 1%	25 6%	16 3%	19 3%	22 5%	24 4%	35 3%	46 5%	24 3%	57 4%	20 3%	61 4%	32 3%	50 5%
		29%	71%	50%	50%	22%g	12%	17%g	14%	5%	30%g	20%	24%	27%	30%	43%	57%	30%	70%	25%	75%	39%	61%
ITC/ Independent Television Commission	67 3%	63 6%	4 *	36 3%	31 3%	1 *	5 1%	14 4%	19 5%	15 5%	13 3%	24 5%	17 3%	11 2%	14 3%	42 4%	25 3%	17 2%	50 3%	17 3%	50 3%	42 4%	25 2%
		94%	6%	53%	47%	2%	7%	21%cd	28%cd	22%cd	19%cd	36%	26%	16%	22%	62%	38%	26%	74%	26%	74%	62%	37%
BBFC/ British Board of Film Classification	29 1%	21 2%	9 1%	18 2%	11 1%	9 3%	6 2%	4 1%	5 1%	3 1%	3 1%	9 2%	3 *	8 2%	9 2%	12 1%	17 2%	15 2%	15 1%	12 2%	18 1%	14 1%	15 1%
		71%	29%	61%	39%	29%h	20%	14%	17%	10%	10%	31%i	10%	26%	32%i	41%	59%	50%	50%	40%	60%	48%	52%
MediaWatch/ National Viewers and Listeners Association	21 1%	17 2%	4 *	14 1%	7 1%	2 1%	3 1%	4 1%	1 *	9 2%	9 2%	3 1%	6 1%	4 1%	8 1%	9 1%	12 1%	10 1%	11 1%	10 2%	11 1%	6 1%	15 1%
		83%	17%	30%	70%	12%	16%	21%	5%	5%	42%f	15%	27%	20%	38%	42%	58%	49%	51%	49%	51%	27%	73%
ATVOD/ Authority for Television on Demand	5 *	5 *	- -	3 *	1 *	2 *	2 1%	1 *	- -	- -	- -	1 21%	4 79%	- -	- -	5 100%	- -	2 44%	3 56%	2 44%	3 56%	3 65%	2 35%
Other response	25 1%	4 *	20 2%	18 2%	7 1%	4 1%	1 *	3 1%	3 1%	5 2%	10 2%	3 1%	6 1%	3 1%	13 2%	9 1%	15 2%	4 1%	21 1%	3 *	22 1%	5 *	19 2%
		17%	83%	72%b	28%	14%	2%	12%	11%	22%	39%d	13%	24%	11%	52%i	37%	63%	15%	85%	11%	89%	22%	78%a
Don't know	656 30%	232 21%	424 40%	296 28%	360 32%	128 40%	111 31%	97 26%	84 22%	91 28%	144 33%	113 22%	198 29%	140 31%	205 37%	311 26%	345 34%	214 29%	442 30%	175 28%	481 31%	271 25%	382 35%
		35%	65%	45%	55%a	19%defg	17%f	15%	13%	14%	22%f	17%	30%i	21%i	31%i	47%	53%am	33%	67%	27%	73%	41%	58%a

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 81

## **QD2: Who do you think is responsible for regulating TV programmes?** **SINGLE CODE (FIRST MENTION)**

**Base:** Those who believe that TV programmes are regulated or don't know if they are regulated

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)
2203	2026 92%	170 8%	1556 71%	647 29%	1838 83%	365 17%	1550 70%	220 10%	227 10%	206 9%	76 3%	213 10%	162 7%	139 6%	175 8%	126 6%	150 7%	253 11%	256 12%
2188	1977 90%	202 9%	1515 69%	673 31%	1788 82%	400 18%	1809 83%	199 9%	128 6%	52 2%	91* 4%*	243 11%	174 8%	162 7%	192 9%	201 9%	186 9%	306 14%	254 12%
1854	1714	141	1326	532	1561	299	1433	202	208	117	72	199	152	131	167	118	139	235	244
691	658	33	545	145	625	66	576	59	43	13	30	81	65	46	55	72	49	86	93
32%	33%	16%	36%	22%	35%	16%	32%	30%	33%	25%	33%	33%	37%	28%	29%	36%	26%	28%	37%
	95%b	5%	79%d	21%	90%f	10%	83%	9%	6%	2%	49%	12%	9%	7%	8%	10%	7%	12%	13%qr
254	243	10	197	58	228	26	208	30	14	3	17	22	20	17	23	22	31	29	29
12%	12%	5%	13%	9%	13%	7%	12%	15%	11%	5%	19%	9%	11%	10%	12%	11%	17%	9%	11%
	95%b	4%	77%d	23%	90%f	10%	82%j	12%j	5%	1%	7%lr	9%	8%	7%	9%	9%	12%lr	11%	11%
175	168	5	135	40	150	25	146	17	9	3	3	27	10	9	14	19	14	29	20
8%	8%	3%	9%	6%	8%	6%	8%	9%	7%	6%	3%	11%	6%	6%	8%	9%	7%	10%	8%
	96%b	3%	77%d	23%	86%	14%	83%	10%	5%	2%	2%	15%k	6%	5%	8%	11%	8%	17%	11%
94	77	16	65	29	77	17	75	13	5	1	1	11	9	5	5	9	7	12	17
4%	4%	8%	4%	4%	4%	4%	4%	6%	4%	1%	1%	5%	5%	3%	2%	5%	4%	4%	6%
	82%	18%a	69%	31%	82%	18%	80%	14%j	6%	1%	1%	12%	9%	5%	5%	10%	8%	13%	18%
90	71	18	44	46	59	31	78	6	5	1	1	7	1	13	8	10	9	5	22
4%	4%	9%	3%	7%	3%	8%	4%	3%	4%	2%	1%	3%	1%	8%	4%	5%	5%	2%	9%
	78%	20%a	49%	51%c	65%	35%e	87%	6%	6%	1%	1%	8%	1%	14%lmr	9%lm	11%lm	10%lm	6%	25%klmr
81	64	17	41	41	55	26	74	3	4	1	-	27	11	5	6	5	8	8	4
4%	3%	8%	3%	6%	3%	7%	4%	2%	3%	1%	-	11%	6%	3%	3%	2%	4%	3%	2%
	78%	20%a	50%	50%c	68%	32%e	90%	4%	5%	1%	-	33%knoprs	14%ks	6%	8%	6%	10%	10%	5%
67	63	4	49	18	62	5	56	3	6	2	3	8	5	4	3	5	5	14	8
3%	3%	2%	3%	3%	3%	1%	3%	2%	5%	3%	3%	3%	3%	2%	2%	2%	3%	5%	3%
	94%	6%	73%	27%	92%f	8%	83%	5%	9%	3%	5%	12%	8%	6%	5%	7%	8%	21%	11%
29	29	-	24	6	25	4	23	4	2	*	1	4	4	1	2	2	1	5	3
1%	1%	-	2%	1%	1%	1%	1%	2%	2%	*	1%	2%	2%	1%	1%	1%	1%	2%	1%
	100%	-	81%	19%	86%	14%	79%	12%	8%	*	4%	14%	14%	4%	7%	6%	4%	17%	10%
21	20	1	13	8	17	4	20	-	*	-	4	2	2	-	-	3	2	2	5
1%	1%	*	1%	1%	1%	1%	1%	-	*	-	4%	1%	1%	-	-	2%	1%	1%	2%
	96%	4%	61%	39%	83%	17%	98%	-	2%	-	20%lnor	9%	9%	-	-	16%	10%	11%	24%
5	5	-	5	-	5	-	5	-	-	-	-	-	-	-	-	-	-	3	2
*	*	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	1%	1%
	100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	59%	41%
25	18	6	10	14	15	10	23	-	1	*	-	3	3	7	3	1	2	4	-
1%	1%	3%	1%	2%	1%	2%	1%	-	1%	*	-	1%	2%	4%	1%	1%	1%	1%	-
	75%	25%a	41%	59%c	61%	39%e	94%	-	5%	1%	-	11%	13%a	28%a	11%	5%	8%	18%	-
656	562	91	388	268	470	186	524	65	38	29	30	51	44	56	73	53	56	108	52
30%	28%	45%	26%	40%	26%	47%	29%	33%	30%	57%	33%	21%	25%	35%	38%	26%	30%	35%	20%
	86%	14%a	59%	41%c	72%	28%e	80%	10%	6%	4%ghi	5%is	8%	7%	9%is	11%imps	8%	9%a	16%lms	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 81

Absolutes/col percents/row percents 19 Apr 2018

## **QD2: Who do you think is responsible for regulating TV programmes?** **SINGLE CODE (FIRST MENTION)**

**Base:** Those who believe that TV programmes are regulated or don't know if they are regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2203	416 19%	1787 81%	1038 47%	935 42%	216 10%	538 24%	1398 63%	1066 48%	1072 49%	937 43%	1635 74%	568 26%
Weighted base	2188	368 17%	1820 83%	981 45%	946 43%	209 10%	564 26%	1347 62%	1038 47%	1080 49%	904 41%	1578 72%	610 28%
Effective base	1854	332	1523	860	791	177	459	1173	913	886	802	1386	473
Ofcom/ Office of Communications	691 32%	104 28% 15%	587 32% 85%	316 32% 46%	291 31% 42%	79 38% 11% <i>f</i>	153 27% 22%	452 34% 65% <i>f</i>	372 36% 54% <i>h</i>	299 28% 43%	332 37% 48% <i>i</i>	544 35% 79% <i>i</i>	146 24% 21%
BSC/ Broadcasting Standards Commission	254 12%	50 13% 20%	205 11% 80%	112 11% 44%	126 13% 50%	24 12% 10%	69 12% 27%	162 12% 64%	122 12% 48%	125 12% 49%	108 10% 42%	199 13% 78% <i>i</i>	55 9% 22%
ASA/ Advertising Standards Authority	175 8%	33 9% 19%	142 8% 81%	85 9% 49%	78 8% 45%	20 10% 12%	33 6% 19%	122 9% 70% <i>f</i>	86 8% 49%	87 8% 50%	75 8% 43%	140 9% 80% <i>i</i>	35 6% 20%
BBC	94 4%	20 5% 21%	74 4% 79%	53 5% 56% <i>df</i>	31 3% 33%	9 4% 9%	15 3% 16%	62 5% 66%	54 5% 58%	37 3% 40%	49 5% 52%	68 4% 73%	25 4% 27%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	90 4%	6 2% 7%	84 5% 93% <i>a</i>	21 2% 23%	45 5% 50% <i>c</i>	11 5% 13% <i>c</i>	31 6% 35% <i>cg</i>	44 3% 48%	37 4% 41%	41 4% 45%	34 4% 38%	47 3% 52%	43 7% 48% <i>k</i>
TV channels themselves	81 4%	19 5% 24%	62 3% 76%	31 3% 38%	41 4% 51%	4 2% 5%	34 6% 42% <i>ceg</i>	40 3% 49%	27 3% 34%	53 5% 65% <i>hj</i>	20 2% 24%	39 2% 48%	43 7% 52% <i>k</i>
ITC/ Independent Television Commission	67 3%	13 3% 19%	54 3% 81%	32 3% 49%	35 4% 52%	8 4% 12%	19 3% 28%	37 3% 55%	37 4% 56%	27 3% 41%	34 4% 50%	51 3% 77%	16 3% 23%
BBFC/ British Board of Film Classification	29 1%	6 2% 19%	24 1% 81%	14 1% 48%	8 1% 26%	6 3% 20% <i>d</i>	5 1% 18%	22 2% 75%	15 1% 49%	15 1% 51%	13 1% 44%	27 2% 92% <i>i</i>	2 * 8%
MediaWatch/ National Viewers and Listeners Association	21 1%	6 2% 31%	14 1% 69%	7 1% 35%	11 1% 53%	3 1% 12%	9 2% 41%	12 1% 59%	11 1% 54%	10 1% 46%	9 1% 45%	14 1% 69%	6 1% 31%
ATVOD/ Authority for Television on Demand	5 *	1 * 24%	3 * 76%	3 * 65%	- * -	- * -	- * -	5 * 100%	5 * 100% <i>i</i>	- * -	5 * 100% <i>i</i>	5 * 100%	- * -
Other response	25 1%	1 * 6%	23 1% 94%	9 1% 39%	11 1% 43%	1 1% 6%	11 2% 43%	13 1% 52%	5 1% 22%	19 2% 78% <i>hj</i>	4 * 18%	13 1% 52%	12 2% 48% <i>k</i>
Don't know	656 30%	109 30% 17%	547 30% 83%	297 30% 45% <i>e</i>	271 29% 41% <i>e</i>	43 21% 7%	186 33% 28% <i>eg</i>	377 28% 58% <i>e</i>	267 26% 41%	366 34% 56% <i>hj</i>	222 25% 34%	430 27% 66%	226 37% 34% <i>k</i>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 81

## **QD2: Who do you think is responsible for regulating TV programmes?** **SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that TV programmes are regulated or don't know if they are regulated**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2203	1283 58%	937 43%	705 32%	580 26%	484 22%	280 13%	300 14%	178 8%	1635 74%	401 18%	461 21%	184 8%	684 31%	1519 69%	
2188	1241 57%	904 41%	681 31%	527 24%	475 22%	269 12%	281 13%	174 8%	1578 72%	407 19%	450 21%	185 8%	683 31%	1505 69%	
1854	1082	802	608	486	421	236	257	158	1386	341	398	159	586	1268	
691	438	332	219	192	171	102	95	63	544	125	143	67	215	475	
32%	35%	37%	32%	36%	36%	38%	34%	36%	35%	31%	32%	36%	32%	32%	
	63%	48%	32%	28%	25%	15%	14%	9%	79%	18%	21%	10%	31%	69%	
254	147	108	80	77	56	29	26	19	199	57	59	19	89	165	
12%	12%	12%	12%	15%	12%	11%	9%	11%	13%	14%	13%	10%	13%	11%	
	58%	42%	32%	30%	22%	11%	10%	7%	78%	22%	23%	7%	35%	65%	
175	114	75	57	51	43	25	34	15	140	34	39	15	55	120	
8%	9%	8%	8%	10%	9%	9%	12%	9%	9%	8%	9%	8%	8%	8%	
	65%	43%	32%	29%	24%	14%	20%	9%	80%	20%	22%	9%	31%	69%	
94	60	49	43	28	30	15	17	13	68	14	30	18	35	58	
4%	5%	5%	6%	5%	6%	6%	6%	7%	4%	4%	7%	10%	5%	4%	
	64%	52%	46%	30%	32%	16%	19%	14%	73%	15%	32%z	20%vyz	38%	62%	
90	38	34	24	15	14	9	12	7	47	17	19	5	29	61	
4%	3%	4%	3%	3%	3%	3%	4%	4%	3%	4%	4%	3%	4%	4%	
	43%	38%	26%	16%	16%	10%	13%	8%	52%	19%	21%	6%	32%	68%	
81	31	20	20	16	10	3	6	2	39	17	17	10	33	48	
4%	2%	2%	3%	3%	2%	1%	2%	1%	2%	4%	4%	5%	5%	3%	
	38%	24%	25%	20%	13%	4%	8%	3%	48%	21%	20%	12%	41%	59%	
67	42	34	23	27	25	12	10	7	51	12	22	8	28	39	
3%	3%	4%	3%	5%	5%	4%	4%	4%	3%	3%	5%	4%	4%	3%	
	63%	50%	34%	40%	37%	18%	15%	10%	77%	19%	33%z	11%	41%	59%	
29	20	13	18	11	11	6	6	7	27	5	7	3	8	22	
1%	2%	1%	3%	2%	2%	2%	2%	4%	2%	1%	2%	2%	1%	1%	
	67%	44%	60%	38%	38%	22%	21%	24%mmu	92%	16%	24%	11%	27%	73%	
21	8	9	9	5	3	3	5	2	14	6	11	3	12	9	
1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	
	39%	45%	42%	26%	14%	16%	24%	12%	69%	27%	53%z	13%	58%z	42%	
5	3	5	5	4	5	3	5	3	5	4	4	4	4	1	
*	*	*	1%	1%	1%	1%	2%	2%	*	1%	1%	2%	1%	*	
	76%	100%	100%	79%	100%	65%	100%mu	65%mu	100%	79%z	79%z	79%z	79%z	21%	
25	8	4	4	1	2	3	3	1	13	8	4	1	9	15	
1%	1%	*	1%	*	*	1%	1%	*	1%	2%	1%	1%	1%	1%	
	33%	18%	18%	5%	8%	13%	12%	3%	52%	33%	16%	5%	38%	62%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Absolutes/col percents/row percents 19 Apr 2018

Table 81

**QD2: Who do you think is responsible for regulating TV programmes?**

**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that TV programmes are regulated or don't know if they are regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2188	1241 57%	904 41%	681 31%	527 24%	475 22%	269 12%	281 13%	174 8%	1578 72%	407 19%	450 21%	185 8%	683 31%	1505 69%
Don't know	656 30%	332 27%	222 25%	181 27%	100 19%	106 22%	58 22%	61 22%	35 20%	430 27%	108 27%	96 21%	32 17%	166 24%	490 33%
		51%p	34%p	28%p	15%	16%	9%	9%	5%	66%pq	17%x	15%	5%	25%	75%vwxyz

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 82

**QD2: Who do you think is responsible for regulating TV programmes?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that TV programmes are regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1915	1069 56%	846 44%	919 48%	996 52%	232 12%	305 16%	358 19%	349 18%	297 16%	374 20%	504 26%	590 31%	346 18%	475 25%	1094 57%	821 43%	646 34%	1269 66%	582 30%	1333 70%	1127 59%	785 41%
Weighted base	1887	987 52%	900 48%	936 50%	951 50%	242 13%	300 16%	317 17%	339 18%	302 16%	386 20%	459 24%	581 31%	381 20%	466 25%	1040 55%	847 45%	610 32%	1277 68%	542 29%	1345 71%	965 51%	920 49%
Effective base	1612	923	702	761	855	203	264	310	296	254	295	428	505	287	400	932	684	553	1061	497	1118	979	673
Ofcom/ Office of Communications	665 35%	324 33%	341 38%	358 38%	307 32%	64 26%	126 42%	138 43%	134 40%	104 35%	99 26%	191 42%	233 40%	122 32%	119 25%	424 41%	241 28%	241 40%	424 33%	217 40%	448 33%	404 42%	260 28%
		49%	51%	54%b	46%	10%	19%ch	21%cgh	20%ch	16%h	15%	29%kl	35%kl	18%	18%	64%n	36%	36%p	64%	33%r	67%	61%t	39%
BSC/ Broadcasting Standards Commission	243 13%	199 20%	44 5%	117 13%	126 13%	24 10%	18 6%	40 13%	59 17%	53 17%	50 13%	63 14%	76 13%	49 13%	55 12%	139 13%	104 12%	70 11%	173 14%	63 12%	181 13%	122 13%	121 13%
		82%	18%	48%	52%	10%	7%	17%cd	24%cd	22%cd	20%cd	26%	31%	20%	23%	57%	43%	29%	71%	26%	74%	50%	50%
ASA/ Advertising Standards Authority	164 9%	129 13%	35 4%	77 8%	88 9%	20 8%	26 9%	17 5%	28 8%	35 11%	39 10%	35 8%	42 7%	42 11%	45 10%	77 7%	87 10%	47 8%	118 9%	42 8%	122 9%	80 49%	84 51%
		79%	21%	47%	53%	12%	16%	10%	17%	21%e	24%e	21%	25%	26%	28%	47%	53%am	28%	72%	25%	75%	49%	51%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	80 4%	28 3%	52 6%	37 4%	43 5%	18 8%	12 4%	8 2%	7 2%	11 4%	24 6%	13 3%	32 6%	14 4%	21 5%	45 4%	35 4%	19 3%	61 5%	16 3%	64 5%	32 3%	48 5%
		35%	65%	46%	54%	23%ol	15%	10%	8%	14%	30%ol	16%	40%l	17%	27%	56%	44%	23%	77%	20%	80%	40%	60%
BBC	79 4%	35 4%	44 5%	36 4%	43 5%	16 7%	22 7%	12 4%	15 5%	3 1%	11 3%	17 4%	19 3%	16 4%	27 6%	36 3%	43 5%	37 6%	43 3%	33 6%	46 3%	46 5%	33 4%
		45%	55%	46%	54%	20%gh	28%gh	15%g	19%g	4%	14%	21%	24%	20%	35%	45%	55%	46%p	54%	42%r	58%	58%	42%
ITC/ Independent Television Commission	65 3%	61 6%	4 *	34 4%	31 3%	1 2%	5 2%	14 5%	18 5%	15 5%	12 3%	22 5%	17 3%	11 3%	14 3%	40 4%	25 3%	17 3%	48 4%	17 3%	48 4%	41 63%	24 37%
		93%	7%	52%	48%	2%	8%	22%cd	28%cd	23%cd	18%cd	34%	27%	17%	22%	61%	39%	27%	73%	27%	73%	63%	37%
TV channels themselves	64 3%	20 2%	44 5%	31 3%	32 3%	7 3%	9 3%	13 4%	11 3%	3 1%	21 5%	12 3%	13 2%	19 5%	20 4%	24 2%	39 5%	20 3%	43 3%	17 3%	47 3%	26 3%	37 4%
		31%	69%	49%	51%	11%	14%	21%g	17%	5%	33%g	18%	20%	31%l	31%	38%	62%am	32%	68%	27%	73%	41%	59%
BBFC/ British Board of Film Classification	27 1%	18 2%	9 1%	15 2%	11 1%	9 4%	5 2%	2 1%	5 1%	3 1%	3 1%	9 2%	2 *	8 2%	8 2%	11 1%	16 2%	14 2%	13 1%	11 2%	16 1%	13 1%	14 1%
		68%	32%	57%	43%	32%eh	17%	9%	19%	12%	11%	35%j	7%	29%j	29%j	41%	59%	51%	49%	40%	60%	49%	51%
MediaWatch/ National Viewers and Listeners Association	16 1%	13 1%	3 *	5 1%	10 1%	2 1%	3 1%	3 1%	- -	7 -	7 2%	3 1%	4 1%	1 *	8 2%	7 1%	9 1%	8 1%	8 1%	8 1%	8 1%	4 *	12 1%
		84%	16%	34%	66%	15%	21%	19%	-	-	45%fg	20%	24%	5%	51%	44%	56%	50%	50%	50%	50%	24%	76%e
ATVOD/ Authority for Television on Demand	5 *	5 *	- -	3 *	1 *	2 1%	2 1%	1 1%	- -	- -	- -	1 21%	4 79%	- -	- -	5 100%	- -	2 44%	3 56%	2 44%	3 56%	3 65%	2 35%
Other response	25 1%	4 *	20 2%	18 2%	7 1%	4 1%	1 *	3 1%	3 1%	5 2%	10 3%	3 1%	6 1%	3 1%	13 3%	9 1%	15 2%	4 1%	21 2%	3 *	22 2%	5 1%	19 2%
		17%	83%	72%b	28%	14%	2%	12%	11%	22%	39%cd	13%	24%	11%	52%ik	37%	63%	15%	85%	11%	89%	22%	78%e
Don't know	456 24%	152 15%	304 34%	205 22%	251 26%	75 31%	72 24%	66 21%	60 18%	70 23%	111 29%	91 20%	133 23%	96 21%	135 29%	224 22%	232 27%	132 29%	324 71%	114 25%	341 75%	189 41%	266 58%e
		33%	67%	45%	55%a	17%ef	16%	15%	13%	15%	24%ef	20%	29%	21%	30%ij	49%	51%am	29%	71%	25%	75%	41%	58%e

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 82

## **QD2: Who do you think is responsible for regulating TV programmes?** **SINGLE CODE (FIRST MENTION)**

**Base:** Those who believe that TV programmes are regulated

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1915	1780 93%	130 7%	1398 73%	517 27%	1641 86%	274 14%	1353 71%	178 9%	206 11%	178 9%	67 3%	184 10%	136 7%	121 6%	150 8%	110 6%	135 7%	223 12%	227 12%
1887	1724 91%	156 8%	1356 72%	531 28%	1594 84%	293 16%	1570 83%	160 8%	115 6%	42 2%	81* 4%*	207 11%	144 8%	140 7%	163 9%	172 9%	165 9%	273 14%	225 12%
1612	1503	110	1192	423	1395	221	1252	162	190	118	64	173	127	114	143	104	125	207	216
665	632	33	525	140	603	62	555	57	41	12	29	76	62	46	54	67	48	80	93
35%	37%	21%	39%	26%	38%	21%	35%	36%	35%	29%	36%	37%	43%	33%	33%	39%	29%	29%	41%
	95%b	5%	79% <b>d</b>	21%	91% <b>f</b>	9%	83%	9%	6%	2%	4%	11%	9% <b>qr</b>	7%	8%	10%	7%	12%	14% <b>qr</b>
243	232	10	188	55	218	25	201	26	13	3	17	21	18	17	23	22	29	29	27
13%	13%	7%	14%	10%	14%	9%	13%	16%	11%	7%	21%	10%	13%	12%	14%	13%	17%	10%	12%
	95%b	4%	77%	23%	90% <b>f</b>	10%	83%	11% <b>j</b>	5%	1%	7% <b>lr</b>	9%	8%	7%	9%	9%	12%	12%	11%
164	157	5	127	37	142	22	137	16	9	3	3	27	8	9	12	17	14	27	19
9%	9%	4%	9%	7%	9%	8%	9%	10%	8%	6%	4%	13%	6%	7%	8%	10%	8%	10%	8%
	95%b	3%	78%	22%	86%	14%	83%	10%	5%	2%	2%	17% <b>km</b>	5%	6%	8%	10%	8%	16%	11%
80	63	17	37	43	53	27	68	6	5	1	-	7	1	13	7	7	8	5	19
4%	4%	11%	3%	8%	3%	9%	4%	4%	5%	2%	-	4%	1%	9%	4%	4%	5%	2%	9%
	79%	21% <b>a</b>	46%	54% <b>c</b>	66%	34% <b>e</b>	85%	7%	7%	1%	-	9%	2%	16% <b>klmr</b>	9%	9%	10%	7%	24% <b>klmr</b>
79	67	13	59	20	67	12	64	10	5	1	1	8	7	5	5	6	7	12	14
4%	4%	8%	4%	4%	4%	4%	4%	6%	4%	1%	1%	4%	5%	3%	3%	4%	4%	4%	6%
	84%	16% <b>a</b>	75%	25%	85%	15%	80%	13%	6%	1%	1%	10%	8%	6%	6%	8%	8%	15%	17%
65	61	4	47	18	60	5	54	3	6	2	3	8	5	4	3	5	4	13	8
3%	4%	2%	3%	3%	4%	2%	3%	2%	5%	4%	4%	4%	4%	3%	2%	3%	3%	5%	3%
	94%	6%	72%	28%	92%	8%	83%	5%	9%	3%	5%	13%	8%	6%	5%	8%	6%	20%	12%
64	49	13	31	32	43	21	59	2	3	1	-	19	10	4	5	5	6	5	4
3%	3%	8%	2%	6%	3%	7%	4%	1%	2%	1%	-	9%	7%	3%	3%	3%	4%	2%	2%
	77%	21% <b>a</b>	49%	51% <b>c</b>	67%	33% <b>e</b>	93%	3%	4%	1%	-	29% <b>knopr</b>	16% <b>krs</b>	6%	9%	7%	10%	9%	7%
27	27	-	22	5	22	4	21	4	2	*	1	4	3	1	2	-	1	5	3
1%	2%	-	2%	1%	1%	1%	1%	2%	2%	*	1%	2%	2%	1%	1%	-	1%	2%	1%
	100%	-	83%	17%	84%	16%	77%	13%	9%	1%	4%	15%	11%	5%	7%	-	4%	19%	11%
16	15	1	9	6	14	2	15	-	*	-	4	-	1	-	-	3	2	1	4
1%	1%	1%	1%	1%	1%	1%	1%	-	*	-	5%	-	1%	-	-	2%	1%	*	2%
	94%	6%	60%	40%	89%	11%	97%	-	3%	-	26% <b>lmnor</b>	-	5%	-	-	21%	13%	5%	26%
5	5	-	5	-	5	-	5	-	-	-	-	-	-	-	-	-	-	3	2
*	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	1%
	100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	59%	41%
25	18	6	10	14	15	10	23	-	1	*	-	3	3	7	3	1	2	4	-
1%	1%	4%	1%	3%	1%	3%	1%	-	1%	*	-	1%	2%	5%	2%	1%	1%	2%	-
	75%	25% <b>a</b>	41%	59% <b>c</b>	61%	39% <b>e</b>	94%	-	5%	1%	-	11%	13% <b>s</b>	28% <b>s</b>	11%	5%	8%	18%	-
456	399	54	295	160	354	102	369	36	30	21	23	33	25	35	49	38	44	88	33
24%	23%	35%	22%	30%	22%	35%	24%	22%	26%	49%	28%	16%	17%	25%	30%	22%	27%	32%	15%
	88%	12% <b>a</b>	65%	35% <b>c</b>	78%	22% <b>e</b>	81%	8%	7%	5% <b>ghi</b>	5% <b>ls</b>	7%	6%	8% <b>s</b>	11% <b>lms</b>	8%	10% <b>ls</b>	19% <b>lms</b>	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 82

Absolutes/col percents/row percents 19 Apr 2018

## **QD2: Who do you think is responsible for regulating TV programmes?** **SINGLE CODE (FIRST MENTION)**

**Base:** Those who believe that TV programmes are regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1915	357 19%	1558 81%	895 47%	822 43%	203 11%	471 25%	1239 65%	937 49%	930 49%	823 43%	1443 75%	472 25%
Weighted base	1887	314 17%	1573 83%	840 44%	830 44%	196 10%	491 26%	1189 63%	907 48%	929 49%	790 42%	1384 73%	503 27%
Effective base	1612	284	1328	741	696	168	401	1039	800	770	702	1222	394
Ofcom/ Office of Communications	665 35%	101 32% 15%	564 36% 85%	302 36% 45% <b>f</b>	277 33% 42%	75 39% 11% <b>f</b>	148 30% 22%	436 37% 56% <b>f</b>	352 39% 53% <b>i</b>	293 32% 44%	314 40% 47% <b>i</b>	522 38% 79% <b>i</b>	143 28% 21%
BSC/ Broadcasting Standards Commission	243 13%	49 15% 20%	195 12% 80%	103 12% 42%	124 15% 51%	24 12% 10%	69 14% 29%	151 13% 62%	118 13% 49%	118 13% 49%	105 43%	190 14% 78%	53 11% 22%
ASA/ Advertising Standards Authority	164 9%	32 10% 20%	132 8% 80%	81 10% 49% <b>f</b>	73 9% 45%	20 10% 12%	29 6% 18%	114 10% 70% <b>f</b>	82 9% 50%	79 8% 48%	72 9% 44%	131 9% 80%	33 7% 20%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	80 4%	5 2% 6%	75 5% 94% <b>a</b>	16 2% 20%	39 5% 49% <b>c</b>	10 5% 12% <b>c</b>	28 6% 34% <b>c</b>	41 3% 51%	30 3% 38%	39 4% 48%	28 4% 35%	40 3% 50%	40 8% 50% <b>k</b>
BBC	79 4%	15 5% 18%	65 4% 82%	44 5% 56%	28 3% 35%	9 5% 11%	14 3% 18%	56 5% 70%	48 5% 61% <b>i</b>	29 3% 37%	43 5% 55% <b>i</b>	60 4% 76%	19 4% 24%
ITC/ Independent Television Commission	65 3%	12 4% 18%	53 3% 82%	31 4% 48%	34 4% 52%	8 4% 12%	18 4% 28%	37 3% 57%	35 4% 54%	27 3% 42%	32 4% 49%	49 4% 76%	16 3% 24%
TV channels themselves	64 3%	13 4% 21%	50 3% 79%	24 3% 38%	34 4% 54%	4 2% 7%	28 6% 43% <b>cg</b>	30 3% 48%	23 3% 37%	39 4% 62% <b>j</b>	16 2% 25%	29 2% 45%	35 7% 65% <b>k</b>
BBFC/ British Board of Film Classification	27 1%	6 2% 21%	21 1% 79%	11 1% 43%	8 1% 29%	6 3% 22% <b>d</b>	5 2% 20%	20 2% 76%	13 1% 50%	13 1% 50%	13 2% 48%	24 2% 91%	2 * 9%
MediaWatch/ National Viewers and Listeners Association	16 1%	5 1% 29%	11 1% 71%	6 1% 40%	11 1% 71%	3 2% 16%	9 2% 55% <b>g</b>	7 1% 45%	8 1% 50%	8 1% 50%	7 1% 45%	11 1% 71%	4 1% 29%
ATVOD/ Authority for Television on Demand	5 *	1 * 24%	3 * 76%	3 * 65%	- * -	- * -	- * -	5 * 100%	5 * 100% <b>i</b>	- * -	5 1% 100% <b>i</b>	5 * 100%	- * -
Other response	25 1%	1 * 6%	23 1% 94%	9 1% 39%	11 1% 43%	1 1% 6%	11 2% 43%	13 1% 52%	5 1% 22%	19 2% 78% <b>hj</b>	4 1% 18%	13 1% 52%	12 2% 48% <b>k</b>
Don't know	456 24%	75 24% 17%	380 24% 83%	207 25% 46%	192 23% 42%	36 18% 8%	133 27% 29% <b>e</b>	280 24% 61%	186 20% 41%	264 28% 58% <b>hj</b>	152 19% 33%	310 22% 68%	146 29% 32% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 82

**QD2: Who do you think is responsible for regulating TV programmes?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that TV programmes are regulated**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1915	1142 60%	823 43%	616 32%	519 27%	423 22%	248 13%	262 14%	157 8%	1443 75%	359 19%	407 21%	168 9%	605 32%	1310 68%
Weighted base	1887	1099 58%	790 42%	590 31%	469 25%	409 22%	237 13%	246 13%	154 8%	1384 73%	361 19%	392 21%	165 9%	596 32%	1291 68%
Effective base	1612	963	702	532	433	369	208	225	139	1222	306	353	147	520	1092
Ofcom/ Office of Communications	665 35%	421 38% 63%	314 40% 47%	206 35% 31%	185 40% 28%	164 40% 25%	99 42% 15%	91 37% 14%	60 39% 9%	522 38% 79%	121 33% 18%	135 35% 20%	63 38% 9%	204 34% 31%	461 36% 69%
BSC/ Broadcasting Standards Commission	243 13%	142 13% 58%	105 13% 43%	78 13% 32%	74 16% 31%	56 14% 23%	29 12% 12%	26 11% 11%	18 12% 7%	190 14% 78%	53 15% 22%	56 14% 23%	19 11% 8%	86 14% 35%	158 12% 65%
ASA/ Advertising Standards Authority	164 9%	107 10% 65%	72 9% 44%	54 9% 33%	46 10% 28%	39 10% 24%	24 10% 14%	32 13% 20%	14 9% 8%	131 9% 80%	31 9% 19%	35 9% 22%	14 9% 9%	51 9% 31%	113 9% 69%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	80 4%	31 3% 39%	28 4% 35%	19 3% 23%	12 3% 15%	9 2% 11%	6 3% 8%	9 4% 11%	6 4% 8%	40 3% 50%	13 4% 16%	18 5% 23%	4 2% 5%	24 4% 30%	56 4% 70%
BBC	79 4%	52 5% 66%	43 5% 55%	40 7% 50%u	26 6% 33%	26 6% 32%	15 6% 19%	17 7% 21%	13 8% 16%u	60 4% 76%	14 4% 17%	30 8% 37%vz	18 11% 23%vyz	34 6% 43%z	45 3% 57%
ITC/ Independent Television Commission	65 3%	40 4% 62%	32 4% 49%	23 4% 35%	27 6% 41%	25 6% 38%u	11 5% 17%	10 4% 15%	5 4% 8%	49 4% 76%	12 3% 18%	21 5% 33%z	8 5% 12%	27 4% 41%	38 3% 59%
TV channels themselves	64 3%	23 2% 36%	16 2% 25%	17 3% 27%	11 2% 17%	8 2% 13%	2 1% 4%	5 2% 8%	2 1% 3%	29 2% 45%	14 4% 23%	11 3% 18%	7 4% 11%	24 4% 38%	39 3% 62%
BBFC/ British Board of Film Classification	27 1%	17 2% 63%	13 2% 48%	15 3% 56%	11 2% 42%	11 3% 42%	6 3% 24%	6 3% 24%	7 5% 27%mmu	24 2% 91%	5 1% 18%	7 2% 26%	3 2% 13%	8 1% 29%	19 1% 71%
MediaWatch/ National Viewers and Listeners Association	16 1%	6 1% 40%	7 1% 45%	8 1% 50%	4 1% 29%	2 * 10%	3 1% 21%	5 2% 32%m	2 2% 15%	11 1% 71%	5 1% 29%	9 2% 55%z	2 1% 11%	9 1% 55%	7 1% 45%
ATVOD/ Authority for Television on Demand	5 *	3 * 76%	5 1% 100%	5 1% 100%	4 1% 79%	5 1% 100%	3 1% 65%	5 2% 100%mu	3 2% 65%mu	5 * 100%	4 1% 79%z	4 1% 79%z	4 2% 79%z	4 1% 79%z	1 * 21%
Other response	25 1%	8 1% 33%	4 1% 18%	4 1% 18%	1 * 5%	2 1% 8%	3 1% 13%	3 1% 12%	1 * 3%	13 1% 52%	8 2% 33%	4 1% 16%	1 1% 5%	9 2% 38%	15 1% 62%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Page 395

Absolutes/col percents/row percents 19 Apr 2018

Table 82

**QD2: Who do you think is responsible for regulating TV programmes?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that TV programmes are regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1887	1099 58%	790 42%	590 31%	469 25%	409 22%	237 13%	246 13%	154 8%	1384 73%	361 19%	392 21%	165 9%	596 32%	1291 68%
Don't know	456 24%	249 23%	152 19%	122 21%	67 14%	64 16%	35 15%	38 16%	23 15%	310 22%	83 23%	61 16%	22 14%	118 20%	338 26%
		55%pqrst	33%pq	27%pq	15%	14%	8%	8%	5%	68%pqrst	18%wx	13%	5%	26%	74%wxy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 83

**QD3(1): (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Too much	162 7%	127 11%	35 3%	82 7%	81 7%	47 13%	39 10%	25 6%	23 6%	20 6%	9 2%	28 5%	61 8%	31 6%	43 7%	89 7%	74 7%	55 7%	107 7%	50 7%	113 7%	95 8%	68 6%
		78%	22%	50%	50%	29%efgh	24%fh	16%h	14%h	12%h		17%	38%	19%	26%	55%	45%	34%	66%	30%	70%	58%t	42%
Too little	371 16%	213 18%	158 13%	167 14%	204 17%	33 9%	60 15%	46 11%	64 16%	49 14%	118 24%	98 19%	106 14%	66 13%	101 17%	204 16%	167 15%	120 15%	251 16%	98 14%	273 16%	166 14%	205 17%
		57%	43%	45%	55%	9%	16%c	13%	17%c	13%	32%cdofg	26%k	28%	18%	27%	55%	45%	32%	68%	27%	73%	45%	55%e
About the right amount	1470 62%	665 56%	805 67%	746 64%	724 59%	204 58%	223 57%	264 65%	265 65%	228 66%	286 59%	331 62%	459 62%	327 65%	353 57%	790 62%	680 61%	488 60%	983 62%	428 61%	1043 62%	757 64%	710 60%
		45%	55%	51%b	49%	14%	15%	18%d	18%d	16%cdh	19%	23%	31%	22%i	24%	54%	46%	33%	67%	29%	71%	52%	48%
Don't know	382 16%	187 16%	195 16%	166 14%	216 18%	67 19%	69 18%	70 17%	57 14%	47 14%	73 15%	73 14%	110 15%	83 16%	117 19%	182 14%	200 18%	146 18%	236 15%	123 18%	260 15%	170 14%	210 18%
		49%	51%	44%	56%a	18%	18%	18%	15%	12%	19%	19%	29%	22%	31%l	48%	52%lm	38%	62%	32%	68%	45%	55%e

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 83

**QD3(1): (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Too much	162 7%	157 7%	3 1%	137 9%	25 3%	152 8%	10 2%	140 7%	12 6%	10 7%	1 2%	9 9%	16 6%	12 6%	14 8%	10 5%	13 6%	23 12%	17 5%	25 8%
		97%b	2%	85%d	15%	94%f	6%	86%g	8%	6%h	1%	6%	10%	8%	9%	6%	6%	14%or	10%	15%
Too little	371 16%	331 16%	38 10%	238 15%	133 17%	285 15%	86 18%	300 15%	37 17%	26 18%	9 15%	17 17%	28 11%	30 15%	26 16%	35 17%	39 18%	47 23%	44 14%	32 11%
		89%		64%	36%	77%	23%	81%	10%	7%	2%	4%	8%	8%	7%	9%	10%	13%lrs	12%	9%
About the right amount	1470 62%	1317 62%	147 59%	1024 64%	446 58%	1217 64%	254 54%	1225 62%	122 56%	84 60%	38 70%	63 65%	182 70%	109 56%	103 61%	127 61%	134 62%	108 54%	206 64%	192 64%
		90%		70%e	30%	83%l	17%	83%	8%	6%	5%h	4%	12%mq	7%	7%	9%	9%	7%	14%	13%e
Don't know	382 16%	322 15%	59 24%	211 13%	171 22%	260 14%	122 26%	309 16%	46 21%	21 15%	7 13%	9 9%	36 14%	44 22%	26 15%	35 17%	31 14%	22 11%	55 17%	51 17%
		84%	15%a	55%	45%c	68%	32%e	81%	12%g	5%	2%	2%	9%	11%klq	7%	9%	8%	6%	15%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 83

**QD3(1): (SHOW SCREEN) 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Too much	162 7%	33 8%	129 7%	81 8%	64 6%	19 8%	27 4%	107 7%	96 9%	55 5%	87 9%	142 8%	20 3%
		20%	80%	50% <b>f</b>	39%	11% <b>f</b>	17%	66% <b>f</b>	59% <b>h</b>	34%	54% <b>l</b>	88% <b>l</b>	12%
Too little	371 16%	81 20%	290 15%	151 14%	182 18%	45 20%	125 20%	190 13%	170 15%	195 16%	146 15%	248 15%	122 18%
		22% <b>b</b>	78%	41%	49% <b>g</b>	12% <b>cg</b>	34% <b>cg</b>	51%	46%	53%	39%	67%	33%
About the right amount	1470 62%	225 57%	1245 63%	671 63%	629 61%	127 57%	375 60%	952 65%	699 62%	738 62%	611 63%	1059 62%	411 60%
		15%	85% <b>a</b>	46%	43%	9%	25%	65% <b>def</b>	48%	50%	42%	72%	28%
Don't know	382 16%	59 15%	323 16%	155 15%	157 15%	30 14%	101 16%	211 14%	154 14%	200 17%	129 13%	255 15%	127 19%
		15%	85%	40%	41%	8%	26%	55%	40%	52% <b>j</b>	34%	67%	33% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 83

**QD3(1): (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Too much	162 7%	104 8% 64%	87 9% 54%	86 12% 53% <b>mu</b>	64 11% 40% <b>mu</b>	77 15% 47% <b>mnu</b>	29 10% 18%	38 13% 23% <b>mu</b>	24 12% 14% <b>m</b>	142 8% 88%	26 6% 16%	50 10% 31% <b>vz</b>	33 17% 20% <b>vwyz</b>	64 9% 39% <b>z</b>	98 6% 61%
Too little	371 16%	199 15% 54%	146 15% 39%	99 13% 27%	89 16% 24%	72 14% 19%	43 15% 12%	52 18% 14%	25 13% 7%	248 15% 67%	196 44% 53% <b>wxyz</b>	166 33% 45% <b>z</b>	58 29% 16% <b>z</b>	246 33% 66% <b>z</b>	125 8% 34%
About the right amount	1470 62%	848 63% 58% <b>qs</b>	611 63% 42% <b>qs</b>	452 62% 31% <b>s</b>	337 60% 23%	289 56% 20%	169 60% 12%	161 54% 11%	109 58% 7%	1059 62% 72% <b>qs</b>	167 37% 11%	216 43% 15%	85 43% 6%	333 44% 23% <b>v</b>	1137 70% 77% <b>vwxyz</b>
Don't know	382 16%	190 14% 50%	129 13% 34%	96 13% 25%	73 13% 19%	77 15% 20%	38 14% 10%	47 16% 12%	32 17% 8%	255 15% 67%	56 13% 15%	72 14% 19%	23 12% 6%	108 14% 28%	274 17% 72%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 84

**QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Too much	205 9%	157 13% 77%	48 4% 23%	112 10% 55%	93 8% 45%	60 17% 30% <sup>cd</sup> h	44 11% 22% <sup>h</sup>	32 8% 16% <sup>h</sup>	32 8% 15% <sup>h</sup>	29 9% 14% <sup>h</sup>	7 1% 3%	43 8% 21%	70 10% 34%	41 8% 20%	51 8% 25%	114 9% 55%	91 8% 45%	81 10% 39%	124 8% 61%	64 9% 31%	141 8% 69%	120 10% 58% <sup>t</sup>	85 7% 42%
Too little	253 11%	150 13% 59%	103 9% 41%	127 11% 50%	126 10% 50%	18 5% 7%	42 11% 16% <sup>c</sup>	31 8% 12%	41 10% 16% <sup>c</sup>	35 10% 14% <sup>c</sup>	87 18% 34% <sup>cd</sup> g	65 12% 26% <sup>k</sup>	80 11% 32%	40 8% 16%	68 11% 27%	145 11% 57%	108 10% 43%	70 9% 28%	183 12% 72% <sup>o</sup>	62 9% 24%	192 11% 76%	123 10% 49%	130 11% 51%
About the right amount	1547 65%	689 58% 45%	857 72% 55%	757 65% 49%	790 64% 51%	205 58% 13%	233 60% 15%	266 66% 17%	277 68% 18% <sup>cd</sup>	230 67% 15% <sup>c</sup>	336 69% 22% <sup>cd</sup>	358 68% 23% <sup>l</sup>	468 64% 30%	346 68% 22% <sup>l</sup>	375 61% 24%	826 65% 53%	720 64% 47%	516 64% 33%	1030 65% 67%	448 64% 29%	1099 65% 71%	768 65% 50%	776 65% 50%
Don't know	381 16%	196 16% 51%	185 16% 49%	165 14% 43%	217 18% 57% <sup>aa</sup>	67 19% 18% <sup>h</sup>	72 18% 19% <sup>h</sup>	77 19% 20% <sup>h</sup>	58 14% 15%	50 14% 13%	57 12% 15%	64 12% 17%	117 16% 31%	80 16% 21%	121 20% 32% <sup>ll</sup>	181 14% 47%	201 18% 53% <sup>am</sup>	143 18% 37%	239 15% 63%	125 18% 33%	256 15% 67%	178 15% 47%	201 17% 53%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 84

**QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television?**  
**SINGLE CODE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Too much	205 9%	197 9%	6 2%	171 11%	34 4%	194 10%	11 2%	174 9%	14 7%	13 9%	4 7%	14 14%	21 8%	12 6%	19 11%	9 4%	24 11%	23 12%	27 8%	25 8%
		96%b	3%	83% <i>d</i>	17%	95% <i>f</i>	5%	85%	7%	6%	2%	7% <i>m</i> <i>o</i>	10%	6%	9% <i>o</i>	4%	12% <i>o</i>	11% <i>c</i>	13%	12%
Too little	253 11%	225 11%	27 11%	157 10%	96 12%	192 10%	62 13%	197 10%	27 12%	23 16%	7 13%	10 10%	19 7%	16 8%	15 9%	24 12%	17 8%	28 14%	36 11%	32 10%
		89%	11%	62%	38%	76%	24%	78%	11%	9% <i>g</i>	3%	4%	7%	6%	6%	9%	7%	11% <i>l</i>	14%	12%
About the right amount	1547 65%	1384 65%	156 63%	1065 66%	482 62%	1265 66%	281 60%	1290 65%	133 61%	84 60%	38 70%	65 67%	184 70%	123 63%	110 65%	138 67%	145 67%	120 60%	213 66%	191 63%
		90%	10%	69%	31%	82% <i>f</i>	18%	83%	9%	5%	2%	4%	12%	8%	7%	9%	9%	8%	14%	12%
Don't know	381 16%	321 15%	59 24%	218 14%	164 21%	264 14%	117 25%	312 16%	43 20%	21 15%	6 10%	8 9%	39 15%	44 22%	25 15%	36 17%	31 14%	28 14%	47 15%	54 18%
		84%	15% <i>a</i>	57%	43% <i>c</i>	69%	31% <i>e</i>	82%	11% <i>j</i>	6%	1%	2%	10%	11% <i>k</i> <i>r</i>	7%	10%	8%	7%	12%	14% <i>k</i>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 84

**QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television?****SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Too much	205 9%	37 9% 18%	168 8% 82%	95 9% 46% <b>f</b>	90 9% 44%	31 14% 15% <b>cdfg</b>	37 6% 18%	137 9% 67% <b>f</b>	121 11% 59% <b>h</b>	74 6% 36%	111 11% 54% <b>i</b>	178 10% 87% <b>l</b>	27 4% 13%
Too little	253 11%	53 13% 21%	200 10% 79%	112 11% 44%	123 12% 49% <b>g</b>	21 9% 8%	84 13% 33% <b>g</b>	133 9% 53%	114 10% 45%	136 11% 54%	97 10% 39%	170 10% 67%	84 12% 33%
About the right amount	1547 65%	252 63% 16%	1294 65% 84%	699 66% 45%	675 65% 44%	138 62% 9%	409 65% 26%	984 67% 64%	724 65% 47%	788 66% 51%	629 65% 41%	1100 65% 71%	446 66% 29%
Don't know	381 16%	56 14% 15%	325 16% 85%	152 14% 40%	144 14% 38%	31 14% 8%	98 16% 26%	205 14% 54%	162 14% 42%	190 16% 50%	135 14% 35%	257 15% 67%	124 18% 33%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 84

**QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television?  
SINGLE CODE****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Too much	205 9%	134 10% 65%	111 11% 54%	110 15% 54% <b>mnu</b>	83 15% 41% <b>mu</b>	94 18% 46% <b>mnu</b>	39 14% 19%	52 17% 25% <b>mnu</b>	30 16% 15% <b>mu</b>	178 10% 87%	48 11% 24% <b>z</b>	60 12% 29% <b>z</b>	37 19% 18% <b>vwyz</b>	89 12% 44% <b>z</b>	116 7% 56%
Too little	253 11%	138 10% 55%	97 10% 39%	64 9% 25%	66 12% 26%	53 10% 21%	30 11% 12%	32 11% 12%	15 8% 6%	170 10% 67%	126 28% 50% <b>wxyz</b>	106 21% 42% <b>z</b>	40 20% 16% <b>z</b>	164 22% 65% <b>z</b>	89 5% 35%
About the right amount	1547 65%	885 66% 57% <b>pqs</b>	629 65% 41% <b>pqs</b>	460 63% 30%	332 59% 21%	296 58% 19%	177 63% 11%	168 56% 11%	121 64% 8%	1100 65% 71% <b>pqs</b>	216 48% 14%	276 55% 18%	96 48% 6%	402 54% 26%	1144 70% 74% <b>vwx</b>
Don't know	381 16%	183 14% 48%	135 14% 35%	99 14% 26%	82 15% 21%	71 14% 19%	34 12% 9%	47 16% 12%	24 12% 6%	257 15% 67%	56 13% 15%	62 12% 16%	25 13% 7%	96 13% 25%	286 17% 75% <b>vwy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 85  
**QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Too much	132 6%	103 9%	29 2%	75 6%	57 5%	28 8%	34 9%	21 5%	22 5%	17 5%	11 2%	22 4%	43 6%	26 5%	41 7%	65 5%	67 6%	49 6%	84 5%	42 6%	90 5%	79 7%	53 4%
		78%	22%	57%	43%	21% <sup>h</sup>	26% <sup>h</sup>	16% <sup>h</sup>	17% <sup>h</sup>	13%	8%	17%	33%	20%	31%	49%	51%	37%	63%	32%	68%	60% <sup>t</sup>	40%
Too little	351 15%	198 17%	153 13%	169 15%	182 15%	32 9%	61 16%	47 11%	60 15%	42 12%	109 22%	89 17%	110 15%	60 12%	92 15%	198 16%	152 14%	107 13%	243 15%	93 13%	257 15%	171 14%	178 15%
		56%	44%	48%	52%	9%	17% <sup>c</sup>	13%	17% <sup>c</sup>	12%	31% <sup>cd</sup>	25% <sup>k</sup>	31%	17%	26%	57%	43%	31%	69%	27%	73%	49%	51%
About the right amount	1495 63%	681 57%	814 68%	742 64%	753 61%	218 62%	220 56%	262 65%	262 64%	233 68%	299 62%	349 66%	457 62%	336 66%	354 58%	806 64%	689 62%	502 62%	993 63%	431 62%	1064 63%	752 63%	742 62%
		46%	54%	50%	50%	15%	15%	18% <sup>d</sup>	18% <sup>d</sup>	16% <sup>d</sup>	20%	23% <sup>l</sup>	31%	22% <sup>l</sup>	24%	54%	46%	34%	66%	29%	71%	50%	50%
Don't know	408 17%	211 18%	197 17%	175 15%	233 19%	73 21%	76 19%	76 19%	64 16%	52 15%	67 14%	71 13%	126 17%	84 17%	127 21%	196 16%	212 19%	152 19%	257 16%	132 19%	276 16%	186 16%	220 18%
		52%	48%	43%	57% <sup>a</sup>	18% <sup>h</sup>	19% <sup>h</sup>	19%	16%	13%	16%	17%	31%	21%	31% <sup>l</sup>	48%	52% <sup>m</sup>	37%	63%	32%	68%	46%	54%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 85

**QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television?**  
**SINGLE CODE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Too much	132 6%	131 6%	1 *	106 7%	26 3%	121 6%	11 2%	105 5%	15 7%	10 7%	2 4%	9 9%	11 4%	11 6%	8 5%	4 2%	13 6%	16 8%	16 5%	17 6%
		99%b	1%	80%d	20%	92%f	8%	80%	11%	7%	2%	7%g	9%	9%	6%	3%	10%	12%e	12%	13%
Too little	351 15%	307 14%	40 16%	224 14%	127 16%	270 14%	80 17%	281 14%	36 17%	25 18%	8 15%	20 21%	26 10%	26 14%	24 14%	35 17%	27 12%	39 20%	45 14%	37 12%
		88%	12%	64%	36%	77%	23%	80%	10%	7%	2%	6%i	7%	8%	7%	10%j	8%	11%ls	13%	11%
About the right amount	1495 63%	1341 63%	148 60%	1044 65%	451 58%	1234 64%	261 55%	1249 63%	126 58%	82 58%	38 70%	59 60%	182 69%	115 59%	106 63%	132 63%	145 67%	112 56%	212 66%	186 62%
		90%	10%	70%d	30%	83%f	17%	84%	8%	6%	5%h	4%	12%mq	8%	7%	9%	10%	7%	14%	12%
Don't know	408 17%	349 16%	58 24%	236 15%	172 22%	288 15%	120 25%	338 17%	41 19%	23 17%	6 11%	10 10%	43 16%	43 22%	30 18%	36 17%	33 15%	34 17%	49 15%	60 20%
		85%	14%a	58%	42%c	71%	29%e	83%	10%	6%	2%	2%	10%	10%k	7%	9%	8%	8%	12%	15%k

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 85

**QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television?**  
**SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Too much	132 6%	27 7%	105 5%	58 5%	64 6%	16 7%	31 5%	83 6%	75 7%	52 4%	66 7%	117 7%	15 2%
		20%	80%	44%	48%	12%	23%	63%	57% <b>h</b>	39%	50% <b>j</b>	88% <b>l</b>	12%
Too little	351 15%	79 20%	271 14%	142 13%	168 16%	36 16%	120 19%	189 13%	153 14%	190 16%	134 14%	222 13%	128 19%
		23% <b>b</b>	77%	41%	48% <b>g</b>	10%	34% <b>cg</b>	54%	44%	54%	38%	63%	37% <b>k</b>
About the right amount	1495 63%	225 56%	1270 64%	689 65%	644 62%	131 59%	378 60%	962 66%	709 63%	752 63%	619 64%	1089 64%	406 60%
		15%	85% <b>a</b>	46%	43%	9%	25%	64% <b>t</b>	47%	50%	41%	73%	27%
Don't know	408 17%	67 17%	341 17%	169 16%	156 15%	38 17%	99 16%	225 15%	182 16%	195 16%	154 16%	276 16%	132 19%
		17%	83%	41%	38%	9%	24%	55%	45%	48%	38%	68%	32%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 85

**QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Too much	132 6%	84 6%	66 7%	69 9%	54 10%	61 12%	25 9%	36 12%	18 10%	117 7%	25 6%	43 8%	30 15%	55 7%	78 5%
		64%	50%	52% <b>mu</b>	41% <b>mu</b>	46% <b>mnu</b>	19%	27% <b>mnu</b>	14%	88%	19%	32% <b>z</b>	22% <b>vwyz</b>	41% <b>z</b>	59%
Too little	351 15%	186 14%	134 14%	96 13%	90 16%	70 14%	41 15%	45 15%	29 13%	222 13%	173 39%	158 31%	54 27%	226 30%	125 8%
		53%	38%	27%	26%	20%	12%	13%	8%	63%	49% <b>wxyz</b>	45% <b>z</b>	15% <b>z</b>	64% <b>z</b>	36%
About the right amount	1495 63%	871 65%	619 64%	457 62%	334 59%	309 60%	178 64%	167 56%	118 62%	1089 64%	183 41%	233 46%	84 42%	363 48%	1132 69%
		58% <b>ps</b>	41% <b>s</b>	31%	22%	21%	12%	11%	8%	73% <b>ss</b>	12%	16%	6%	24% <b>v</b>	76% <b>vwxxy</b>
Don't know	408 17%	200 15%	154 16%	112 15%	84 15%	73 14%	36 13%	50 17%	25 13%	276 16%	65 15%	71 14%	31 16%	108 14%	300 18%
		49%	38%	27%	21%	18%	9%	12%	6%	68%	16%	17%	8%	26%	74% <b>wy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 86

**QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Too much	<b>134</b> <b>6%</b>	102 9% 76%	32 3% 24%	74 6% 55%	60 5% 45%	30 9% 23% <b>h</b>	31 8% 23% <b>h</b>	21 5% 16% <b>h</b>	23 6% 17% <b>h</b>	18 5% 13% <b>h</b>	11 2% 8%	22 4% 17%	46 6% 35%	25 5% 18%	41 7% 30%	68 5% 51%	66 6% 49%	49 6% 36%	85 5% 64%	41 6% 31%	93 6% 69%	79 7% 59%	55 5% 41%
Too little	<b>365</b> <b>15%</b>	213 18% 58%	152 13% 42%	184 16% 50%	182 15% 50%	35 10% 10%	54 14% 15%	45 11% 12%	72 18% 20% <b>ce</b>	48 14% 13%	111 23% 31% <b>cddeg</b>	103 19% 28% <b>k</b>	111 15% 30%	59 12% 16%	93 15% 25%	214 17% 59% <b>n</b>	151 14% 41%	117 14% 32%	248 16% 68%	100 14% 27%	266 16% 73%	176 15% 48%	188 16% 52%
About the right amount	<b>1395</b> <b>58%</b>	622 52% 45%	774 65% 55%	693 60% 50%	702 57% 50%	198 56% 14%	217 56% 16%	253 62% 18% <b>h</b>	243 60% 17%	216 63% 16% <b>h</b>	267 55% 19%	315 59% 23%	417 57% 30%	326 64% 23% <b>jl</b>	337 55% 24%	732 58% 52%	663 59% 48%	470 58% 34%	925 59% 66%	410 59% 29%	985 58% 71%	715 60% 51%	678 57% 49%
Don't know	<b>491</b> <b>21%</b>	256 21% 52%	235 20% 48%	210 18% 43%	281 23% 57% <b>a</b>	88 25% 18% <b>g</b>	89 23% 18%	86 21% 17%	70 17% 14%	61 18% 13%	98 20% 20%	90 17% 18%	161 22% 33% <b>l</b>	97 19% 20%	144 23% 29% <b>l</b>	251 20% 51%	241 21% 49%	173 21% 35%	319 20% 65%	148 21% 30%	344 20% 70%	218 18% 44%	271 23% 55% <b>ks</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 86

**QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels?**  
**SINGLE CODE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Too much	134 6%	131 6%	3 1%	108 7%	26 3%	124 6%	10 2%	108 5%	13 6%	11 8%	2 4%	12 12%	9 3%	10 5%	11 7%	4 2%	15 7%	20 10%	13 4%	14 5%
		98%b	2%	81%d	19%	93%f	7%	80%	10%	8%	2%	9%lors	3%	8%	8%o	3%	11%	15%lors	10%	11%
Too little	365 15%	324 15%	37 15%	236 15%	129 17%	289 15%	76 16%	291 15%	40 18%	26 19%	8 15%	11 11%	27 10%	33 17%	24 14%	40 19%	28 13%	42 21%	50 15%	38 13%
		89%	10%	65%	35%	79%	21%	80%	11%	7%	2%	3%	7%	9%	6%	11%l	8%	11%ls	14%	10%
About the right amount	1395 58%	1258 59%	135 55%	975 61%	421 54%	1149 60%	246 52%	1162 59%	121 56%	74 53%	38 69%	58 59%	171 65%	106 54%	100 59%	121 58%	137 63%	99 49%	197 61%	174 58%
		90%	10%	70%e	30%	82%f	18%	83%	9%	5%	3%ghl	4%	12%mq	8%	7%	9%	10%q	7%	14%q	12%
Don't know	491 21%	415 19%	72 29%	292 18%	200 26%	352 18%	140 30%	412 21%	43 20%	29 21%	6 12%	17 18%	56 21%	47 24%	35 21%	42 20%	38 18%	40 20%	62 19%	75 25%
		84%	15%a	59%	41%c	72%	28%e	84%j	9%	6%j	1%	4%	11%	9%	7%	9%	8%	8%	13%	15%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 86

**QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels?****SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Too much	134 6%	28 7% 21%	106 5% 79%	63 6% 47%	62 6% 46%	20 9% 15% <i>f</i>	28 4% 21%	90 6% 67%	73 7% 55%	57 5% 42%	65 7% 49%	120 7% 90% <i>i</i>	14 2% 10%
Too little	365 15%	82 21% 23% <i>b</i>	283 14% 77%	155 15% 43%	179 17% 49% <i>g</i>	38 17% 10%	122 19% 33% <i>cg</i>	192 13% 53%	166 15% 45%	192 16% 53%	146 15% 40%	241 14% 66%	125 18% 34% <i>k</i>
About the right amount	1395 58%	206 52% 15%	1189 60% 85% <i>a</i>	656 62% 47% <i>ef</i>	598 58% 43%	115 52% 8%	345 55% 25%	916 63% 66% <i>def</i>	669 60% 48%	701 59% 50%	587 60% 42%	1028 60% 74% <i>i</i>	367 54% 26%
Don't know	491 21% 17%	82 21% 17%	410 21% 83%	184 17% 37%	192 19% 39%	49 22% 10%	134 21% 27%	261 18% 53%	212 19% 43%	238 20% 48%	175 18% 36%	316 19% 64%	176 26% 36% <i>k</i>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 86

**QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Too much	134 6%	86 6%	65 7%	70 10%	53 9%	62 12%	27 10%	36 12%	18 10%	120 7%	22 5%	35 7%	27 14%	47 6%	87 5%
		64%	49%	52% <b>mnu</b>	39% <b>m</b>	46% <b>mnu</b>	20%	27% <b>mnu</b>	14%	90%	16%	26%	20% <b>vwxyz</b>	35%	65%
Too little	365 15%	196 15%	146 15%	107 15%	93 17%	73 14%	40 14%	44 15%	29 16%	241 14%	178 40%	164 33%	53 27%	236 31%	130 8%
		54%	40%	29%	26%	20%	11%	12%	8%	66%	49% <b>wxyz</b>	45% <b>z</b>	15% <b>z</b>	65% <b>z</b>	35%
About the right amount	1395 58%	830 62%	587 60%	439 60%	319 57%	293 57%	172 62%	165 55%	113 60%	1028 60%	155 35%	219 43%	84 42%	331 44%	1064 65%
		59% <b>ps</b>	42%	31%	23%	21%	12%	12%	8%	74%	11%	16% <b>v</b>	6%	24% <b>v</b>	76% <b>vwxyz</b>
Don't know	491 21%	229 17%	175 18%	117 16%	98 17%	88 17%	41 15%	53 18%	29 15%	316 19%	90 20%	87 17%	34 17%	138 18%	353 22%
		47%	36%	24%	20%	18%	8%	11%	6%	64%	18%	18%	7%	28%	72% <b>w</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



## **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 87

Absolutes/col percents/row percents 19 Apr 2018

**QD3: SUMMARY (SHOW SCREEN)** 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?

**And what about the amount of regulation for ...?**

**SINGLE CODE**

**Base: All respondents**

	Television programmes as a whole	BBC television	ITV1 or Channel 4 or Channel Five television	All other TV channels
Unweighted base	2386	2386	2386	2386
Weighted base	2386	2386	2386	2386
Effective base	2007	2007	2007	2007
Too much	162 7%	205 9%	132 6%	134 6%
Too little	371 16%	253 11%	351 15%	365 15%
About the right amount	1470 62%	1547 65%	1495 63%	1395 58%
Don't know	382 16%	381 16%	408 17%	491 21%

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 88

**QD4a: 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 (F2F ONLY)**

**Base: All respondents (F2F only)**

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
1100	-	1100	533	567	145	159	211	191	160	234	278	303	198	321	581	519	417	683	360	740	594	506
	-	100%	48%	52%	13%	14%	19%	17%	15%	21%	25%	28%	18%	29%	53%	47%	38%	62%	33%	67%	54%	46%
1193	-*	1193	609	584	164	163	200	198	175	293	276	331	246	340	607	586	417	776	355	838	542	651
	-	100%	51%	49%	14%	14%	17%	17%	15%	25%	23%	28%	21%	28%	51%	49%	35%	65%	30%	70%	45%	55%
913	-	913	440	476	124	134	185	160	137	187	235	254	164	267	488	428	353	565	306	613	512	430
678	-	678	333	345	104	95	109	114	98	158	163	167	142	206	330	348	270	407	225	452	291	387
57%	-	57%	55%	59%	64%	58%	54%	57%	56%	54%	59%	51%	58%	61%	54%	59%	65%	52%	63%	54%	54%	59%
	-	100%	49%	51%	15%	14%	16%	17%	14%	23%	24%	25%	21%	30% <b>j</b>	49%	51%	40% <b>p</b>	60%	33% <b>r</b>	67%	43%	57%
237	-	237	123	113	25	33	38	41	42	58	55	78	40	64	133	104	58	179	51	186	118	119
20%	-	20%	20%	19%	15%	20%	19%	20%	24%	20%	20%	23%	16%	19%	22%	18%	14%	23%	14%	22%	22%	18%
	-	100%	52%	48%	11%	14%	16%	17%	18%	25%	23%	33%	17%	27%	56%	44%	25%	75% <b>o</b>	21%	79% <b>q</b>	50%	50%
46	-	46	24	22	4	5	12	3	4	16	10	16	6	14	26	20	13	33	10	36	23	23
4%	-	4%	4%	4%	3%	3%	6%	2%	2%	6%	3%	5%	3%	4%	4%	3%	3%	4%	3%	4%	4%	4%
	-	100%	53%	47%	10%	12%	26% <b>f</b>	7%	9%	36%	21%	35%	13%	31%	56%	44%	28%	72%	22%	78%	50%	50%
44	-	44	25	20	6	3	6	4	5	20	11	6	19	8	17	27	12	32	11	33	17	27
4%	-	4%	4%	3%	4%	2%	3%	2%	3%	7%	4%	2%	8%	2%	3%	5%	3%	4%	3%	4%	3%	4%
	-	100%	56%	44%	15%	7%	13%	10%	11%	45% <b>o</b>	25%	14%	43% <b>j</b>	18%	39%	61%	27%	73%	26%	74%	39%	61%
37	-	37	18	19	6	6	6	12	4	3	5	15	6	11	20	17	12	25	9	28	22	15
3%	-	3%	3%	3%	4%	4%	3%	6%	2%	1%	2%	5%	2%	3%	3%	3%	3%	3%	2%	3%	4%	2%
	-	100%	49%	51%	16%	16%	16%	32% <b>h</b>	11%	9%	14%	41%	16%	30%	54%	46%	33%	67%	23%	77%	60%	40%
37	-	37	19	17	1	7	11	8	3	7	9	12	10	5	21	15	14	23	13	24	22	15
3%	-	3%	3%	3%	1%	4%	5%	4%	1%	2%	3%	4%	4%	2%	4%	3%	3%	3%	4%	3%	4%	2%
	-	100%	53%	47%	3%	20% <b>c</b>	29% <b>c</b>	22%	7%	19%	26%	33%	26%	15%	59%	41%	38%	62%	35%	65%	59%	41%
27	-	27	16	11	9	3	5	6	3	2	4	10	7	7	13	14	9	18	9	19	13	14
2%	-	2%	3%	2%	5%	2%	2%	3%	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	-	100%	58%	42%	33% <b>h</b>	10%	17%	21%	12%	8%	14%	36%	26%	25%	49%	51%	33%	67%	32%	68%	47%	53%
22	-	22	16	5	2	3	5	6	1	5	8	9	1	3	17	5	8	14	8	14	12	9
2%	-	2%	3%	1%	1%	2%	2%	3%	1%	2%	3%	3%	1%	1%	3%	1%	2%	2%	2%	2%	2%	1%
	-	100%	75%	25%	8%	14%	22%	29%	5%	22%	37%	41%	7%	15%	78% <b>n</b>	22%	37%	63%	37%	63%	57%	43%
21	-	21	14	7	2	1	3	2	3	9	5	7	3	7	11	10	4	17	4	17	11	10
2%	-	2%	2%	1%	1%	1%	1%	1%	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%
	-	100%	68%	32%	11%	5%	13%	11%	15%	45%	22%	32%	13%	33%	55%	45%	20%	80%	20%	80%	53%	47%
10	-	10	4	5	-	4	2	1	1	1	3	4	1	1	7	3	6	4	6	4	4	5
1%	-	1%	1%	1%	-	2%	1%	-	1%	-	1%	1%	1%	-	1%	-	1%	-	2%	-	1%	1%
	-	100%	47%	53%	-	39%	23%	10%	14%	15%	31%	42%	13%	14%	73%	27%	60%	40%	60%	40%	44%	56%
35	-	35	16	19	4	3	5	1	10	12	4	8	12	12	12	24	12	24	9	26	9	26
3%	-	3%	3%	3%	3%	2%	2%	1%	6%	4%	2%	2%	5%	4%	2%	4%	3%	3%	3%	3%	2%	4%
	-	100%	46%	54%	12%	8%	13%	3%	30% <b>f</b>	34% <b>f</b>	12%	21%	33%	34%	33%	67%	33%	67%	26%	74%	26%	74% <b>s</b>

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 88

**QD4a: 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 (F2F ONLY)**

**Base: All respondents (F2F only)**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	1100	920 84%	179 16%	636 58%	464 42%	800 73%	300 27%	752 68%	115 10%	120 11%	113 10%	36 3%	96 9%	78 7%	69 6%	78 7%	66 6%	73 7%	117 11%	139 13%	
Weighted base	1193	972 81%	220 18%	665 56%	528 44%	839 70%	354 30%	974 82%	115 10%	72 6%	32* 3%*	47* 4%*	124* 10%*	97* 8%*	87* 7%*	96* 8%*	113* 9%*	105* 9%*	157 13%	148 12%	
Effective base	913	766	150	531	384	669	247	693	106	111	55	34	90	73	66	73	62	67	109	133	
Protect children/ young people	678 57%	559 58% 83%	117 53% 17%	390 59% 57%	288 55% 43%	496 59% 73% <b>f</b>	181 51% 27%	558 57% 82% <b>l</b>	69 60% 10% <b>l</b>	34 47% 5%	16 50% 2%	34 72% 5% <b>mrs</b>	71 57% 10%	45 47% 7%	55 63% 8% <b>s</b>	70 73% 10% <b>lmrs</b>	72 63% 11% <b>s</b>	68 65% 10% <b>mrs</b>	76 48% 11%	68 46% 10%	
Protect everybody/ the public/ viewers/ the audience	237 20%	190 20% 80%	47 21% 20%	136 20% 58%	101 19% 42%	157 19% 66%	80 23% 34%	183 19% 77%	17 14% 7%	26 36% 11% <b>gh</b>	12 37% 5% <b>gh</b>	7 14% 3%	29 23% 12% <b>r</b>	33 34% 14% <b>knopqr</b>	16 19% 7% <b>r</b>	18 19% 8% <b>r</b>	18 16% 8%	19 19% 8% <b>r</b>	12 8% 5%	30 20% 12% <b>r</b>	
Provides restrictions on swearing/ bad language	46 4%	35 4% 76%	11 5% 24%	19 3% 42%	27 5% 58%	28 3% 61%	18 5% 39%	35 4% 76%	6 6% 14%	3 5% 7%	1 3% 2%	1 2% 2%	- - -	- - -	- - -	1 1% 2%	- - -	- - -	18 12% 40% <b>lmnopq</b>	15 10% 32% <b>lmnopq</b>	
To maintain standards of decency/ broadcasting standards	44 4%	33 3% 75%	11 5% 25%	23 3% 52%	21 4% 48%	26 3% 59%	18 5% 41%	31 3% 69%	11 9% 24% <b>g</b>	3 4% 6%	1 2% 1%	- - -	5 4% 11%	3 3% 7%	3 3% 6%	- - -	5 4% 11%	7 6% 15% <b>os</b>	6 4% 15%	2 1% 4%	
Provides restrictions on sexual content/ nakedness	37 3%	33 3% 88%	4 2% 12%	21 3% 57%	16 3% 43%	31 4% 83%	6 2% 17%	36 4% 96%	1 1% 2%	1 1% 1%	* 1% 1%	- - -	2 2% 7%	- - -	- - -	- - -	7 6% 19%	2 2% 6%	15 9% 39% <b>lmno</b>	9 6% 25% <b>mno</b>	
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	37 3%	30 3% 81%	7 3% 19%	18 3% 49%	19 4% 51%	27 3% 73%	10 3% 27%	31 3% 85%	2 2% 7%	3 4% 7%	* 1% 1%	2 3% 4%	2 2% 5%	- - -	1 2% 4%	1 1% 4%	10 9% 27% <b>lm</b>	1 3% 3%	5 3% 13%	9 6% 25% <b>m</b>	
Timing of programmes/ the watershed	27 2%	23 2% 83%	5 2% 17%	17 3% 61%	11 2% 39%	21 3% 77%	6 2% 23%	22 2% 82%	3 2% 10%	1 1% 3%	1 4% 4%	1 2% 4%	12 10% 44% <b>mopqs</b>	- - -	2 3% 9%	- - -	- - -	- - -	6 4% 21%	1 1% 4%	
Provides restrictions on offensive content	22 2%	19 2% 88%	3 1% 12%	16 2% 73%	6 1% 27%	17 2% 78%	5 1% 22%	19 2% 86%	3 3% 14%	- - -	- - -	1 2% 4%	3 3% 15%	1 1% 5%	2 3% 11%	- - -	- - -	1 1% 6%	6 4% 26%	4 3% 19%	
Provides restrictions on violence/ antisocial behaviour	21 2%	19 2% 92%	2 1% 8%	13 2% 62%	8 2% 38%	17 2% 81%	4 1% 19%	20 2% 96%	- - -	1 1% 3%	* 1% 1%	- - -	- - -	- - -	3 3% 14%	1 1% 4%	- - -	5 4% 22%	6 4% 28%	6 4% 28% <b>l</b>	
Other reason	10 1%	10 1% 100%	- - -	5 1% 51%	5 1% 49%	8 1% 80%	2 1% 20%	8 1% 80%	2 2% 20%	- - -	- - -	- - -	- - -	1 1% 14%	2 3% 24%	- - -	1 1% 15%	- - -	2 1% 17%	1 1% 10%	
Don't know	35 3%	21 2% 61%	14 6% 39% <b>a</b>	8 1% 22%	28 5% 78% <b>c</b>	12 7% 33% 67% <b>e</b>	24 7% 67% <b>e</b>	32 3% 91%	1 1% 3%	2 2% 5%	* 1% 1%	1 3% 4%	- - -	13 13% 36% <b>lmnpqrs</b>	1 2% 4%	5 5% 14% <b>l</b>	- - -	1 1% 4%	7 4% 20% <b>l</b>	4 2% 10%	

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 88

**QD4a: 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 (F2F ONLY)**

**Base: All respondents (F2F only)**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1100	166 15%	934 85%	498 45%	453 41%	64 6%	328 30%	660 60%	456 41%	621 56%	387 35%	717 65%	383 35%
Weighted base	1193	153 13%	1040 87%	497 42%	506 42%	74* 6%*	374 31%	689 58%	484 41%	681 57%	401 34%	741 62%	452 38%
Effective base	913	131	784	403	377	53	276	546	384	510	323	596	320
Protect children/ young people	678 57%	85 56%	592 57%	270 54%	281 56%	47 64%	202 54%	403 58%	275 57%	389 57%	228 57%	435 59%	243 54%
		13%	87%	40%	42%	7%	30%	59%	41%	57%	34%	64%	36%
Protect everybody/ the public/ viewers/ the audience	237 20%	30 20%	207 20%	96 19%	111 22%	15 20%	82 22%	130 19%	97 20%	136 20%	86 22%	142 19%	95 21%
		13%	87%	41%	47%	6%	35%	55%	41%	57%	36%	60%	40%
Provides restrictions on swearing/ bad language	46 4%	11 7%	35 3%	22 4%	20 4%	- -	18 5%	24 3%	18 4%	28 4%	15 4%	25 3%	21 5%
		24%b	76%	48%	43%	-	39%	51%	38%	62%	33%	54%	46%
To maintain standards of decency/ broadcasting standards	44 4%	6 4%	38 4%	20 4%	23 5%	5 6%	18 5%	24 3%	21 4%	22 3%	16 4%	25 3%	19 4%
		13%	87%	46%	52%	10%	40%	54%	47%	50%	36%	57%	43%
Provides restrictions on sexual content/ nakedness	37 3%	7 4%	30 3%	19 4%	16 3%	1 1%	13 3%	19 3%	16 3%	21 3%	10 2%	20 3%	17 4%
		18%	82%	51%	43%	3%	34%	52%	43%	57%	27%	55%	45%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	37 3%	3 2%	33 3%	15 3%	14 3%	3 4%	11 3%	24 3%	18 4%	18 3%	16 4%	26 3%	11 2%
		8%	92%	40%	38%	8%	31%	65%	50%	50%	44%	70%	30%
Timing of programmes/ the watershed	27 2%	2 1%	25 2%	16 3%	10 2%	- -	6 2%	19 3%	9 2%	18 3%	7 2%	18 2%	9 2%
		8%	92%	59%	37%	-	23%	71%	33%	67%	27%	67%	33%
Provides restrictions on offensive content	22 2%	3 2%	19 2%	6 1%	5 1%	2 3%	4 1%	14 2%	11 2%	8 1%	7 2%	14 2%	8 2%
		13%	87%	28%	23%	11%	18%	65%	49%	38%	31%	65%	35%
Provides restrictions on violence/ antisocial behaviour	21 2%	3 2%	18 2%	15 3%	9 2%	- -	5 1%	16 2%	9 2%	12 2%	5 1%	13 2%	8 2%
		14%	86%	71%	42%	-	25%	75%	41%	59%	26%	60%	40%
Other reason	10 1%	- -	10 1%	5 1%	3 1%	- -	- -	6 1%	6 1%	3 *	6 1%	9 1%	1 *
		-	100%	49%	27%	-	-	58%	61%	28%	61%	90%	10%
Don't know	35 3%	4 2%	32 3%	13 3%	14 3%	1 2%	14 4%	12 2%	5 1%	25 4%	4 1%	14 2%	21 5%
		10%	90%	37%	41%	3%	41%	33%	14%	71%hj	10%	39%	61%k

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 88

Absolutes/col percents/row percents 19 Apr 2018

**QD4a: 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 (F2F ONLY)**

**Base: All respondents (F2F only)**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	1100	569 52%	387 35%	238 22%	177 16%	131 12%	109 10%	90 8%	61 6%	717 65%	164 15%	159 14%	73 7%	279 25%	821 75%
	1193	591 50%	401 34%	251 21%	171 14%	152 13%	112* 9%*	94* 8%*	68* 6%*	741 62%	196 16%	179 15%	84* 7%*	323 27%	870 73%
	913	471	323	204	144	116	91	77	56	596	142	139	63	243	671
	678	343	228	161	104	90	76	54	38	435	113	97	57	185	493
	57%	58%	57%	64%	61%	59%	67%	58%	56%	59%	58%	54%	68%	57%	57%
		51%	34%	24%	15%	13%	11%	8%	6%	64%	17%	14%	8%	27%	73%
	237	120	86	41	40	30	24	23	17	142	35	34	12	55	182
	20%	20%	22%	16%	23%	20%	22%	24%	25%	19%	18%	19%	15%	17%	21%
		51%	36%	17%	17%	13%	10%	10%	7%	60%	15%	14%	5%	23%	77%
	46	17	15	9	4	2	2	2	3	25	5	9	-	10	35
	4%	3%	4%	4%	2%	1%	2%	2%	4%	3%	2%	5%	-	3%	4%
		37%	33%	20%	9%	4%	4%	5%	6%	54%	11%	19%	-	23%	77%
	44	23	16	3	4	3	3	2	2	25	12	9	5	20	24
	4%	4%	4%	1%	2%	2%	2%	2%	2%	3%	6%	5%	6%	6%	3%
		52%	36%	7%	9%	8%	6%	4%	4%	57%	27% <b>z</b>	20%	12%	46% <b>z</b>	54%
	37	17	10	3	1	5	1	4	2	20	6	7	2	11	26
	3%	3%	2%	1%	1%	3%	1%	4%	2%	3%	3%	4%	2%	4%	3%
		47%	27%	9%	3%	13%	3%	11%	4%	55%	16%	18%	5%	31%	69%
	37	17	16	9	9	10	1	3	1	26	7	5	2	10	26
	3%	3%	4%	3%	6%	6%	1%	3%	1%	3%	4%	3%	2%	3%	3%
		48%	44%	23%	26%	26%	4%	8%	2%	70%	20%	14%	5%	28%	72%
	27	11	7	10	2	1	1	-	-	18	6	6	1	9	18
	2%	2%	2%	4%	1%	1%	*	-	-	2%	3%	3%	1%	3%	2%
		41%	27%	37%	7%	5%	2%	-	-	67%	22%	21%	4%	34%	66%
	22	12	7	4	3	2	2	2	1	14	3	1	1	3	19
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	1%	1%	2%
		56%	31%	19%	13%	10%	9%	9%	5%	65%	14%	5%	5%	14%	86%
	21	12	5	2	2	2	2	1	1	13	4	7	2	9	12
	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	4%	2%	3%	1%
		59%	26%	11%	8%	10%	7%	4%	4%	60%	18%	33% <b>z</b>	9%	43%	57%
	10	6	6	2	2	3	1	3	3	9	2	1	-	2	7
	1%	1%	1%	1%	1%	2%	1%	3%	4%	1%	1%	1%	-	1%	1%
		59%	61%	17%	23%	28%	13%	27%	31% <b>mo</b>	90%	25%	11%	-	25%	75%
	35	12	4	6	*	4	-	1	1	14	3	4	2	7	28
	3%	2%	1%	2%	*	3%	-	1%	2%	2%	2%	2%	2%	2%	3%
		33%	10%	16%	1%	11%	-	3%	4%	39%	8%	12%	5%	20%	80%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Page 417

Absolutes/col percents/row percents 19 Apr 2018

Table 89

**QD4a/QD4b: 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Protect children/ young people	1863 78%	983 82%	880 74%	893 77%	970 79%	262 14%	290 16%	321 17%	322 17%	286 15%	381 20%	424 23%	555 30%	387 21%	497 27%	979 53%	884 47%	643 34%	1220 66%	552 30%	1311 70%	913 49%	948 51%
Protect everybody/ the public/ viewers/ the audience	1146 48%	647 54%	499 42%	544 47%	601 49%	154 44%	185 47%	202 50%	204 50%	170 50%	231 47%	259 49%	368 50%	231 46%	288 47%	627 50%	518 46%	340 42%	806 51%	304 44%	841 50%	569 48%	577 48%
Provides restrictions on sexual content/ nakedness	1089 46%	753 63%	336 28%	510 44%	579 47%	161 15%	170 43%	196 48%	203 50%	164 48%	195 40%	248 47%	351 48%	221 44%	269 44%	598 47%	491 44%	367 45%	722 46%	316 45%	773 46%	562 47%	526 44%
Provides restrictions on swearing/ bad language	1027 43%	700 59%	327 27%	476 41%	551 45%	144 41%	157 40%	192 47%	182 45%	159 46%	193 40%	229 43%	332 45%	219 43%	247 40%	560 44%	466 42%	342 42%	684 43%	299 43%	727 43%	532 45%	493 41%
Provides restrictions on offensive content	991 42%	703 59%	288 24%	474 41%	517 42%	139 40%	157 40%	176 43%	183 45%	146 43%	190 39%	234 44%	317 43%	215 43%	225 37%	551 44%	440 39%	329 41%	662 42%	280 40%	711 42%	505 43%	486 41%
Timing of programmes/ the watershed	957 40%	717 60%	241 20%	451 39%	506 41%	108 31%	148 38%	164 40%	189 46%	172 50%	176 36%	235 44%	300 41%	203 40%	219 36%	535 42%	422 38%	287 35%	671 43%	261 37%	696 41%	495 42%	461 39%
Provides restrictions on violence/ antisocial behaviour	956 40%	651 55%	305 26%	446 38%	510 42%	138 39%	150 38%	180 44%	165 41%	145 42%	177 36%	237 45%	300 41%	189 37%	231 38%	536 42%	420 37%	325 40%	632 40%	289 41%	667 40%	504 42%	452 38%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	846 35%	589 49%	257 22%	391 34%	455 37%	108 31%	148 38%	171 42%	151 37%	132 38%	135 28%	207 39%	265 36%	161 32%	212 35%	473 37%	373 33%	290 36%	556 35%	259 37%	587 35%	442 37%	404 34%
To maintain standards of decency/ broadcasting standards	813 34%	581 49%	232 19%	398 34%	416 34%	89 25%	102 26%	138 34%	158 39%	145 42%	181 37%	200 38%	256 35%	164 32%	193 31%	456 36%	357 32%	221 27%	592 38%	198 28%	615 36%	412 35%	401 34%
Other reason – TYPE IN	69 3%	10 1%	59 5%	40 3%	29 2%	6 2%	13 3%	17 4%	5 1%	16 5%	11 2%	21 4%	15 2%	19 4%	15 2%	36 3%	33 3%	28 4%	40 3%	25 4%	43 3%	32 4%	37 3%
Don't know	72 3%	72 6%	-	31 3%	40 3%	16 5%	17 4%	12 3%	10 2%	7 3%	7 1%	27 1%	21 4%	18 3%	33 3%	38 3%	22 3%	50 3%	18 3%	53 3%	42 3%	26 2%	26 3%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 89  
**QD4a/QD4b: 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	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%	
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%	
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286	
Protect children/ young people	1863 78%	1679 79% 90%b	177 72% 10%	1301 81% 70% <b>d</b>	562 72% 30%	1535 80% 82% <b>f</b>	327 69% 18%	1533 78% 82%	180 83% 10% <b>l</b>	105 75% 6%	44 80% 2%	79 81% 4%	208 79% 11% <b>ms</b>	136 69% 7%	132 78% 7%	176 85% 9% <b>ms</b>	172 79% 9%	163 81% 9% <b>ms</b>	255 79% 14% <b>ms</b>	213 71% 11%	
Protect everybody/ the public/ viewers/ the audience	1146 48%	1008 47% 88%	133 54% 12%	812 50% 71% <b>d</b>	334 43% 29%	940 49% 82%	206 44% 18%	946 48% 83%	95 44% 8%	75 54% 7% <b>h</b>	29 53% 3%	44 45% 4%	124 47% 11%	114 58% 10% <b>knrs</b>	64 38% 6%	130 63% 11% <b>knrs</b>	115 53% 10% <b>nrs</b>	109 54% 9% <b>nrs</b>	124 39% 11%	123 41% 11%	
Provides restrictions on sexual content/ nakedness	1089 46%	1011 47% 93% <b>b</b>	72 29% 7%	810 50% 74% <b>d</b>	279 36% 26%	947 49% 87% <b>f</b>	142 30% 13%	895 45% 82%	101 47% 9%	66 47% 6%	26 48% 2%	49 50% 4% <b>o</b>	118 45% 11% <b>o</b>	75 39% 7%	70 41% 6%	73 35% 7%	101 46% 9% <b>o</b>	92 46% 8% <b>o</b>	157 49% 14% <b>mo</b>	160 53% 15% <b>mno</b>	
Provides restrictions on swearing/ bad language	1027 43%	934 44% 91% <b>b</b>	86 35% 8%	751 47% 73% <b>d</b>	276 36% 27%	873 46% 85% <b>f</b>	154 33% 15%	844 43% 82%	94 43% 9%	63 45% 6%	25 46% 2%	47 48% 5% <b>mn</b>	111 42% 11% <b>n</b>	64 33% 6%	54 32% 5%	78 37% 8%	89 41% 9%	83 42% 9%	160 50% 16% <b>mno</b>	157 52% 15% <b>lmnopq</b>	
Provides restrictions on offensive content	991 42%	925 43% 93% <b>b</b>	61 24% 6%	744 46% 75% <b>d</b>	247 32% 25%	863 45% 87% <b>f</b>	128 27% 13%	818 41% 83%	88 40% 9%	63 45% 6%	21 39% 2%	42 43% 4%	109 42% 11% <b>m</b>	62 32% 6%	66 39% 7%	78 38% 8%	95 44% 10% <b>m</b>	93 46% 9% <b>m</b>	145 45% 15% <b>m</b>	127 42% 13% <b>m</b>	
Timing of programmes/ the watershed	957 40%	912 43% 95% <b>b</b>	44 18% 5%	751 47% 78% <b>d</b>	206 27% 22%	850 44% 89% <b>f</b>	107 23% 11%	780 40% 82%	95 44% 10%	63 45% 7%	19 34% 2%	40 41% 4%	119 45% 12% <b>mos</b>	65 33% 7%	63 37% 7%	74 35% 8%	96 44% 10% <b>s</b>	84 42% 9%	140 43% 15% <b>ms</b>	100 33% 10%	
Provides restrictions on violence/ antisocial behaviour	956 40%	885 42% 93% <b>b</b>	65 26% 7%	708 44% 74% <b>d</b>	249 32% 26%	826 43% 86% <b>f</b>	130 26% 14%	791 40% 83%	86 40% 9%	61 43% 6%	18 33% 2%	42 43% 4% <b>m</b>	110 42% 11% <b>m</b>	57 29% 6%	65 38% 7%	73 35% 8%	78 36% 8%	100 50% 10% <b>mop</b>	129 40% 14% <b>m</b>	137 46% 14% <b>mo</b>	
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	846 35%	787 37% 93% <b>b</b>	57 23% 7%	623 39% 74% <b>d</b>	223 29% 26%	736 38% 87% <b>f</b>	110 23% 13%	697 35% 82%	79 36% 9%	54 38% 6%	17 30% 2%	37 38% 4%	87 33% 10%	51 26% 6%	50 30% 6%	70 34% 8%	84 39% 10% <b>m</b>	68 34% 8%	130 40% 15% <b>mn</b>	119 39% 14% <b>m</b>	
To maintain standards of decency/ broadcasting standards	813 34%	754 35% 93% <b>b</b>	57 23% 7%	598 37% 74% <b>d</b>	215 28% 26%	699 37% 86% <b>f</b>	114 24% 14%	663 34% 82% <b>j</b>	72 33% 9%	65 46% 8% <b>gh</b>	13 23% 2%	33 34% 4%	100 38% 12% <b>os</b>	62 32% 8%	48 28% 6%	57 27% 7%	96 44% 12% <b>mno</b>	70 35% 9%	115 36% 14% <b>s</b>	82 27% 10%	
Other reason – TYPE IN	69 3%	64 3% 93%	5 2% 7%	39 2% 57%	30 4% 43%	51 3% 73%	18 4% 27%	61 3% 89%	5 2% 8%	2 2% 3%	* 1% *	1 1% 2%	4 2% 6%	12 6% 18% <b>ls</b>	4 2% 5%	6 3% 9%	9 4% 13%	11 5% 16% <b>ls</b>	9 3% 13%	5 2% 7%	
Don't know	72 3%	66 3% 92%	2 1% 2%	39 2% 54%	33 4% 46% <b>c</b>	44 2% 61%	28 6% 39% <b>e</b>	63 3% 88%	4 2% 6%	2 2% 3%	2 4% 3%	3 3% 5%	6 2% 8%	5 3% 7%	5 3% 7%	9 4% 12% <b>r</b>	5 2% 7%	7 3% 10%	4 1% 5%	20 7% 28% <b>lr</b>	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 89

**QD4a/QD4b: 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Protect children/ young people	1863 78%	304 76%	1559 78%	820 78%	818 79%	184 83%	485 77%	1155 79%	874 78%	929 78%	756 78%	1349 79%	514 75%
		16%	84%	44%	44%	10%	26%	62%	47%	50%	41%	72%	28%
Protect everybody/ the public/ viewers/ the audience	1146 48%	182 46%	964 48%	482 46%	544 53%	126 57%	317 51%	693 47%	540 48%	564 47%	469 48%	815 48%	331 49%
		16%	84%	42%	47% <b>cg</b>	11% <b>cg</b>	28%	60%	47%	49%	41%	71%	29%
Provides restrictions on sexual content/ nakedness	1089 46%	192 48%	897 45%	498 47%	492 48%	114 51%	261 42%	687 47%	521 47%	527 44%	454 47%	824 48%	265 39%
		18%	82%	46% <b>f</b>	45% <b>f</b>	10% <b>f</b>	24%	63% <b>f</b>	48%	48%	42%	76% <b>l</b>	24%
Provides restrictions on swearing/ bad language	1027 43%	170 43%	856 43%	457 43%	459 44%	108 49%	256 41%	640 44%	496 44%	492 41%	428 44%	754 44%	273 40%
		17%	83%	44%	45%	10%	25%	62%	48%	48%	42%	73%	27%
Provides restrictions on offensive content	991 42%	172 43%	819 41%	433 44%	451 44%	105 47%	255 41%	616 42%	466 42%	489 41%	406 42%	742 44%	249 37%
		17%	83%	44%	46%	11%	26%	62%	47%	49%	41%	75% <b>l</b>	25%
Timing of programmes/ the watershed	957 40%	168 42%	789 40%	420 40%	454 44%	115 52%	241 38%	612 42%	466 42%	468 39%	409 42%	753 44%	205 30%
		18%	82%	44%	47% <b>f</b>	12% <b>cg</b>	25%	64%	49%	49%	43%	79% <b>l</b>	21%
Provides restrictions on violence/ antisocial behaviour	956 40%	170 43%	786 40%	434 41%	433 42%	100 45%	240 38%	604 41%	454 41%	467 39%	388 40%	709 42%	247 36%
		18%	82%	45%	45%	10%	25%	63%	47%	49%	41%	74% <b>l</b>	26%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	846 35%	153 38%	693 35%	381 36%	371 36%	91 41%	205 33%	542 37%	407 36%	411 35%	352 36%	648 38%	198 29%
		18%	82%	45%	44%	11% <b>f</b>	24%	64%	48%	49%	42%	77% <b>l</b>	23%
To maintain standards of decency/ broadcasting standards	813 34%	136 34%	678 34%	346 33%	379 37%	95 43%	220 35%	499 34%	371 33%	415 35%	320 33%	603 35%	211 31%
		17%	83%	43%	47%	12% <b>cg</b>	27%	61%	46%	51%	39%	74%	26%
Other reason – TYPE IN	69 3%	5 1%	64 3%	23 2%	31 3%	7 3%	20 3%	36 2%	31 3%	35 3%	25 3%	50 3%	18 3%
		7%	93% <b>a</b>	34%	45%	11%	30%	52%	45%	51%	37%	73%	27%
Don't know	72 3%	15 4%	57 3%	33 3%	30 3%	6 3%	15 2%	40 3%	40 4%	25 2%	37 4%	52 3%	20 3%
		21%	79%	46%	42%	8%	20%	55%	56% <b>l</b>	35%	52% <b>l</b>	72%	28%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 89

**QD4a/QD4b: 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	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
	1863 78%	1051 78%	756 78%	581 79%	447 79%	389 76%	221 79%	210 70%	144 76%	1349 79%	357 80%	385 76%	148 74%	585 78%	1278 78%
		56% <b>s</b>	41% <b>s</b>	31% <b>s</b>	24% <b>s</b>		12% <b>s</b>	11%	8%	72% <b>s</b>	19%	21%	8%	31%	69%
	1146 48%	637 47%	469 48%	335 46%	287 51%	237 46%	138 49%	142 48%	85 45%	815 48%	243 55%	259 51%	103 52%	389 52%	757 46%
		56%	41%	29%	25%	21%	12%	12%	7%	71%	21% <b>z</b>	23%	9%	34% <b>z</b>	66%
	1089 46%	638 48%	454 47%	365 50%	297 53%	255 50%	138 49%	141 47%	94 50%	824 48%	218 49%	259 51%	83 42%	361 48%	728 45%
		59%	42%	33%	27% <b>mn</b>	23%	13%	13%	9%	76%	20%	24% <b>xz</b>	8%	33%	67%
	1027 43%	583 44%	428 44%	328 45%	279 50%	224 44%	130 46%	126 42%	81 43%	754 44%	202 45%	238 47%	85 43%	340 45%	686 42%
		57%	42%	32%	27% <b>mnsu</b>	22%	13%	12%	8%	73%	20%	23%	8%	33%	67%
	991 42%	577 43%	406 42%	319 44%	262 46%	239 46%	129 46%	116 39%	80 42%	742 44%	201 45%	236 47%	84 42%	339 45%	652 40%
		58%	41%	32%	26% <b>s</b>	24% <b>s</b>	13%	12%	8%	75%	20%	24% <b>z</b>	8%	34% <b>z</b>	66%
	957 40%	566 42%	409 43%	315 43%	275 49%	215 42%	127 45%	114 38%	72 38%	753 44%	211 47%	238 47%	73 37%	336 45%	622 38%
		59%	43%	33%	29% <b>mnoqst</b>	22%	13%	12%	7%	79%	22% <b>xz</b>	25% <b>xz</b>	8%	35% <b>z</b>	65%
	956 40%	540 40%	388 40%	313 43%	261 46%	211 41%	129 46%	116 39%	79 42%	709 42%	206 46%	238 47%	87 44%	334 44%	622 38%
		56%	41%	33%	27% <b>mns</b>	22%	13%	12%	8%	74%	22% <b>z</b>	25% <b>z</b>	9%	35% <b>z</b>	65%
	846 35%	498 37%	352 36%	290 40%	243 43%	230 45%	120 43%	121 41%	81 43%	648 38%	175 39%	223 44%	86 43%	299 40%	547 33%
		59%	42%	34%	29% <b>mmnu</b>	27% <b>mmnu</b>	14%	14%	10%	77%	21% <b>z</b>	26% <b>z</b>	10% <b>z</b>	35% <b>z</b>	65%
	813 34%	462 34%	320 33%	248 34%	216 38%	184 36%	102 36%	94 32%	53 28%	603 35%	207 46%	204 40%	79 39%	310 41%	503 31%
		57%	39%	30%	27% <b>nt</b>	23%	12%	12%	6%	74%	25% <b>z</b>	25% <b>z</b>	10% <b>z</b>	38% <b>z</b>	62%
	69 3%	39 3%	25 3%	18 2%	7 1%	14 3%	5 2%	7 2%	5 3%	50 3%	5 1%	7 1%	6 3%	14 2%	55 3%
		57% <b>p</b>	37%	26%	10%	21%	7%	11%	8%	73% <b>p</b>	7%	10%	8%	20%	80% <b>vw</b>
	72 3%	41 3%	37 4%	19 3%	15 3%	16 3%	13 5%	17 6%	6 3%	52 3%	8 2%	8 2%	5 2%	12 2%	60 4%
		57%	52%	26%	21%	22%	18%	24% <b>kmopu</b>	9%	72%	11%	11%	7%	16%	84% <b>wy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 90

**QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2313</b>	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	<b>2307</b>	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	<b>1943</b>	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Mainly parents	<b>876</b> <b>38%</b>	433 38%	443 38%	434 39%	442 37%	96 30%	131 35%	134 34%	148 37%	143 42%	223 46%	198 38%	256 37%	204 41%	218 36%	454 37%	422 39%	271 34%	604 40%	238 35%	637 39%	417 36%	457 40%
	<b>7%</b>	49%	51%	50%	50%	11%	15%	15%	17%	<b>16%ce</b>	<b>25%cdelf</b>	23%	29%	23%	25%	52%	48%	31%	<b>69%o</b>	27%	73%	48%	52%
Mainly broadcasters	<b>171</b> <b>7%</b>	103 9%	68 6%	91 8%	80 7%	33 11%	34 9%	32 8%	29 7%	15 4%	27 6%	32 6%	51 7%	37 7%	51 9%	83 7%	88 8%	79 10%	92 6%	66 10%	105 6%	99 8%	72 6%
	<b>7%</b>	60%	40%	53%	47%	<b>20%gh</b>	<b>20%g</b>	19%	17%	9%	16%	19%	30%	22%	30%	48%	52%	<b>46%p</b>	54%	<b>39%r</b>	61%	58%	42%
Both equally	<b>1212</b> <b>53%</b>	578 51%	634 54%	575 51%	638 54%	173 55%	200 53%	219 55%	218 54%	175 52%	227 47%	285 55%	373 54%	240 48%	313 52%	659 54%	554 51%	422 53%	790 52%	366 53%	846 52%	628 54%	583 51%
	<b>53%</b>	48%	52%	47%	53%	14%	17%	<b>18%h</b>	18%	14%	19%	24%	31%	20%	26%	54%	46%	35%	65%	30%	70%	52%	48%
Don't know	<b>48</b> <b>2%</b>	28 2%	20 2%	26 2%	22 2%	13 4%	11 3%	9 2%	6 1%	5 1%	4 1%	3 1%	15 2%	16 3%	15 3%	17 1%	31 3%	19 2%	29 2%	15 2%	34 2%	18 2%	30 3%
	<b>2%</b>	59%	41%	54%	46%	<b>28%fgh</b>	<b>23%h</b>	20%	12%	9%	9%	6%	<b>30%l</b>	<b>33%l</b>	<b>31%l</b>	36%	<b>64%lm</b>	40%	60%	31%	69%	38%	62%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 90

Absolutes/col percents/row percents 19 Apr 2018

**QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Mainly parents	876 38%	751 36% 86%	125 53% 14%a	566 36% 65%	309 43% 35%c	672 36% 77%	204 46% 23%e	720 38% 82%j	87 42% 10%j	53 39% 6%	16 29% 2%	42 43% 5%a	102 40% 12%a	79 42% 9%a	63 38% 7%a	71 36% 8%a	85 40% 10%a	89 45% 10%a	123 40% 14%a	67 23% 8%
Mainly broadcasters	171 7%	155 8% 91%	15 7% 9%	124 8% 73%	47 6% 27%	142 8% 83%	28 6% 17%	141 7% 83%	14 7% 8%	13 10% 8%	3 5% 2%	5 5% 3%	18 7% 11%	9 5% 5%	14 8% 8%	21 11% 12%mr	15 7% 9%	15 8% 9%	17 5% 10%	27 16%
Both equally	1212 53%	1118 54% 92%b	91 39% 8%	866 55% 71%d	346 48% 29%	1018 55% 84%l	194 44% 16%	1010 53% 83%	99 47% 8%	68 50% 6%	35 65% 3%ghl	44 45% 4%	128 50% 11%	94 50% 8%	90 54% 7%	103 52% 8%	109 52% 9%	88 45% 7%	172 55% 14%	182 64% 15%klmnopqr
Don't know	48 2%	43 2% 89%	4 2% 9%	25 51%	24 3% 49%c	29 59%	20 4% 41%e	38 2% 78%	9 5% 19%gl	1 1% 2%	* 1% 1%	6 6% 12%npr	8 3% 16%r	6 3% 12%r	1 2% 2%	3 7%r	2 1% 4%	4 2% 8%r	- - -	8 3% 17%r

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 90

**QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Mainly parents	876	174	701	382	429	73	265	523	381	495	326	613	263
	38%	45%	37%	36%	42%	33%	42%	36%	34%	42%	34%	36%	44%
		20% <b>b</b>	80%	44%	49% <b>ceg</b>	8%	30% <b>ceg</b>	60%	43%	57% <b>hj</b>	37%	70%	30% <b>k</b>
Mainly broadcasters	171	30	141	81	61	20	32	122	102	69	98	137	34
	7%	8%	7%	8%	6%	9%	5%	8%	9%	6%	10%	8%	6%
		18%	82%	48%	35%	12% <b>f</b>	19%	71% <b>df</b>	59% <b>i</b>	41%	57% <b>l</b>	80%	20%
Both equally	1212	174	1038	571	523	126	316	786	618	594	534	923	290
	53%	44%	54%	54%	51%	57%	50%	54%	55%	50%	55%	54%	48%
		14%	86% <b>a</b>	47%	43%	10%	26%	65%	51% <b>i</b>	49%	44% <b>l</b>	76% <b>l</b>	24%
Don't know	48	13	35	23	18	2	14	28	19	29	15	33	16
	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%
		27%	73%	47%	38%	5%	30%	59%	40%	60%	32%	68%	32%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 90

**QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Mainly parents	876 38%	473 35% 54%	326 34% 37%	247 34% 28%	197 35% 22%	200 39% 23% <b>n</b>	99 35% 11%	109 37% 12%	62 33% 7%	613 36% 70%	158 35% 18%	162 32% 19%	73 36% 8%	260 35% 30%	615 40% 70% <b>wy</b>
Mainly broadcasters	171 7%	118 9% 69%	98 10% 57%	77 11% 45%	60 11% 35%	56 11% 33%	25 9% 15%	37 14% 22% <b>u</b>	26 8% 15% <b>mu</b>	137 8% 80%	48 11% 28% <b>z</b>	72 14% 42% <b>z</b>	28 14% 17% <b>z</b>	92 12% 54% <b>z</b>	79 5% 46%
Both equally	1212 53%	724 54% 60% <b>q</b>	534 55% 44% <b>q</b>	395 54% 33% <b>q</b>	297 53% 24%	246 48% 20%	148 53% 12%	144 44% 12%	100 53% 8%	923 54% 76% <b>q</b>	236 53% 19%	267 53% 22%	98 49% 8%	392 52% 32%	820 53% 68%
Don't know	48 2%	26 2% 54%	15 2% 32%	13 2% 28%	10 2% 20%	11 2% 24%	8 3% 17%	9 3% 18%	1 1% 2%	33 2% 68%	3 1% 6%	4 1% 8%	- - -	7 1% 14%	42 3% 86% <b>vwxw</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 91

**QE2: 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: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Yes	2045	1036	1009	993	1051	262	321	342	363	319	437	481	615	437	512	1096	949	678	1366	601	1444	1035	1008
	89%	91%	87%	88%	89%	83%	85%	87%	90%	95%	91%	93%	89%	88%	86%	90%	87%	86%	90%	88%	89%	89%	88%
		51%	49%	49%	51%	13%	16%	17%	18%cd	16%cd	21%cd	24%kl	30%	21%	25%	54%n	46%	33%	67%o	29%	71%	51%	49%
No	194	69	125	97	97	37	42	39	26	15	34	32	59	42	61	92	103	79	115	58	136	97	97
	8%	6%	11%	9%	8%	12%	11%	10%	7%	4%	7%	6%	9%	8%	10%	8%	9%	10%	8%	8%	8%	8%	8%
		36%	64%	50%	50%	19%fg	22%fg	20%g	14%	8%	18%	17%	31%	22%	31%l	47%	53%	41%	59%	30%	70%	50%	50%
Don't know	69	37	31	36	33	16	13	14	12	3	10	5	20	18	25	25	43	34	34	27	42	30	39
	3%	3%	3%	3%	3%	5%	4%	4%	3%	1%	2%	1%	3%	4%	4%	2%	4%	4%	2%	4%	3%	3%	3%
		54%	46%	52%	48%	24%gh	20%g	20%g	18%	5%	14%	7%	30%l	28%l	37%l	37%	63%nm	50%p	50%	39%	61%	44%	56%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 91

**QE2: 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%	
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%	
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272	
Yes	2045 89%	1856 90%	187 79%	1448 92%	596 82%	1684 90%	361 81%	1699 89%	186 89%	122 90%	38 71%	84 87%	229 89%	162 87%	158 94%	175 88%	185 87%	187 96%	293 94%	226 79%	
		91%b	9%	71% <b>d</b>	29%	82% <b>f</b>	18%	83% <b>j</b>	9% <b>j</b>	6% <b>j</b>	2%	4%	11% <b>s</b>	8%	8% <b>ms</b>	9% <b>s</b>	9%	9% <b>kimop</b>	14% <b>mops</b>	11%	
No	194 8%	152 7%	41 17%	95 6%	99 14%	128 7%	66 15%	157 8%	17 8%	10 7%	11 19%	7 7%	19 7%	19 10%	8 5%	20 10%	23 11%	7 3%	12 4%	43 15%	
		78%	21% <b>a</b>	49%	51% <b>c</b>	66%	34% <b>a</b>	81%	9%	5%	5% <b>ghi</b>	4%	10%	10% <b>qr</b>	4%	10% <b>qr</b>	12% <b>qr</b>	3%	6%	22% <b>lmqr</b>	
Don't know	69 3%	59 3%	8 4%	38 2%	30 4%	50 3%	19 4%	53 3%	6 3%	4 3%	5 10%	5 5%	9 4%	6 3%	2 1%	3 2%	3 2%	2 1%	7 2%	16 6%	
		86%	12%	56%	44% <b>c</b>	73%	27%	78%	9%	5%	8% <b>ghi</b>	8% <b>q</b>	13%	9%	3%	5%	5%	3%	10%	23% <b>noqr</b>	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 91

**QE2: 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Yes	2045	338	1707	940	923	201	550	1307	1002	1042	875	1527	518
	89%	86% 17%	89% 83%	89% 46%	89% 45%	91% 10%	88% 27%	90% 64%	90% 49%	88% 51%	90% 43%	90% 75% <b>l</b>	86% 25%
No	194	41 10%	153 8%	90 9%	82 8%	18 8%	57 9%	115 8%	83 7%	111 9%	68 7%	128 7%	66 11%
	8%	21%	79%	46%	42%	9%	29%	59%	43%	57%	35%	66%	34% <b>k</b>
Don't know	69	12	56	27	27	3	21	37	34	35	30	50	18
	3%	3% 18%	3% 82%	3% 40%	3% 39%	1% 4%	3% 31%	3% 54%	3% 49%	3% 51%	3% 43%	3% 73%	3% 27%

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



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 91

Absolutes/col percents/row percents 19 Apr 2018

**QE2: 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Yes	2045 89%	1202 90%	875 90%	642 88%	511 91%	452 88%	244 87%	254 85%	164 87%	1527 90%	418 94%	459 91%	184 93%	689 92%	1355 87%
		59% <b>s</b>	43% <b>s</b>	31%	25% <b>s</b>	22%	12%	12%	8%	75% <b>s</b>	20% <b>z</b>	22% <b>z</b>	9% <b>z</b>	34% <b>z</b>	66%
No	194 8%	102 8%	68 7%	64 9%	35 6%	37 7%	22 8%	29 10%	19 10%	128 7%	26 6%	36 7%	14 7%	50 7%	144 9%
		53%	35%	33%	18%	19%	11%	15%	10%	66%	14%	19%	7%	26%	74% <b>v</b>
Don't know	69 3%	37 3%	30 3%	27 4%	18 3%	24 5%	14 5%	15 5%	6 3%	50 3%	2 *	10 2%	1 *	12 2%	56 4%
		54%	43%	40%	26%	36% <b>m</b>	21%	22% <b>m</b>	9%	73%	2%	14% <b>v</b>	1%	18%	82% <b>vxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 92

**QE3: (UNPROMPTED) 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Any time given before 6pm	34 1%	14 1%	21 2%	18 2%	17 1%	4 1%	7 2%	10 2%	5 1%	4 1%	5 1%	4 1%	16 2%	8 2%	7 1%	20 2%	14 1%	14 2%	21 1%	13 2%	21 1%	25 1%	10 1%
6pm	19 1%	14 1%	6 1%	12 1%	8 1%	6 2%	2 *	3 1%	3 1%	4 1%	1 *	5 1%	4 1%	1 *	10 2%	9 1%	11 1%	8 1%	11 1%	8 1%	11 1%	6 1%	13 1%
6.30pm	18 1%	14 1%	4 *	10 1%	8 1%	6 2%	6 2%	2 1%	3 1%	*	-	4 1%	4 1%	3 1%	7 1%	8 1%	10 1%	10 1%	8 1%	9 1%	9 1%	10 1%	8 1%
7pm	82 4%	45 4%	37 3%	28 3%	54 5%	13 4%	19 5%	24 6%	11 3%	1 *	14 3%	21 4%	16 2%	22 4%	22 4%	37 3%	45 4%	50 6%	32 2%	43 6%	39 2%	41 4%	41 4%
7.30pm	27 1%	17 2%	9 1%	12 1%	15 1%	5 2%	5 1%	4 1%	6 1%	4 1%	3 1%	4 1%	11 2%	7 1%	5 1%	15 1%	12 1%	14 2%	13 1%	11 2%	16 1%	17 1%	9 1%
8pm	101 4%	46 4%	55 5%	49 4%	52 5%	19 6%	29 8%	16 4%	11 3%	5 1%	22 5%	20 4%	35 5%	19 4%	26 4%	55 5%	46 4%	43 5%	58 4%	33 5%	68 4%	52 4%	49 4%
8.30pm	29 1%	15 1%	14 1%	10 1%	19 2%	6 2%	8 2%	6 1%	5 1%	1 *	4 1%	7 1%	11 2%	7 1%	5 1%	18 1%	11 1%	14 2%	15 1%	10 1%	19 1%	18 2%	10 1%
9pm	1742 76%	875 77%	867 74%	851 76%	891 75%	196 62%	247 66%	293 74%	331 82%	290 86%	386 80%	423 82%	525 76%	381 77%	413 69%	948 78%	794 73%	551 70%	1192 79%	490 71%	1252 77%	886 76%	855 75%
9.30pm	20 1%	7 1%	14 1%	12 1%	8 1%	4 1%	5 1%	1 *	5 1%	1 *	4 1%	2 *	7 1%	1 *	11 2%	9 1%	11 1%	6 1%	14 1%	5 1%	15 1%	11 1%	9 1%
10pm	73 3%	25 2%	48 4%	43 4%	30 3%	21 7%	13 4%	15 4%	7 2%	10 3%	7 1%	8 2%	19 3%	16 3%	30 5%	27 2%	46 4%	30 4%	43 3%	23 3%	50 3%	39 3%	34 3%
10.30pm	3 *	2 *	1 *	-	3 *	-	-	-	1 *	*	2 *	*	2 *	1 *	-	2 *	1 *	1 *	2 *	1 *	2 *	1 *	2 *
11pm	11 *	4 41%	6 59%	8 73%	3 27%	5 46%	3 27%	1 10%	-	2 18%	-	2 15%	3 27%	3 27%	3 30%	4 43%	6 57%	4 42%	6 58%	3 31%	7 69%	5 52%	5 48%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 92

Absolutes/col percents/row percents 19 Apr 2018

**QE3: (UNPROMPTED) 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Any time given after 11pm	9 *	7 1%	2 *	7 1%	1 *	6 2%	2 1%	- -	- -	- -	- -	1 *	2 *	3 1%	3 1%	3 *	6 1%	* *	8 1%	* *	8 1%	5 64%	3 36%
There isn't a time	7 *	3 *	4 *	4 *	3 *	- -	4 1%	1 *	- *	- *	2 *	2 *	4 1%	- -	1 *	6 *	1 *	3 *	3 *	3 1%	3 *	5 67%	2 33%
Other response	3 *	2 *	1 *	2 *	1 *	- -	- -	- -	1 *	- *	2 *	3 1%	- -	- -	- -	3 *	- -	1 *	2 *	1 *	2 *	3 100%	- -
Don't know	130 6%	52 5%	78 7%	62 5%	68 6%	26 8%	28 7%	19 5%	13 3%	14 4%	30 6%	14 3%	35 5%	26 5%	55 9%	49 4%	81 7%	42 5%	88 6%	31 5%	99 6%	37 3%	92 8%
		40%	60%	48%	52%	20% <b>f</b>	22% <b>f</b>	14%	10%	11%	23%	11%	27%	20%	42% <b>ljk</b>	38%	62% <b>nm</b>	32%	68%	24%	76%	29%	71% <b>s</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 92

**QE3: (UNPROMPTED) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Any time given before 6pm	34 1%	22 1%	13 5%	12 1%	22 3%	24 1%	10 2%	33 2%	1 *	1 1%	-	-	2 1%	2 1%	1 1%	1 1%	1 1%	-	-	25 9%
		62%	38%a	35%	65%c	70%	30%	95%	2%	3%	-	-	6%	5%	4%	4%	3%	-	-	72%kinnopg
6pm	19 1%	17 1%	2 1%	12 1%	8 1%	15 1%	4 1%	17 1%	3 1%	-	-	-	2 1%	2 1%	-	2 1%	7 3%	-	1 *	2 1%
		89%	11%	60%	40%	80%	20%	86%	14%	-	-	-	11%	12%	-	10%	37%nqj	-	4%	12%
6.30pm	18 1%	17 1%	1 1%	16 1%	2 *	16 1%	2 1%	17 1%	-	1 1%	*	1 1%	2 1%	1 1%	1 1%	-	-	4 2%	4 1%	4 2%
		92%	8%	87%	13%	87%	13%	93%	-	6%	1%	7%	11%	7%	5%	-	-	20%	20%	24%
7pm	82 4%	71 3%	10 4%	61 4%	21 3%	69 4%	13 3%	76 4%	2 1%	5 3%	*	4 4%	14 5%	6 3%	3 2%	13 7%	7 3%	8 4%	8 3%	13 5%
		87%	13%	74%	26%	84%	16%	92%h	2%	6%h	*	5%	17%	7%	3%	16%nr	8%	10%	10%	16%
7.30pm	27 1%	25 1%	1 1%	22 1%	5 1%	22 1%	5 1%	22 1%	1 *	4 3%	*	2 2%	1 *	2 1%	5 3%	2 1%	-	3 2%	2 1%	4 1%
		95%	5%	81%	19%	81%	19%	83%	3%	14%h	1%	8%	4%	8%	18%p	9%	-	13%	8%	15%
8pm	101 4%	88 4%	13 5%	65 4%	36 5%	75 4%	26 6%	83 4%	9 4%	7 5%	1 3%	2 2%	12 5%	9 5%	12 7%	1 7%	7 4%	4 2%	24 8%	12 4%
		87%	13%	64%	36%	74%	26%	82%	9%	7%	1%	2%	12%o	9%o	12%oq	1%	7%	4%	24%oq	12%o
8.30pm	29 1%	28 1%	1 1%	24 1%	5 1%	26 1%	3 1%	23 1%	3 2%	3 2%	*	-	4 2%	2 1%	-	2 1%	-	3 2%	5 1%	7 2%
		96%	4%	81%	19%	89%	11%	79%	11%	9%	2%	-	14%	6%	-	7%	-	11%	16%	24%
9pm	1742 76%	1596 77%	144 61%	1234 78%	508 29%	1446 78%	296 66%	1433 75%	160 76%	106 79%	43 80%	78 81%	199 77%	143 76%	134 80%	159 80%	159 75%	156 80%	231 74%	175 62%
		92%b	8%	71%d	29%	83%f	17%	82%	9%	6%	2%	4%s	11%s	8%s	8%s	9%s	9%s	9%s	13%s	10%
9.30pm	20 1%	15 1%	6 27%	13 62%	8 38%	12 60%	8 40%	14 67%	4 18%	2 12%	*	-	3 15%	2 11%	2 11%	-	1 7%	1 7%	*	2 10%
		73%	27%a	62%	38%	60%	40%e	67%	2%	2%	1%	-	1%	1%	1%	-	1%	1%	6%	10%
10pm	73 3%	61 3%	12 5%	44 3%	29 4%	55 3%	18 4%	53 3%	19 9%	2 1%	-	1 1%	3 1%	2 1%	1 1%	1 1%	10 5%	6 3%	11 4%	16 5%
		84%	16%	60%	40%	75%	25%	72%	25%gj	3%	-	1%	5%	3%	2%	1%	14%e	8%	16%o	21%lmmo
10.30pm	3 *	2 *	1 *	1 *	2 *	1 *	2 *	3 *	-	*	-	-	-	-	-	1 29%	-	1 32%	-	1 28%
		72%	28%	43%	57%	43%	57%	89%	-	11%	-	-	-	-	-	29%	-	32%	-	28%
11pm	11 *	8 *	2 1%	7 *	3 *	7 *	3 1%	7 71%	2 18%	1 8%	*	-	-	1 10%	1 13%	1 10%	2 15%	-	-	2 23%
		78%	22%	70%	30%	70%	30%	71%	18%	8%	3%	-	-	-	13%	10%	15%	-	-	23%
Any time given after 11pm	9 *	9 100%	-	6 66%	3 34%	9 100%	-	8 90%	1 7%	-	*	-	-	-	1 11%	1 13%	2 18%	1 15%	2 20%	1 12%
		100%	-	66%	34%	100%	-	90%	7%	-	3%	-	-	-	11%	13%	18%	15%	20%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 92

**QE3: (UNPROMPTED) 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
There isn't a time	7	5 *	2 1%	4 *	3 *	5 *	2 *	6 *	1 *	- -	- -	- -	1 *	2 1%	- -	- -	- -	- -	1 *	2 1%
		78%	22%	62%	38%	78%	22%	89%	11%	-	-	-	16%	30%	-	-	-	-	16%	27%
Other response	3	3 *	-	3 *	-	3 *	-	3 *	-	-	-	-	-	-	1 1%	-	2 1%	-	-	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	38%	-	62%	-	-	-
Don't know	130	100 5%	28 12%	60 4%	70 10%	76 4%	53 12%	113 6%	5 3%	4 3%	7 13%	8 9%	13 5%	14 7%	5 3%	13 6%	13 6%	7 4%	23 7%	17 6%
	6%	77%	21% <sup>a</sup>	46%	54% <sup>c</sup>	59%	41% <sup>e</sup>	87% <sup>h</sup>	4%	3%	6% <sup>ghi</sup>	6%	10%	11%	4%	10%	10%	5%	17%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 92

**QE3: (UNPROMPTED) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Any time given before 6pm	34 1%	3 1%	32 2%	13 1%	13 1%	5 2%	10 2%	21 1%	15 1%	19 2%	10 1%	16 1%	18 3%
6pm	19 1%	* 8%	1 92%	1 63%	1 56%	1 14%	* 16%	1 72%	1 77% <b>l</b>	* 23%	1 56%	1 80%	3 20%
6.30pm	18 1%	10 2%	8 *	9 1%	5 26%	1 5%	3 15%	14 76%	16 87% <b>l</b>	2 13%	16 87% <b>l</b>	16 87%	2 13%
7pm	82 4%	8 2%	74 4%	33 3%	36 3%	10 5%	20 3%	50 3%	47 4%	35 3%	44 4%	65 4%	17 3%
7.30pm	27 1%	8 2%	18 1%	15 1%	6 1%	3 1%	2 *	22 2%	18 2%	9 1%	15 2%	24 1%	3 *
8pm	101 4%	21 5%	80 4%	44 4%	43 4%	11 5%	32 5%	55 4%	49 4%	52 4%	42 4%	77 5%	24 4%
8.30pm	29 1%	2 1%	27 1%	18 2%	10 1%	7 3%	3 1%	23 2%	20 2%	9 1%	18 2%	25 1%	4 1%
9pm	1742 76%	298 76%	1445 75%	809 76%	794 77%	168 76%	470 75%	1127 77%	825 74%	917 77%	719 74%	1302 76%	440 73%
9.30pm	20 1%	5 1%	15 1%	10 1%	10 1%	1 1%	8 1%	11 1%	9 1%	11 1%	8 1%	12 1%	9 1%
10pm	73 3%	8 2%	65 3%	23 2%	39 4%	4 2%	28 4%	41 3%	36 3%	37 3%	28 3%	51 3%	21 4%
10.30pm	3 *	1 32%	2 68%	1 32%	1 39%	- -	1 39%	1 32%	2 61%	1 39%	1 29%	2 72%	1 28%
11pm	11 *	- -	11 100%	4 37%	5 47%	* 3%	* 36%	6 55%	7 70%	3 30%	7 70%	7 70%	3 30%
Any time given after 11pm	9 *	- -	9 100%	5 58%	2 19%	* 3%	2 19%	5 53%	5 61%	3 39%	4 46%	7 81%	2 19%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 92

Absolutes/col percents/row percents 19 Apr 2018

**QE3: (UNPROMPTED) 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
There isn't a time	7 *	2 1%	5 *	3 *	3 *	- -	3 *	2 *	4 *	3 *	3 *	5 *	2 *
		30%	70%	43%	41%	-	41%	27%	59%	41%	43%	78%	22%
Other response	3 *	1 *	2 *	- -	2 *	1 *	2 *	1 *	1 *	2 *	1 *	3 *	- -
		38%	62%	-	62%	38% <b>c</b>	62%	38%	38%	62%	38%	100%	-
Don't know	130 6%	24 6%	106 6%	60 6%	54 5%	7 3%	37 6%	68 5%	50 4%	80 7%	47 5%	77 5%	53 9%
		19%	81%	46%	42%	5%	28%	52%	38%	62% <b>h</b>	36%	59%	41% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 92

Absolutes/col percents/row percents 19 Apr 2018

**QE3: (UNPROMPTED) 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%	
	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%	
	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303	
34 1%	10 1% 30%	10 1% 29%	6 1% 16%	7 1% 19%	12 2% 34% <b>mou</b>	3 1% 8%	5 2% 15%	3 2% 9%	16 1% 47%	4 1% 10%	9 2% 26%	5 3% 15%	9 1% 26%	26 1% 74%		
	19 1%	15 1% 75%	11 1% 56%	12 2% 60%	5 1% 26%	5 1% 25%	5 2% 28%	3 1% 13%	16 1% 80%	6 1% 31%	4 1% 19%	4 2% 23%	8 1% 40%	12 1% 60%		
	18 1%	11 1% 63%	16 2% 87%	14 2% 76%	10 2% 56%	11 2% 59% <b>mu</b>	1 * 7%	6 2% 34%	3 2% 18%	16 1% 87%	5 1% 29% <b>z</b>	12 2% 68% <b>z</b>	7 3% 36% <b>z</b>	15 2% 81% <b>z</b>	3 * 19%	
82 4%	51 4% 62%	44 4% 53%	33 5% 40%	26 5% 32%	29 6% 35%	18 6% 21%	24 8% 30% <b>mnpou</b>	10 5% 12%	65 4% 79%	16 4% 19%	24 5% 30%	14 7% 18% <b>z</b>	29 4% 35%	53 3% 65%		
	27 1%	21 2% 80%	15 2% 58%	14 2% 52%	10 2% 37%	10 2% 36%	4 1% 13%	7 2% 25%	3 2% 12%	24 1% 89%	6 1% 22%	16 3% 59% <b>z</b>	5 2% 20% <b>z</b>	17 2% 64% <b>z</b>	10 1% 36%	
	101 4%	63 5% 62%	42 4% 41%	30 4% 30%	18 3% 18%	23 4% 23%	10 3% 10%	16 5% 16%	11 6% 11%	77 5% 76%	22 5% 21%	19 4% 19%	8 4% 8%	32 4% 32%	69 4% 68%	
29 1%	23 2% 77%	18 2% 61%	15 2% 52%	16 3% 55% <b>u</b>	13 2% 43%	8 3% 28%	9 3% 29%	2 1% 8%	25 1% 85%	5 1% 17%	10 2% 36%	5 3% 17%	13 2% 46%	16 1% 54%		
	1742 76%	1021 76%	719 74%	520 71%	422 75%	353 69%	207 74%	184 62%	126 67%	1302 76%	342 77%	353 70%	130 65%	553 74%	1189 76%	
		59% <b>oqst</b>	41% <b>qs</b>	30% <b>s</b>	24% <b>qst</b>	20%	12% <b>s</b>	11%	7%	75% <b>oqst</b>	20% <b>wx</b>	20%	7%	32% <b>x</b>	68% <b>wx</b>	
20 1%	11 1% 54%	8 1% 40%	7 1% 36%	6 1% 30%	5 1% 26%	2 1% 11%	2 1% 8%	1 * 4%	12 1% 57%	8 2% 40% <b>z</b>	9 2% 43% <b>z</b>	6 3% 27% <b>z</b>	14 2% 69% <b>z</b>	6 * 31%		
	73 3%	37 3% 51%	28 3% 38%	28 4% 39%	17 3% 24%	20 4% 28%	6 2% 9%	14 5% 19%	9 5% 12%	51 3% 71%	14 3% 19%	20 4% 28%	6 3% 8%	28 4% 38%	45 3% 62%	
	3 *	1 * 43%	1 * 29%	1 * 29%	1 * 40%	1 * 29%	1 * 29%	1 * 29%	- - -	2 * 72%	- - -	- - -	- - -	- - -	3 * 100%	
11 *	6 * 57%	7 1% 70%	3 * 33%	4 1% 39%	3 1% 32%	- - -	1 * 12%	3 1% 27%	7 * 70%	3 1% 31%	4 1% 43%	2 1% 23%	4 1% 43%	6 * 57%		

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 92

**QE3: (UNPROMPTED) 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Any time given after 11pm	9 *	5 *	4 *	7 1%	5 1%	7 1%	1 *	5 2%	2 1%	7 *	1 *	4 1%	1 1%	5 1%	3 *
		61%	46%	78%	61%	81% <b>mu</b>	11%	53% <b>mn</b>	18%	81%	15%	49%	12%	61%	39%
There isn't a time	7 *	3 *	3 *	3 *	1 *	3 1%	1 *	2 1%	1 1%	5 *	1 *	2 *	1 1%	2 *	5 *
		46%	43%	43%	16%	46%	16%	27%	16%	78%	16%	27%	16%	27%	73%
Other response	3 *	3 *	1 *	1 *	- -	- -	- -	- -	- -	3 *	2 *	2 *	2 1%	2 *	1 *
		100%	38%	38%	-	-	-	-	-	100%	62%	62%	62% <b>xz</b>	62%	38%
Don't know	130 6%	59 4%	47 5%	39 5%	14 3%	20 4%	12 4%	17 6%	12 7%	77 5%	12 3%	16 3%	2 1%	21 3%	109 7%
		46%	36% <b>np</b>	30% <b>np</b>	11%	16%	10%	13% <b>np</b>	10% <b>np</b>	59% <b>np</b>	9%	12%	1%	16%	84% <b>vwxyz</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 93

**QE4: (SHOW SCREEN) 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?**

**IF NECESSARY – By children we mean under the age of 16**

**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Much earlier than 9pm	151 7%	100 9%	51 4%	72 6%	79 7%	20 6%	36 10%	24 6%	26 7%	20 6%	24 5%	28 5%	53 8%	30 6%	40 7%	81 7%	70 6%	64 8%	87 6%	53 8%	98 6%	79 7%	72 6%
A bit earlier than 9pm	263 11%	168 15%	95 8%	109 10%	154 13%	41 13%	60 16%	45 11%	38 10%	32 9%	47 10%	51 10%	88 13%	46 9%	77 13%	139 11%	124 11%	103 13%	159 11%	90 13%	173 11%	131 11%	130 11%
About 9pm	1360 59%	596 52%	764 66%	672 60%	688 58%	175 55%	214 57%	243 62%	258 64%	202 60%	268 56%	301 58%	401 58%	322 65%	335 56%	702 58%	658 60%	466 59%	894 59%	408 60%	951 59%	710 61%	649 57%
A bit later than 9pm	295 13%	156 14%	139 12%	153 14%	142 12%	46 15%	32 9%	49 12%	41 10%	53 16%	74 15%	79 15%	86 12%	47 9%	82 14%	166 14%	129 12%	92 12%	203 13%	75 11%	220 14%	137 12%	158 14%
Much later than 9pm	134 6%	69 6%	65 6%	65 6%	69 6%	21 7%	10 3%	16 4%	28 7%	16 5%	42 9%	37 7%	38 5%	28 6%	30 5%	75 6%	59 5%	40 5%	94 6%	35 5%	99 6%	62 5%	72 6%
Don't know	105 5%	53 5%	52 4%	55 5%	50 4%	13 4%	24 6%	18 5%	10 3%	15 4%	26 5%	21 4%	28 4%	23 5%	32 5%	50 4%	55 5%	27 3%	78 5%	24 3%	81 5%	43 4%	62 5%
Net: Later than 9pm	429 19%	225 20%	204 17%	218 19%	211 18%	67 21%	42 11%	65 16%	69 17%	117 20%	117 24%	117 23%	124 18%	75 15%	113 19%	241 20%	188 17%	132 17%	297 20%	110 16%	319 20%	199 17%	230 20%
Net: Earlier than 9pm	414 18%	268 23%	146 13%	181 16%	233 20%	61 19%	97 26%	69 18%	65 16%	52 15%	71 15%	79 15%	141 20%	76 15%	117 20%	220 18%	194 18%	168 21%	246 16%	143 21%	270 17%	211 18%	202 18%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 93

Absolutes/col percents/row percents 19 Apr 2018

**QE4: (SHOW SCREEN) 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?**

**IF NECESSARY – By children we mean under the age of 16**

**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Much earlier than 9pm	151 7%	142 7%	9 4%	101 6%	50 7%	127 7%	24 5%	133 7%	7 3%	10 7%	1 2%	6 7%	17 6%	8 4%	13 7%	13 6%	11 5%	21 11%	15 5%	30 11%
		94%	6%	67%	33%	84%	16%	88%h	5%	6%	1%	4%	11%	5%	8%	8%	7%	14%mi	10%	20%mi
A bit earlier than 9pm	263 11%	247 12%	16 6%	208 13%	55 8%	223 12%	39 9%	220 12%	20 9%	16 12%	7 13%	11 11%	25 10%	25 13%	27 16%	23 11%	21 10%	11 6%	47 15%	30 11%
		94%b		79%d	21%	85%	15%	84%	8%	6%	3%	4%	10%	9%q	10%q	9%	8%	4%	18%q	12%
About 9pm	1360 59%	1215 59%	144 61%	942 60%	417 58%	1100 59%	260 58%	1120 59%	122 58%	80 59%	39 72%	65 67%	161 63%	111 59%	98 58%	123 62%	122 58%	103 53%	188 60%	149 52%
		89%	11%	69%	31%	81%	19%	82%	9%	6%	3%ghi	5%qs	12%a	8%	7%	9%	9%	8%	14%	11%
A bit later than 9pm	295 13%	264 13%	30 13%	192 12%	103 14%	242 13%	53 12%	239 13%	39 19%	14 10%	4 7%	6 6%	31 12%	22 12%	22 13%	19 10%	31 15%	38 20%	37 12%	34 12%
		89%	10%	65%	35%	82%	18%	81%	13%gij	5%	1%	2%	10%	7%	7%	7%	11%	13%kors	12%	11%
Much later than 9pm	134 6%	117 6%	16 7%	88 6%	46 6%	105 6%	29 6%	107 6%	13 6%	12 9%	2 3%	5 5%	11 4%	6 3%	3 2%	11 6%	18 8%	11 9%	24 4%	9% 9%
		87%	12%	66%	34%	78%	22%	80%	10%	9%	1%	3%	8%	5%	2%	8%	13%n	14%mnrr	8%	18%mnrr
Don't know	105 5%	82 4%	21 9%	50 3%	55 8%	64 3%	41 9%	90 5%	9 4%	4 3%	2 4%	5 5%	12 5%	16 8%	6 4%	9 5%	9 4%	3 2%	13 4%	16 6%
		78%	20%a	48%	52%c	61%	39%e	86%	9%	4%	2%	4%	12%	15%q	6%	9%	9%	3%	12%	16%q
Net: Later than 9pm	429 19%	381 18%	46 19%	281 18%	148 20%	347 19%	82 18%	346 18%	52 25%	26 19%	5 10%	10 10%	42 16%	28 15%	25 15%	31 16%	49 23%	56 29%	48 15%	58 20%
		89%	11%	65%	35%	81%	19%	81%j	12%qj	6%	1%	2%	10%	7%	6%	7%	11%k	13%klmno r	11%	14%k
Net: Earlier than 9pm	414 18%	389 19%	25 10%	309 20%	105 14%	350 19%	64 14%	353 19%	27 13%	26 19%	8 15%	17 18%	42 16%	33 18%	40 24%	35 18%	31 15%	32 17%	62 20%	61 21%
		94%b	6%	75%d	25%	85%f	15%	85%h	6%	6%	2%	4%	10%	8%	10%	9%	8%	8%	15%	15%

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 93

Absolutes/col percents/row percents 19 Apr 2018

**QE4: (SHOW SCREEN) 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?**

**IF NECESSARY – By children we mean under the age of 16**

**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Much earlier than 9pm	151 7%	39 10%	112 6%	86 8%	53 5%	19 9%	28 4%	103 7%	82 7%	69 6%	73 8%	125 7%	26 4%
		26%b	74%	57%df	35%	13%f	19%	68%t	54%	46%	48%	83%l	17%
A bit earlier than 9pm	263 11%	47 12%	216 11%	125 12%	100 10%	39 18%	54 9%	188 13%	152 14%	111 9%	142 15%	218 13%	45 7%
		18%	82%	47%	38%	15%cdf	20%	71%df	58%l	42%	54%l	83%l	17%
About 9pm	1360 59%	217 56%	1142 60%	605 57%	623 60%	122 55%	385 61%	858 59%	651 58%	709 60%	559 58%	1001 59%	359 60%
		16%	84%	44%	46%	9%	28%	63%	48%	52%	41%	74%	26%
A bit later than 9pm	295 13%	48 12%	247 13%	132 12%	142 14%	29 13%	87 14%	177 12%	122 11%	173 15%	105 11%	203 12%	92 15%
		16%	84%	45%	48%	10%	29%	60%	41%	59%hj	35%	69%	31%
Much later than 9pm	134 6%	20 5%	114 6%	62 6%	64 6%	8 4%	41 7%	79 5%	72 6%	62 5%	56 6%	92 5%	42 7%
		15%	85%	46%	48%	6%	31%	59%	54%	46%	42%	68%	32%
Don't know	105 5%	19 5%	86 4%	49 5%	49 5%	4 2%	33 5%	55 4%	40 4%	65 5%	38 4%	66 4%	39 6%
		18%	82%	46%	47%	4%	31%	52%	39%	61%	36%	63%	37%k
Net: Later than 9pm	429 19%	69 18%	360 19%	194 18%	206 20%	37 17%	128 20%	256 18%	194 17%	235 20%	161 17%	295 17%	135 22%
		16%	84%	45%	48%	9%	30%	60%	45%	55%	38%	69%	31%k
Net: Earlier than 9pm	414 18%	86 22%	328 17%	211 20%	153 15%	58 26%	82 13%	291 20%	234 21%	179 15%	215 22%	343 20%	71 12%
		21%b	79%	51%df	37%	14%dfg	20%	70%df	57%l	43%	52%l	83%l	17%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 93

Absolutes/col percents/row percents 19 Apr 2018

**QE4: (SHOW SCREEN) 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?**  
**IF NECESSARY – By children we mean under the age of 16**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%	
2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%	
1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303	
151 7%	100 7%	73 8%	59 8%	46 8%	61 12%	18 6%	31 10%	26 14%	125 7%	42 9%	62 12%	30 15%	77 10%	74 5%	
	66%	48%	39%	30%	40%mnoru	12%	21%	17%mnopru	83%	28%z	41%z	20%z	51%z	49%	
263 11%	178 13%	142 15%	103 14%	93 16%	78 15%	34 12%	50 17%	29 15%	218 13%	58 13%	71 14%	47 24%	107 14%	156 10%	
	68%	54%	39%	35%u	30%	13%	19%	11%	83%	22%	27%z	18%vwyz	41%z	59%	
1360 59%	782 58%	559 58%	433 59%	310 55%	253 49%	164 58%	152 51%	95 50%	1001 59%	205 46%	223 44%	75 38%	354 47%	1005 65%	
	58%qst	41%q	32%qst	23%	19%	12%q	11%	7%	59%qst	46%	44%	38%	47%	65%	
295 13%	160 12%	105 11%	82 11%	66 12%	61 12%	31 11%	33 11%	23 12%	203 12%	77 17%	88 17%	26 13%	123 16%	172 11%	
	54%	35%	28%	22%	21%	11%	11%	8%	69%	26%z	30%z	9%	42%z	58%	
134 6%	70 5%	56 6%	32 4%	28 5%	38 7%	14 5%	16 5%	7 4%	92 5%	52 12%	49 10%	20 10%	71 9%	63 4%	
	52%	42%	24%	21%	28%o	11%	12%	6%	68%	39%z	36%z	15%z	53%z	47%	
105 5%	51 4%	38 4%	24 3%	21 4%	24 5%	19 7%	16 5%	9 5%	66 4%	12 3%	12 2%	-	19 3%	86 6%	
	48%	36%	23%	20%	23%	18%mnou	15%	8%	63%	11%x	12%x	-	18%x	82%vwx	
429 19%	230 17%	161 17%	114 16%	94 17%	99 19%	46 16%	49 16%	31 16%	295 17%	130 29%	136 27%	47 23%	194 26%	235 15%	
	54%	38%	27%	22%	23%	11%	11%	7%	69%	30%z	32%z	11%z	45%z	55%	
414 18%	278 21%	215 22%	162 22%	138 25%	138 27%	51 18%	81 27%	55 29%	343 20%	100 22%	133 26%	77 39%	184 24%	230 15%	
	67%	52%	39%	33%u	33%mnru	12%	20%mr	13%mr	83%	24%z	32%z	19%vwyz	44%z	56%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 94

**QF1: In the last 12 months, have you personally found anything on television to be offensive?****SINGLE CODE****Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2313</b>	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	<b>2307</b>	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	<b>1943</b>	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Yes	<b>446</b>	250	196	228	218	42	61	62	70	76	135	122	132	76	116	254	192	134	312	120	326	206	239
	<b>19%</b>	22%	17%	20%	18%	13%	16%	16%	17%	23%	28%	23%	19%	15%	19%	21%	18%	17%	21%	18%	20%	18%	21%
		56%	44%	51%	49%	9%	14%	14%	16%	17% <b>ccde</b>	30% <b>cddef</b>	27% <b>k</b>	30%	17%	26%	57%	43%	30%	70% <b>o</b>	27%	73%	46%	54%
No	<b>1733</b>	801	932	843	890	253	297	311	302	246	325	374	528	399	432	902	831	611	1121	523	1210	905	827
	<b>75%</b>	70%	80%	75%	75%	80%	79%	79%	75%	73%	68%	72%	76%	80%	72%	74%	76%	77%	74%	76%	75%	78%	72%
		46%	54%	49%	51%	15% <b>agh</b>	17% <b>ah</b>	18% <b>ah</b>	17% <b>ah</b>	14%	19%	22%	30%	23% <b>ail</b>	25%	52%	48%	35%	65%	30%	70%	52% <b>t</b>	48%
Don't know	<b>129</b>	91	37	55	74	21	19	22	30	16	22	23	35	22	50	57	71	47	82	42	86	52	77
	<b>6%</b>	8%	3%	5%	6%	7%	5%	6%	7%	5%	4%	4%	5%	4%	8%	5%	7%	6%	5%	6%	5%	4%	7%
		71%	29%	43%	57%	16%	15%	17%	23%	12%	17%	17%	27%	17%	39% <b>ijjk</b>	45%	55%	36%	64%	33%	67%	40%	60% <b>s</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 94

**QF1: In the last 12 months, have you personally found anything on television to be offensive?****SINGLE CODE****Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>2313</b>	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	<b>2307</b>	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	<b>1943</b>	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Yes	<b>446</b>	404	41	314	132	362	84	371	43	28	4	16	46	33	34	47	41	52	58	45
	<b>19%</b>	20% 91%	17% 9%	20% 70%	18% 30%	19% 81%	19% 19%	19% 83% <b>j</b>	20% 10% <b>j</b>	21% 6% <b>j</b>	8% 1%	16% 3%	18% 10%	18% 7%	20% 8%	24% 10% <b>e</b>	20% 9%	27% 12% <b>la</b>	19% 13%	16% 10%
No	<b>1733</b>	1548	183	1186	546	1398	335	1439	150	98	45	73	198	148	127	140	165	137	235	216
	<b>75%</b>	75% 89%	77% 11%	75% 68%	75% 32%	75% 81%	75% 19%	75% 83%	72% 9%	73% 6%	83% 3% <b>ghl</b>	76% 4%	77% 11%	79% 9%	75% 7%	71% 8%	78% 10%	70% 8%	75% 14%	76% 12%
Don't know	<b>129</b>	115	13	82	47	101	28	99	16	9	5	8	13	6	7	11	4	6	19	23
	<b>6%</b>	6% 89%	5% 10%	5% 63%	7% 37%	5% 78%	6% 22%	5% 77%	8% 13%	7% 7%	9% 4%	8% 6% <b>p</b>	5% 10%	3% 5%	4% 6%	6% 9%	2% 3%	3% 5%	6% 15%	8% 18% <b>mpq</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 94

**QF1: In the last 12 months, have you personally found anything on television to be offensive?****SINGLE CODE****Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Yes	446	85	361	181	232	54	151	250	227	218	196	324	122
	19%	22%	19%	17%	23% <b>cg</b>	24% <b>cg</b>	24% <b>cg</b>	17%	20%	18%	20%	19%	20%
		19%	81%	41%				56%	51%	49%	44%	73%	27%
No	1733	279	1454	813	739	160	444	1132	832	901	724	1287	445
	75%	71%	76%	77%	72%	72%	71%	78%	74%	76%	74%	76%	74%
		16%	84%	47% <b>df</b>	43%	9%	26%	65% <b>df</b>	48%	52%	42%	74%	26%
Don't know	129	27	101	63	60	7	33	77	60	68	53	93	36
	6%	7%	5%	6%	6%	3%	5%	5%	5%	6%	5%	5%	6%
		21%	79%	49%	47%	6%	26%	60%	47%	53%	41%	72%	28%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 94

**QF1: In the last 12 months, have you personally found anything on television to be offensive?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Yes	446	253	196	128	129	101	61	65	31	324	446	249	109	446	-
	19%	19%	20%	17%	23%	20%	22%	16%	19%	19%	100%	49%	55%	59%	-
		57%	44%	29%	29%o	23%	14%	15%	7%	73%	100%wxyz	56%z	24%z	100%wz	-
No	1733	1027	724	567	400	380	200	215	150	1287	-	228	82	275	1458
	75%	77%	74%	77%	71%	74%	71%	72%	79%	76%	-	45%	41%	37%	94%
		59%p	42%	33%p	23%	22%	12%	12%	9%p	74%p	-	13%vy	5%v	16%v	84%vwxy
Don't know	129	61	53	38	34	34	20	18	9	93	-	28	8	31	98
	6%	5%	5%	5%	6%	7%	7%	6%	5%	5%	-	6%	4%	4%	6%
		47%	41%	30%	27%	26%	15%	14%	7%	72%	-	22%v	6%v	24%v	76%vy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 95

## **QF2: 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 in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	435	271 62%	164 38%	211 49%	224 51%	39 9%	61 14%	66 15%	69 16%	71 16%	129 30%	130 30%	131 30%	67 15%	107 25%	261 60%	174 40%	132 30%	303 70%	119 27%	316 73%	236 54%	198 46%
Weighted base	446	250 56%	196 44%	228 51%	218 49%	42* 9%*	61* 14%*	62* 14%*	70* 16%*	76* 17%*	135* 30%*	122 27%	132 30%	76* 17%*	116* 26%*	254 57%	192 43%	134 30%	312 70%	120 27%	326 73%	206 46%	239 54%
Effective base	370	234	142	176	196	36	53	60	60	64	100	109	112	56	95	221	150	118	252	107	264	210	171
Bad language	185 42%	109 44%	76 39%	92 40%	93 43%	9 21%	22 35%	25 41%	23 34%	35 45%	72 53%	50 41%	55 42%	24 32%	57 49%	105 41%	81 42%	53 40%	132 42%	48 40%	137 42%	78 38%	107 45%
		59%	41%	50%	50%	5%	12%	14% <b>c</b>	13%	19% <b>c</b>	39% <b>cd</b>	27%	30%	13%	31% <b>k</b>	56%	44%	29%	71%	26%	74%	42%	58%
Sex/ sexually explicit content	172 38%	111 44%	61 31%	76 33%	96 44%	18 43%	26 43%	26 41%	32 46%	22 28%	49 36%	46 38%	53 40%	29 38%	43 37%	99 39%	73 38%	62 46%	109 35%	50 42%	121 37%	81 40%	90 38%
		65%	35%	44%	56% <b>a</b>	10%	15%	15%	19% <b>g</b>	13%	28%	27%	31%	17%	25%	58%	42%	35% <b>p</b>	64%	29%	71%	47%	53%
Violence (in general)	145 33%	93 37%	53 27%	61 27%	85 39%	13 31%	9 16%	19 30%	22 31%	55 35%	55 41%	39 32%	45 34%	22 29%	39 33%	84 33%	61 32%	40 30%	105 34%	37 31%	108 33%	54 26%	91 38%
		64%	36%	42%	58% <b>a</b>	9%	7%	13%	15%	19% <b>d</b>	38% <b>d</b>	27%	31%	15%	27%	58%	42%	28%	72%	25%	75%	37%	63% <b>s</b>
Nakedness/ naked bodies/ body parts	103 23%	70 28%	34 17%	47 20%	57 26%	9 22%	15 25%	17 28%	23 33%	13 17%	26 19%	20 17%	38 29%	19 25%	25 22%	59 23%	45 23%	41 30%	63 20%	34 28%	70 21%	56 27%	46 19%
		67%	33%	45%	55%	9%	15%	17%	22% <b>gh</b>	12%	25%	20%	37% <b>l</b>	19%	24%	57%	43%	35% <b>p</b>	61%	33%	67%	54%	45%
Antisocial behaviour	97 22%	68 27%	28 15%	42 18%	55 25%	5 11%	14 22%	12 19%	18 26%	19 24%	30 22%	28 23%	24 18%	13 18%	31 27%	52 21%	44 23%	32 24%	64 21%	30 25%	67 21%	46 22%	51 21%
		71%	29%	43%	57%	5%	14%	12%	19%	19%	31%	29%	25%	14%	32%	54%	46%	33%	67%	31%	69%	48%	52%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	71 16%	43 17%	28 14%	30 13%	41 19%	12 28%	13 21%	9 15%	11 16%	5 6%	22 16%	18 15%	24 18%	10 13%	19 17%	42 17%	29 15%	29 22%	42 14%	25 21%	46 14%	32 15%	39 55%
		61%	39%	42%	58%	16% <b>g</b>	18% <b>g</b>	13%	16%	7%	31%	25%	34%	14%	27%	59%	41%	41%	59%	35%	65%	45%	
Race – Discriminatory treatment or portrayal of people based on race	60 13%	35 14%	24 12%	30 13%	30 14%	10 23%	14 22%	14 22%	12 17%	1 2%	9 7%	17 29%	15 26%	12 21%	15 25%	32 54%	27 46%	25 42%	35 58%	20 33%	40 67%	34 56%	26 44%
		59%	41%	50%	50%	16% <b>gh</b>	23% <b>gh</b>	23% <b>gh</b>	20% <b>gh</b>	2%	15%	29%	26%	21%	25%	54%	46%	42%	58%	33%	67%	56%	
Invasion of privacy/ not respecting people's privacy	59 13%	48 19%	11 6%	27 12%	32 14%	7 18%	9 14%	8 13%	15 21%	6 8%	10 14%	21 17%	15 11%	8 11%	15 13%	36 14%	23 12%	19 14%	40 13%	17 14%	42 13%	30 15%	29 12%
		81%	19%	46%	54%	12%	15%	14%	25% <b>g</b>	11%	24%	35%	26%	14%	25%	60%	40%	33%	67%	28%	72%	51%	49%
Religion – Discriminatory treatment or portrayal of people based on religion	55 12%	44 17%	12 6%	29 13%	26 12%	16 39%	8 14%	11 18%	4 5%	4 6%	11 8%	16 13%	18 13%	7 9%	14 12%	34 13%	21 11%	22 16%	33 11%	16 13%	39 12%	26 13%	28 12%
		79%	21%	53%	47%	30% <b>defg</b> <b>h</b>	15%	20% <b>fg</b>	7%	8%	20%	30%	32%	12%	26%	63%	38%	40%	60%	28%	72%	48%	51%
Age – Discriminatory treatment or portrayal of people based on age	33 7%	28 11%	5 3%	13 6%	20 9%	6 14%	5 9%	7 11%	6 9%	4 6%	5 4%	5 4%	16 12%	5 6%	7 6%	21 8%	12 6%	16 12%	17 6%	14 11%	20 6%	16 8%	17 7%
		84%	16%	39%	61%	17% <b>h</b>	16%	20%	19%	13%	15%	15%	49% <b>i</b>	14%	22%	64%	36%	48% <b>p</b>	52%	41%	59%	48%	52%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	29 6%	21 9%	7 4%	11 5%	18 8%	12 28%	3 5%	6 9%	2 2%	3 4%	3 3%	9 8%	8 6%	5 6%	6 5%	18 7%	11 6%	11 8%	18 6%	9 8%	20 6%	13 6%	16 7%
		75%	25%	37%	63%	40% <b>defg</b> <b>h</b>	10%	20% <b>h</b>	6%	11%	12%	33%	29%	17%	21%	62%	38%	37%	63%	32%	68%	46%	54%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 95

Absolutes/col percents/row percents 19 Apr 2018

**QF2: 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 in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	<b>446</b>	250 56%	196 44%	228 51%	218 49%	42* 9%*	61* 14%*	62* 14%*	70* 16%*	76* 17%*	135* 30%*	122 27%	132 30%	76* 17%*	116* 26%*	254 57%	192 43%	134 30%	312 70%	120 27%	326 73%	206 46%	239 54%
Disability – Discriminatory treatment or portrayal of people based on disability	<b>27</b> <b>6%</b>	22 9%	6 3%	14 6%	13 6%	6 13%	4 6%	3 4%	6 9%	4 5%	6 4%	10 8%	7 6%	3 4%	7 6%	17 7%	10 5%	7 6%	20 6%	5 4%	22 7%	11 5%	17 7%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	<b>27</b> <b>6%</b>	16 6%	11 6%	11 5%	16 7%	4 9%	7 12%	7 11%	3 4%	1 2%	5 4%	10 8%	6 5%	9 11%	2 2%	16 6%	11 6%	12 9%	15 5%	11 9%	16 5%	17 8%	10 4%
Other things	<b>75</b> <b>17%</b>	40 16%	36 18%	51 22%	24 11%	4 10%	4 7%	9 14%	13 19%	18 23%	28 20%	27 23%	23 17%	10 13%	15 13%	50 20%	25 13%	14 10%	62 20%	14 11%	62 19%	36 18%	39 16%
Don't know	<b>3</b> <b>1%</b>	- -	3 1%	3 1%	- -	- -	- -	- -	- -	3 4%	- -	3 2%	- -	- -	- -	3 1%	- -	- -	3 1%	- -	3 1%	- -	3 1%
NET: Discrimination	<b>165</b> <b>37%</b>	108 43%	57 29%	75 33%	90 41%	25 60%	34 56%	26 42%	27 38%	15 19%	38 28%	40 33%	51 39%	28 37%	46 40%	91 36%	74 38%	64 48%	101 32%	54 45%	111 34%	82 40%	82 34%
		65%	35%	45%	55%	15% <sup>fgh</sup>	21% <sup>gh</sup>	16% <sup>g</sup>	16% <sup>g</sup>	9%	23%	24%	31%	17%	28%	55%	45%	39% <sup>p</sup>	61%	33%	67%	50%	50%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 95

**QF2: 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 in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	435	402 92%	32 7%	314 72%	121 28%	362 83%	73 17%	319 73%	46 11%	50 11%	20 5%	14 3%	40 9%	29 7%	30 7%	42 10%	27 6%	40 9%	49 11%	48 11%
Weighted base	446	404 91%	41** 9%*	314 70%	132 30%	362 81%	84* 19%*	371 83%	43* 10%*	28* 6%*	4** 1%*	16** 3%*	46* 10%*	33** 7%*	34** 8%*	47* 10%*	41** 9%*	52* 12%*	58* 13%*	45* 10%*
Effective base	370	343	27	269	102	310	61	290	42	46	19	13	37	26	29	39	26	36	45	46
Bad language	185 42%	173 43% 93%	12 30% 7%	130 41% 70%	55 42% 30%	149 41% 81%	36 43% 19%	152 41% 82%	16 38% 9%	15 56% 8%	2 38% 1%	7 47% 4%	17 37% 9%	17 51% 9%	13 39% 7%	15 31% 8%	10 25% 5%	26 50% 14%	26 45% 14%	21 47% 11%
Sex/ sexually explicit content	172 38%	156 39% 91%	15 37% 9%	122 39% 71%	50 38% 29%	141 39% 82%	31 36% 19%	137 37% 80%	18 43% 11%	13 48% 8%	2 56% 1%	7 45% 4%	12 27% 7%	9 27% 5%	16 46% 9%	15 31% 8%	17 41% 10%	25 48% 15%	18 31% 10%	19 44% 11%
Violence (in general)	145 33%	133 33% 91%	12 31% 9%	99 32% 68%	46 35% 32%	120 33% 83%	25 30% 17%	115 31% 79%	19 45% 13%	9 33% 6%	1 27% 1%	5 31% 3%	11 24% 8%	7 22% 5%	12 35% 8%	16 35% 11%	10 23% 7%	18 35% 12%	20 34% 13%	17 38% 12%
Nakedness/ naked bodies/ body parts	103 23%	95 24% 92%	8 20% 8%	72 23% 69%	32 24% 31%	84 23% 81%	20 23% 19%	82 22% 79%	13 30% 12%	8 29% 8%	1 21% 1%	6 39% 6%	9 20% 9%	7 20% 6%	6 19% 8%	8 17% 8%	10 24% 9%	14 26% 13%	10 18% 10%	12 28% 12%
Antisocial behaviour	97 22%	91 23% 94%	5 13% 6%	75 24% 77%	22 17% 23%	79 22% 81%	18 22% 19%	74 20% 77%	12 29% 13%	9 32% 9%	1 28% 1%	4 24% 4%	12 26% 12%	7 20% 7%	5 14% 5%	7 15% 7%	7 17% 7%	11 21% 11%	11 19% 11%	11 26% 12%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	71 16%	64 16% 90%	7 18% 10%	48 15% 67%	23 18% 33%	54 15% 77%	17 20% 23%	58 16% 81%	7 16% 10%	6 20% 8%	1 27% 2%	5 33% 7%	5 12% 8%	1 3% 1%	7 20% 10%	6 12% 8%	8 19% 11%	11 21% 15%	8 14% 11%	7 15% 10%
Race – Discriminatory treatment or portrayal of people based on race	60 13%	52 13% 87%	8 19% 13%	46 15% 77%	14 10% 23%	50 14% 84%	10 12% 16%	53 14% 89%	3 6% 4%	3 10% 4%	1 26% 2%	2 13% 4%	6 13% 10%	5 15% 8%	2 7% 4%	4 8% 6%	9 23% 16%	10 18% 16%	10 16% 16%	6 13% 10%
Invasion of privacy/ not respecting people's privacy	59 13%	59 15% 100%	- 16% -	49 16% 83% <b>d</b>	10 8% 17%	53 15% 90%	6 7% 10%	47 13% 79%	8 18% 13%	4 15% 7%	1 13% 1%	1 7% 2%	5 10% 8%	4 12% 7%	10 29% 17%	5 11% 9%	9 23% 16%	6 11% 10%	3 6% 6%	4 8% 6%
Religion – Discriminatory treatment or portrayal of people based on religion	55 12%	52 13% 94%	3 8% 6%	46 15% 83% <b>d</b>	9 7% 17%	47 13% 85%	8 10% 15%	44 12% 79%	8 19% 15%	2 9% 4%	1 23% 2%	1 6% 2%	3 7% 6%	3 8% 5%	3 10% 6%	6 14% 12%	7 16% 12%	8 16% 15%	6 10% 10%	6 14% 12%
Age – Discriminatory treatment or portrayal of people based on age	33 7%	32 8% 97%	1 3% 3%	28 9% 84%	5 4% 16%	32 9% 96% <b>d</b>	1 1% 4%	28 8% 85%	2 5% 7%	3 10% 8%	* 4% 1%	- - -	7 14% 20%	1 2% 2%	1 3% 3%	4 8% 12%	3 8% 10%	5 10% 15%	6 11% 18%	1 3% 4%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	29 6%	27 7% 93%	2 5% 7%	24 8% 82%	5 4% 18%	27 7% 93%	2 3% 7%	26 7% 89%	1 1% 2%	2 7% 7%	* 11% 2%	1 7% 4%	2 5% 8%	- - -	4 13% 15%	2 4% 7%	2 4% 6%	3 5% 10%	8 14% 29%	3 7% 11%
Disability – Discriminatory treatment or portrayal of people based on disability	27 6%	25 6% 90%	3 7% 10%	21 7% 77%	6 5% 23%	23 6% 84%	5 5% 16%	21 6% 75%	3 7% 10%	3 12% 12%	1 16% 3%	- - -	2 5% 9%	1 3% 3%	4 11% 13%	2 5% 9%	- - -	5 9% 18%	6 11% 23% <b>s</b>	- - -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testingPrepared by BDRG Continental  
Fieldwork: April - December 2017  
BDRG/Job number (23011)

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 95

**QF2: 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 in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	446	404 91%	41** 9%**	314 70%	132 30%	362 81%	84* 19%*	371 83%	43* 10%*	28* 6%*	4** 1%**	16** 3%**	46* 10%*	33** 7%**	34** 8%**	47* 10%*	41** 9%**	52* 12%*	58* 13%*	45* 10%*
Beliefs other than religion –	27	26	1	22	5	22	5	21	3	2	1	-	2	4	1	3	2	3	3	2
Discriminatory treatment or portrayal of people based on beliefs other than religion	6%	6%	3%	7%	3%	6%	6%	6%	8%	8%	17%	-	5%	11%	3%	6%	4%	6%	6%	5%
Other things	75	71	3	51	25	66	10	62	8	4	1	1	12	4	5	3	8	6	12	11
	17%	18%	8%	16%	19%	18%	12%	17%	19%	16%	20%	6%	27%	13%	16%	6%	20%	11%	21%	24%
		94%	4%	67%	33%	87%	13%	83%	11%	6%	1%	1%	16%	6%	7%	3%	11%	7%	16%	14%
Don't know	3	3	-	3	-	3	-	3	-	-	-	-	1	1	-	-	-	-	-	-
	1%	1%	-	1%	-	1%	-	1%	-	-	-	-	3%	4%	-	-	-	-	-	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	51%	49%	-	-	-	-	-	-
NET: Discrimination	165	149	17	119	46	133	32	136	17	10	2	7	14	8	13	16	16	23	23	18
	37%	37%	41%	38%	35%	37%	39%	37%	41%	36%	43%	47%	31%	23%	38%	34%	38%	43%	39%	39%
		90%	10%	72%	28%	80%	20%	82%	11%	6%	1%	4%	8%	5%	8%	10%	9%	14%	14%	11%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 95

**QF2: 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 in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	435	90	345	183	219	53	140	251	227	208	196	324	111
		21%	79%	42%	50%	12%	32%	58%	52%	48%	45%	74%	26%
Weighted base	446	85*	361	181	232	54*	151	250	227	218	196	324	122*
		19%*	81%	41%	52%	12%*	34%	56%	51%	49%	44%	73%	27%*
Effective base	370	76	295	156	189	44	121	211	199	172	172	279	92
Bad language	185	37	148	72	104	12	74	91	89	96	77	130	56
	42%	44%	41%	40%	45%	23%	49%	36%	39%	44%	39%	40%	46%
		20%	80%	39% <b>e</b>	56% <b>e</b>	7%	40% <b>eg</b>	49%	48%	52%	42%	70%	30%
Sex/ sexually explicit content	172	37	135	74	81	18	54	94	94	77	80	129	43
	38%	43%	37%	41%	35%	33%	36%	38%	41%	35%	41%	40%	35%
		21%	79%	43%	47%	10%	32%	55%	55%	45%	46%	75%	25%
Violence (in general)	145	32	113	49	82	18	55	73	66	79	55	104	41
	33%	38%	31%	27%	35%	33%	36%	29%	29%	36%	28%	32%	34%
		22%	78%	34%	56%	12%	38%	51%	45%	55%	38%	72%	28%
Nakedness/ naked bodies/ body parts	103	19	84	36	59	15	37	53	57	47	47	79	25
	23%	23%	23%	20%	25%	28%	25%	21%	25%	21%	24%	24%	20%
		19%	81%	35%	57%	14%	36%	51%	55%	45%	46%	76%	24%
Antisocial behaviour	97	27	69	41	47	11	33	48	46	50	42	75	21
	22%	32%	19%	23%	20%	20%	22%	19%	20%	23%	21%	23%	17%
		28% <b>b</b>	72%	43%	48%	11%	34%	49%	48%	52%	43%	78%	22%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	71	12	59	33	37	11	22	43	34	37	30	56	16
	16%	14%	16%	18%	16%	20%	15%	17%	15%	17%	15%	17%	13%
		17%	83%	46%	52%	15%	31%	60%	47%	53%	43%	78%	22%
Race – Discriminatory treatment or portrayal of people based on race	60	11	49	31	28	12	13	38	29	31	27	45	15
	13%	13%	14%	17%	12%	22%	9%	15%	13%	14%	14%	14%	12%
		18%	82%	51% <b>f</b>	47%	20% <b>f</b>	22%	63%	49%	51%	45%	75%	25%
Invasion of privacy/ not respecting people's privacy	59	13	46	21	38	11	25	27	30	29	27	51	8
	13%	15%	13%	12%	16%	20%	16%	11%	13%	13%	14%	16%	7%
		21%	79%	36%	64%	18%	42%	47%	51%	49%	46%	86% <b>l</b>	14%
Religion – Discriminatory treatment or portrayal of people based on religion	55	9	46	29	30	12	10	36	31	24	30	48	7
	12%	11%	13%	16%	13%	22%	7%	14%	14%	11%	15%	15%	6%
		16%	84%	53% <b>f</b>	54%	22% <b>f</b>	18%	66% <b>f</b>	56%	44%	54%	87% <b>l</b>	13%
Age – Discriminatory treatment or portrayal of people based on age	33	7	27	14	18	7	10	21	17	16	16	30	4
	7%	8%	7%	8%	8%	13%	7%	9%	7%	7%	8%	9%	3%
		20%	80%	43%	54%	22%	31%	65%	51%	49%	49%	89%	11%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	29	6	23	11	15	3	10	16	12	16	12	25	4
	6%	7%	6%	6%	6%	5%	7%	7%	5%	8%	6%	8%	3%
		19%	81%	37%	51%	10%	34%	57%	43%	57%	43%	85%	15%

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

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Absolutes/col percents/row percents 19 Apr 2018

Table 95

## QF2: 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 in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	446	85* 19%*	361 81%	181 41%	232 52%	54* 12%*	151 34%	250 56%	227 51%	218 49%	196 44%	324 73%	122* 27%*
Disability – Discriminatory treatment or portrayal of people based on disability	27 6%	3 4% 12%	24 7% 88%	16 9% 57%	13 5% 46%	7 12% 24% <sup>f</sup>	5 3% 18%	19 8% 70%	9 4% 34%	18 8% 66%	8 4% 29%	22 7% 80%	5 4% 20%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	27 6%	5 6% 18%	22 6% 82%	13 7% 47%	15 6% 55%	5 10% 19%	8 5% 29%	17 7% 65%	12 5% 45%	15 7% 55%	12 6% 45%	23 7% 84%	4 4% 16%
Other things	75 17%	14 16% 18%	62 17% 82%	27 15% 36%	40 17% 53%	13 24% 17%	24 16% 31%	47 19% 63%	29 13% 39%	46 21% 61% <sup>h</sup>	23 12% 30%	54 17% 72%	21 17% 28%
Don't know	3 1%	1 2% 51%	1 * 49%	1 1% 49%	1 1% 51%	- - -	1 1% 51%	- - -	3 1% 100%	- - -	3 1% 100%	3 1% 100%	- - -
NET: Discrimination	165 37%	30 36% 18%	135 37% 82%	75 41% 45%	84 36% 51%	26 48% 16%	49 32% 30%	97 39% 59%	85 37% 51%	80 37% 49%	78 40% 47%	126 39% 76%	39 32% 24%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 95

**QF2: 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 in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	435	248 57%	196 45%	132 30%	138 32%	104 24%	63 14%	66 15%	33 8%	324 74%	435 100%	249 57%	108 25%	435 100%	-
Weighted base	446	253 57%	196 44%	128 29%	129 29%	101* 23%*	61* 14%*	65* 15%*	31* 7%*	324 73%	446 100%	249 56%	109* 24%*	446 100%	-** -**
Effective base	370	212	172	118	121	90	56	60	31	279	370	213	95	370	-
Bad language	185 42%	104 41% 56%	77 39% 42%	48 38% 26%	45 35% 24%	31 31% 17%	20 33% 11%	20 31% 11%	14 44% 7%	130 40% 70%	185 42% 100%	112 45% 60%	56 51% 30%	185 42% 100%	- - -
Sex/ sexually explicit content	172 38%	99 39% 58%	80 41% 46%	53 41% 31%	52 40% 30%	34 33% 20%	16 27% 9%	23 36% 13%	19 61% 11%mnopqrsu	129 40% 75%	172 38% 100%	113 46% 66%	47 44% 28%	172 38% 100%	- - -
Violence (in general)	145 33%	81 32% 56%	55 28% 38%	39 31% 27%	41 32% 28%	25 25% 18%	19 31% 13%	17 27% 12%	104 20% 4%	103 32% 72%	145 33% 100%	103 41% 71%vy	45 42% 31%	145 33% 100%	- - -
Nakedness/ naked bodies/ body parts	103 23%	62 25% 60%	47 24% 46%	36 28% 35%	32 25% 31%	24 24% 23%	13 21% 12%	18 28% 18%	11 37% 11%	79 24% 76%	103 23% 100%	79 32% 76%vy	26 24% 25%	103 23% 100%	- - -
Antisocial behaviour	97 22%	58 23% 60%	42 21% 43%	32 25% 33%	32 25% 33%	19 19% 20%	14 23% 14%	18 28% 19%	4 13% 4%	75 23% 78%	97 22% 100%	78 31% 80%vy	39 36% 40%vy	97 22% 100%	- - -
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	71 16%	45 18% 64%	30 15% 43%	24 19% 34%	27 21% 37%	16 16% 22%	14 23% 19%	14 21% 19%	5 16% 7%	56 17% 78%	71 16% 100%	50 20% 70%	25 23% 35%	71 16% 100%	- - -
Race – Discriminatory treatment or portrayal of people based on race	60 13%	37 14% 62%	27 14% 45%	20 15% 33%	18 14% 31%	18 18% 30%	13 22% 22%	12 19% 21%	3 11% 6%	45 14% 75%	60 13% 100%	36 14% 60%	17 16% 28%	60 13% 100%	- - -
Invasion of privacy/ not respecting people's privacy	59 13%	40 16% 68%	27 14% 46%	21 17% 36%	20 16% 35%	18 18% 31%	13 21% 21%	14 22% 24%	5 17% 9%	51 16% 86%	59 13% 100%	48 19% 82%vy	20 18% 33%	59 13% 100%	- - -
Religion – Discriminatory treatment or portrayal of people based on religion	55 12%	40 16% 72%	30 15% 54%	27 21% 50%	26 20% 48%	23 22% 41%	15 25% 27%	22 33% 39%mmu	7 24% 14%	48 15% 87%	55 12% 100%	40 16% 72%	24 22% 44%vy	55 12% 100%	- - -
Age – Discriminatory treatment or portrayal of people based on age	33 7%	24 9% 72%	16 8% 49%	18 14% 55%	14 11% 43%	10 10% 31%	10 16% 29%	11 17% 32%	3 10% 9%	30 9% 89%	33 7% 100%	24 10% 71%	14 13% 42%	33 7% 100%	- - -
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	29 6%	18 7% 61%	12 6% 43%	11 8% 37%	11 9% 40%	8 8% 29%	5 8% 18%	7 11% 24%	3 10% 11%	25 8% 85%	29 6% 100%	22 9% 78%	13 12% 45%	29 6% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing



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Absolutes/col percents/row percents 19 Apr 2018

Table 95

## QF2: 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 in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	446	253 57%	196 44%	128 29%	129 29%	101* 23%*	61* 14%*	65* 15%*	31* 7%*	324 73%	446 100%	249 56%	109* 24%*	446 100%	-- ---
Disability – Discriminatory treatment or portrayal of people based on disability	27 6%	19 7%	8 4%	12 10%	9 7%	7 7%	6 9%	5 8%	3 10%	22 7%	27 6%	17 7%	9 9%	27 6%	-
		68%	29%	45%	32%	26%	21%	20%	12%	80%	100%	63%	34%	100%	-
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	27 6%	16 6%	12 6%	11 9%	12 9%	9 9%	7 12%	7 11%	2 7%	23 7%	27 6%	20 8%	11 10%	27 6%	-
		60%	45%	41%	44%	35%	27%	26%	8%	84%	100%	76%	40%	100%	-
Other things	75 17%	43 17%	23 12%	13 11%	24 18%	15 15%	9 14%	3 4%	3 9%	54 17%	75 100%	29 39%	12 15%	75 100%	-
		57% <b>s</b>	30%	18%	31% <b>s</b>	20% <b>s</b>	11%	3%	3%	72% <b>s</b>	100%	39%	15%	100%	-
Don't know	3 1%	1 1%	3 1%	-	-	-	-	-	-	3 1%	3 1%	1 1%	-	3 1%	-
		49%	100%	-	-	-	-	-	-	100%	100%	51%	-	100%	-
NET: Discrimination	165 37%	101 40%	78 40%	60 47%	65 51%	47 47%	33 55%	43 66%	14 44%	126 39%	165 37%	113 45%	57 53%	165 37%	-
		61%	47%	36%	40% <b>u</b>	29%	20% <b>mnu</b>	26% <b>mnpqtu</b>	8%	76%	100%	68% <b>vy</b>	35% <b>vy</b>	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 96

**QF3: (SHOW SCREEN) 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 in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	435	271 62%	164 38%	211 49%	224 51%	39 9%	61 14%	66 15%	69 16%	71 16%	129 30%	130 30%	131 30%	67 15%	107 25%	261 60%	174 40%	132 30%	303 70%	119 27%	316 73%	236 54%	198 46%
Weighted base	446	250 56%	196 44%	228 51%	218 49%	42* 9%*	61* 14%*	62* 14%*	70* 16%*	76* 17%*	135* 30%*	122 27%	132 30%	76* 17%*	116* 26%*	254 57%	192 43%	134 30%	312 70%	120 27%	326 73%	206 46%	239 54%
Effective base	370	234	142	176	196	36	53	60	60	64	100	109	112	56	95	221	150	118	252	107	264	210	171
Drama	147 33%	102 41% 69%	45 23% 31%	72 32% 49%	75 34% 51%	16 37% 11%	16 26% 11%	21 33% 14%	20 28% 13%	19 25% 13%	57 42% 38%g	48 40% 33%	44 33% 30%	21 27% 14%	35 30% 23%	92 36% 63%	55 29% 37%	42 31% 28%	105 34% 72%	36 30% 24%	111 34% 76%	61 30% 41%	86 36% 59%
Reality programme	139 31%	90 36% 65%	49 25% 35%	63 28% 45%	76 35% 55%	15 37% 11%	20 33% 14%	14 23% 10%	29 41% 21%e	20 26% 14%	41 30% 30%	39 32% 28%	43 33% 31%	24 32% 18%	32 28% 23%	82 33% 59%	57 29% 41%	42 32% 30%	97 31% 70%	40 33% 29%	99 31% 71%	76 37% 55%t	63 26% 45%
Soap	102 23%	56 22% 55%	46 23% 45%	48 21% 47%	54 25% 53%	6 14% 6%	13 21% 13%	13 21% 13%	15 21% 15%	19 25% 19%	36 36% 36%	26 21% 25%	29 22% 28%	10 13% 10%	37 32% 36%k	55 22% 54%	47 24% 46%	37 28% 36%	65 21% 64%	32 22% 31%	70 22% 69%	36 18% 35%	66 27% 65%e
Film	83 19%	68 27% 83%	14 7% 17%	33 15% 41%	49 23% 59%	6 15% 7%	16 25% 19%	14 23% 17%	11 16% 13%	13 18% 16%	22 17% 27%	23 19% 28%	25 19% 31%	13 17% 16%	21 18% 26%	48 19% 58%	34 18% 42%	30 22% 36%	52 17% 64%	26 22% 32%	56 17% 68%	39 19% 47%	44 18% 53%
News programme	73 16%	48 19% 66%	25 13% 34%	48 21% 66%b	25 11% 34%	9 22% 12%h	11 19% 16%	13 22% 18%h	15 22% 21%h	12 16% 17%	11 8% 15%	23 19% 31%	20 15% 27%	12 16% 16%	18 17% 25%	43 17% 58%	30 16% 42%	28 21% 38%	45 14% 62%	21 18% 29%	52 16% 71%	43 21% 59%t	30 13% 41%
Documentary	72 16%	43 17% 59%	30 15% 41%	44 19% 60%	29 13% 40%	5 11% 6%	14 23% 19%h	15 24% 20%h	15 21% 20%	11 14% 15%	14 10% 19%	19 16% 26%	27 20% 37%	14 18% 19%	13 18% 18%	46 18% 63%	26 14% 37%	25 18% 34%	48 15% 66%	25 20% 34%	48 15% 66%	47 23% 64%t	26 11% 36%
Comedy	59 13%	39 16% 66%	20 10% 34%	38 17% 65%b	21 10% 35%	11 27% 19%efg	10 17% 17%e	2 3% 3%	4 6% 7%	8 10% 13%	24 18% 40%ef	12 10% 21%	23 18% 39%k	5 6% 8%	19 16% 31%	36 14% 60%	23 12% 40%	16 12% 27%	43 14% 73%	14 11% 23%	46 14% 77%	20 10% 33%	39 16% 67%e
General entertainment	58 13%	36 14% 62%	22 11% 38%	31 13% 53%	27 13% 47%	5 13% 9%	8 13% 13%	7 12% 12%	8 12% 14%	6 7% 10%	24 18% 41%	16 13% 28%	21 16% 36%k	5 7% 29%	17 15% 29%	37 15% 64%	21 11% 36%	17 13% 30%	41 13% 70%	17 14% 29%	41 13% 71%	27 13% 47%	31 13% 53%
Current affairs	57 13%	31 12% 54%	26 13% 46%	33 15% 59%	24 11% 41%	3 7% 5%	12 20% 22%	9 15% 16%	11 15% 19%	13 12% 16%	13 10% 23%	18 15% 32%	23 17% 40%l	8 10% 14%	8 7% 14%	41 16% 72%n	16 8% 28%	23 17% 40%	34 11% 60%	21 17% 37%	36 11% 63%	36 18% 64%t	21 9% 36%
Music video (on music channel or general channels)	37 8%	33 13% 90%	4 2% 10%	19 8% 50%	19 9% 50%	6 15% 16%h	12 20% 33%tgh	7 12% 20%h	5 7% 14%	4 5% 11%	2 2% 6%	11 9% 28%	10 8% 27%	8 10% 21%	9 8% 24%	21 8% 56%	17 9% 44%	22 17% 59%p	15 5% 41%	16 13% 43%r	21 6% 57%	22 11% 60%	15 6% 40%
Talent show	37 8%	28 11% 77%	9 4% 23%	21 9% 58%	15 7% 42%	6 14% 16%	11 18% 30%th	4 6% 11%	4 5% 10%	6 7% 15%	7 5% 19%	9 8% 25%	16 12% 43%k	1 1% 3%	11 9% 29%	25 10% 68%	12 6% 32%	17 13% 46%p	20 6% 54%	15 13% 42%r	21 7% 58%	22 11% 59%	15 6% 41%
Religious programming	26 6%	21 8% 79%	6 3% 21%	13 6% 51%	13 6% 49%	4 9% 15%	8 13% 30%tgh	7 10% 25%l	1 1% 3%	2 3% 8%	5 4% 19%	10 8% 36%	8 6% 29%	3 2% 7%	7 6% 27%	17 7% 66%	9 5% 34%	9 7% 35%	17 5% 65%	8 6% 29%	19 6% 71%	16 8% 60%	11 4% 40%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 96

Absolutes/col percents/row percents 19 Apr 2018

**QF3: (SHOW SCREEN) 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 in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	446	250 56%	198 44%	228 51%	218 49%	42* 9%*	61* 14%*	62* 14%*	70* 16%*	76* 17%*	135* 30%*	122 27%	132 30%	76* 17%*	116* 26%*	254 57%	192 43%	134 30%	312 70%	120 27%	326 73%	206 46%	239 54%
Game/ quiz show	22 5%	18 7% 81%	4 2% 19%	10 4% 45%	12 6% 55%	3 7% 13%	6 10% 28% <b>f</b> <b>h</b>	4 6% 17%	1 1% 3%	5 7% 24%	4 3% 16%	4 3%	10 8% 46%	3 4% 15%	4 4% 20%	14 6% 65%	8 4% 35%	10 8% 48%	11 4% 52%	10 8% 46%	12 4% 54%	15 7% 68%	7 3% 32%
Children's programme	20 4%	12 5% 59%	8 4% 41%	5 2% 25%	15 7% 75% <b>a</b>	3 6% 13% <b>g</b>	10 17% 52% <b>fgh</b>	3 5% 17%	1 1% 4%	- 2% -	3 2% 14%	3 2%	8 6% 39%	1 1% 4%	8 7% 42%	11 4% 54%	9 5% 46%	15 11% 77% <b>p</b>	5 1% 23%	12 10% 63% <b>r</b>	7 2% 37%	8 4% 42%	12 5% 58%
Sports programme	11 2%	10 4% 91%	1 1% 9%	7 3% 62%	4 2% 38%	3 8% 28% <b>f</b> <b>h</b>	4 7% 37% <b>f</b> <b>h</b>	2 3% 16%	- 3% -	2 3% 19%	- - -	2 2%	5 3% 41%	1 1% 10%	4 3% 32%	6 3% 58%	5 2% 42%	6 5% 54%	5 2% 46%	5 5% 49%	6 2% 51%	8 4% 73%	3 1% 27%
Other types of programme	24 5%	9 4% 38%	15 8% 62%	13 6% 55%	11 5% 45%	3 8% 13% <b>d</b>	- - 26% <b>d</b> <b>f</b>	- 10% 4%	6 1% 4%	1 4% 13%	3 8% 44% <b>d</b>	5 4%	5 4% 23%	4 6% 18%	10 8% 40%	10 4% 42%	14 7% 58%	4 3% 18%	20 6% 82%	3 3% 14%	21 6% 86%	10 5% 41%	14 6% 59%
Don't know	20 5%	14 6% 68%	6 3% 32%	11 5% 52%	10 4% 48%	1 3% 5%	4 6% 18%	2 4% 11%	3 4% 14%	3 3% 13%	8 6% 38%	1 1%	4 3% 22%	6 8% 29% <b>i</b>	8 7% 42% <b>i</b>	6 2% 29%	14 7% 71% <b>m</b>	4 3% 18%	16 5% 82%	4 3% 18%	16 5% 82%	7 3% 33%	13 5% 62%

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

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 96

**QF3: (SHOW SCREEN) 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 in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	435	402 92%	32 7%	314 72%	121 28%	362 83%	73 17%	319 73%	46 11%	50 11%	20 5%	14 3%	40 9%	29 7%	30 7%	42 10%	27 6%	40 9%	49 11%	48 11%	
Weighted base	446	404 91%	41** 9%**	314 70%	132 30%	362 81%	84* 19%*	371 83%	43* 10%*	28* 6%*	4** 1%**	16** 3%**	46* 10%**	33** 7%**	34** 8%**	47* 10%*	41** 9%**	52* 12%*	58* 13%*	45* 10%*	
Effective base	370	343	27	269	102	310	61	290	42	46	19	13	37	26	29	39	26	36	45	46	
Drama	147 33%	138 34%	8 19%	111 35%	36 27%	124 34%	23 27%	118 32%	17 40%	10 37%	1 33%	5 31%	12 26%	9 27%	18 53%	13 29%	14 33%	14 28%	20 34%	13 29%	
		94%	5%	75%	25%	84%	16%	80%	12%	7%	1%	3%	8%	6%	12%	9%	9%	10%	14%	9%	
Reality programme	139 31%	132 33%	7 17%	105 33%	34 26%	118 32%	21 26%	115 31%	15 35%	8 30%	1 28%	10 63%	15 33%	6 19%	9 28%	13 28%	15 37%	13 25%	17 30%	15 34%	
		95%	5%	75%	25%	85%	15%	82%	11%	6%	1%	7%	11%	5%	7%	9%	11%	10%	12%	11%	
Soap	102 23%	93 23%	9 23%	70 22%	32 24%	81 22%	20 24%	86 23%	10 25%	4 16%	1 35%	3 19%	10 23%	3 10%	8 23%	13 28%	9 22%	14 26%	17 29%	8 19%	
		91%	9%	68%	32%	80%	20%	84%	10%	4%	1%	3%	10%	3%	8%	13%	9%	14%	17%	8%	
Film	83 19%	82 20%	1 2%	67 21%	16 12%	76 21%	6 7%	70 19%	7 17%	4 16%	1 19%	3 20%	3 8%	6 17%	9 26%	9 19%	9 22%	7 14%	14 24%	9 21%	
		99%	1%	81% <b>d</b>	18%	93% <b>f</b>	7%	85%	9%	5%	1%	4%	4%	7%	11%	11%	11%	9%	17% <b>l</b>	11%	
News programme	73 16%	68 17%	5 13%	54 17%	19 15%	62 17%	11 13%	63 17%	7 16%	3 10%	* 4%	1 6%	9 21%	7 20%	4 13%	3 6%	8 19%	8 16%	12 20%	11 25%	
		93%	7%	73%	27%	85%	15%	87%	9%	4%	*	1%	13%	9%	6%	4%	11%	11%	16%	15% <b>c</b>	
Documentary	72 16%	68 17%	4 9%	51 16%	21 16%	58 16%	14 17%	64 17%	5 11%	3 13%	* 4%	3 19%	4 9%	5 16%	6 17%	7 15%	5 11%	16 31%	8 15%	10 21%	
		95%	5%	70%	30%	80%	20%	88%	7%	5%	*	4%	6%	7%	8%	10%	6%	22% <b>l</b>	12%	13%	
Comedy	59 13%	52 13%	7 16%	42 13%	17 13%	49 13%	10 12%	48 13%	8 18%	4 13%	- -	1 6%	5 11%	4 12%	3 9%	2 4%	5 11%	8 16%	16 28%	4 9%	
		89%	11%	71%	29%	82%	18%	81%	13%	6%	-	2%	9%	6%	5%	3%	8%	14%	27% <b>o</b>	7%	
General entertainment	58 13%	52 13%	6 16%	44 14%	14 11%	47 13%	11 13%	47 13%	8 19%	3 10%	* 11%	3 18%	6 13%	1 3%	3 10%	8 16%	5 13%	5 9%	11 20%	5 11%	
		89%	11%	76%	24%	81%	19%	81%	14%	5%	1%	5%	10%	2%	6%	13%	9%	8%	19%	8%	
Current affairs	57 13%	54 13%	3 8%	41 12%	16 12%	48 13%	9 11%	47 13%	6 14%	4 15%	- -	- -	5 11%	2 7%	3 10%	2 4%	10 24%	7 13%	8 14%	10 22%	
		95%	5%	72%	28%	84%	16%	82%	11%	7%	-	-	9%	4%	6%	3%	17%	12%	15%	17% <b>c</b>	
Music video (on music channel or general channels)	37 8%	36 9%	1 2%	31 10%	6 4%	37 10%	- -	30 8%	4 9%	3 11%	* 10%	2 12%	2 5%	1 3%	4 11%	4 8%	2 4%	4 8%	5 9%	6 14%	
		98%	2%	85%	15%	100% <b>f</b>	-	81%	10%	8%	1%	5%	7%	3%	10%	10%	4%	11%	15%	17%	
Talent show	37 8%	37 9%	- -	32 10%	5 4%	35 10%	2 3%	32 9%	2 5%	2 9%	* 4%	2 13%	2 4%	2 7%	4 12%	2 4%	6 15%	4 7%	5 8%	6 12%	
		100%	-	87% <b>d</b>	13%	94%	6%	87%	6%	7%	*	6%	5%	6%	11%	5%	17%	10%	13%	15%	
Religious programming	26 6%	26 6%	- -	24 8%	2 2%	25 7%	1 1%	21 6%	3 6%	2 8%	* 5%	- -	1 2%	1 3%	4 11%	2 4%	4 10%	5 10%	2 3%	3 6%	
		100%	-	91% <b>d</b>	9%	97%	3%	80%	10%	9%	1%	-	3%	3%	14%	7%	16%	20%	6%	10%	
Game/ quiz show	22 5%	22 5%	- -	19 6%	3 2%	21 6%	1 1%	18 5%	2 4%	2 6%	* 6%	- -	2 4%	2 6%	- -	2 4%	5 13%	2 4%	3 6%	2 4%	
		100%	-	87%	13%	94%	6%	83%	8%	8%	1%	-	8%	9%	-	8%	24%	10%	16%	9%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 96

**QF3: (SHOW SCREEN) 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 in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	<b>446</b>	404 91%	41** 9%**	314 70%	132 30%	362 81%	84* 19%**	371 83%	43* 10%*	28* 6%*	4** 1%**	16** 3%**	46* 10%*	33** 7%**	34** 8%**	47* 10%*	41** 9%**	52* 12%*	58* 13%*	45* 10%*
Children's programme	<b>20</b> <b>4%</b>	17 4%	3 8%	14 4%	6 5%	16 4%	4 5%	17 5%	2 4%	1 5%	-	1 6%	1 2%	-	-	3 7%	3 8%	4 8%	2 3%	2 5%
		85%	15%	69%	31%	79%	21%	84%	9%	6%	-	5%	5%	-	-	16%	17%	21%	10%	11%
Sports programme	<b>11</b> <b>2%</b>	11 3%	-	10 3%	1 1%	11 3%	-	9 2%	2 4%	1 2%	-	1 6%	-	-	1 4%	2 4%	2 4%	1 2%	-	2 5%
		100%	-	87%	13%	100%	-	80%	15%	5%	-	9%	-	-	13%	17%	14%	9%	-	18%
Other types of programme	<b>24</b> <b>5%</b>	19 5%	5 12%	17 5%	8 6%	19 5%	6 7%	19 5%	4 10%	1 5%	-	1 7%	2 5%	1 2%	2 7%	2 4%	4 9%	3 6%	1 2%	3 6%
		79%	21%	68%	32%	77%	23%	77%	18%	5%	-	4%	10%	3%	9%	7%	15%	12%	4%	12%
Don't know	<b>20</b> <b>5%</b>	19 5%	1 2%	12 4%	8 6%	15 4%	5 6%	18 5%	1 2%	1 3%	1 15%	-	3 6%	3 10%	1 4%	3 7%	2 4%	2 3%	2 4%	1 3%
		95%	5%	61%	39%	75%	25%	88%	5%	4%	3%	-	14%	17%	6%	15%	8%	9%	12%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 96

Absolutes/col percents/row percents 19 Apr 2018

**QF3: (SHOW SCREEN) 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 in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	435	90 21%	345 79%	183 42%	219 50%	53 12%	140 32%	251 58%	227 52%	208 48%	196 45%	324 74%	111 26%
Weighted base	446	85* 19%*	361 81%	181 41%	232 52%	54* 12%*	151 34%	250 56%	227 51%	218 49%	196 44%	324 73%	122* 27%*
Effective base	370	76	295	156	189	44	121	211	199	172	172	279	92
Drama	147	36	111	60	79	18	48	82	75	72	66	109	38
	33%	42%	31%	33%	34%	33%	32%	33%	33%	33%	34%	34%	32%
		24%	76%	41%	54%	12%	32%	56%	51%	49%	45%	74%	26%
Reality programme	139	32	107	47	83	13	58	66	71	68	64	106	33
	31%	38%	30%	26%	36%	24%	39%	26%	31%	31%	32%	33%	27%
		23%	77%	34%	60%g	9%	42%cg	48%	51%	49%	46%	76%	24%
Soap	102	24	78	30	62	10	46	51	54	48	44	71	31
	23%	28%	22%	16%	27%	19%	30%	20%	24%	22%	22%	22%	26%
		23%	77%	29%	61%c	10%	45%cg	50%	53%	47%	43%	69%	31%
Film	83	19	63	35	47	11	26	44	53	29	46	66	17
	19%	23%	18%	19%	20%	21%	18%	18%	23%	14%	24%	20%	14%
		23%	77%	42%	57%	13%	32%	54%	64%l	36%	56%l	80%	20%
News programme	73	15	58	29	44	12	28	39	37	35	35	55	18
	16%	18%	16%	16%	19%	22%	19%	16%	16%	16%	18%	17%	15%
		21%	79%	40%	61%	16%	39%	54%	51%	49%	47%	76%	24%
Documentary	72	16	56	31	37	8	27	38	40	32	37	57	15
	16%	19%	15%	17%	16%	15%	18%	15%	18%	15%	19%	18%	13%
		23%	77%	43%	52%	11%	37%	52%	56%	44%	52%	79%	21%
Comedy	59	19	40	21	34	7	22	29	25	34	22	40	19
	13%	23%	11%	12%	15%	14%	14%	12%	11%	15%	11%	12%	15%
		33%b	67%	36%	57%	12%	37%	49%	43%	57%	38%	69%	31%
General entertainment	58	21	37	17	40	4	30	24	27	31	23	44	14
	13%	25%	10%	10%	17%	8%	20%	10%	12%	14%	12%	14%	12%
		36%b	64%	30%	69%cg	7%	52%cg	42%	46%	54%	39%	75%	25%
Current affairs	57	9	48	20	36	10	22	33	26	31	24	40	17
	13%	11%	13%	11%	16%	18%	14%	13%	11%	14%	12%	12%	14%
		16%	84%	35%	64%	17%	38%	58%	46%	54%	41%	71%	29%
Music video (on music channel or general channels)	37	10	27	19	24	8	12	20	23	14	21	32	5
	8%	12%	7%	10%	10%	15%	8%	8%	10%	6%	11%	10%	4%
		28%	72%	51%	64%	21%	32%	55%	62%	38%	57%	86%	14%
Talent show	37	14	23	17	20	4	16	18	21	16	20	30	7
	8%	16%	6%	9%	9%	7%	11%	7%	9%	7%	10%	9%	6%
		37%b	63%	46%	55%	10%	43%	49%	47%	43%	54%	82%	18%
Religious programming	26	4	22	10	15	7	6	20	18	8	18	24	2
	6%	5%	6%	6%	7%	13%	4%	8%	8%	3%	9%	8%	1%
		15%	85%	39%	58%	26%	25%	75%	71%	29%	71%l	93%l	7%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 96

**QF3: (SHOW SCREEN) 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 in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	446	85* 19%*	361 81%	181 41%	232 52%	54* 12%*	151 34%	250 56%	227 51%	218 49%	196 44%	324 73%	122* 27%*
Game/ quiz show	22 5%	10 12% 45% <sup>b</sup>	12 3% 55%	10 6% 46%	13 5% 58%	3 6% 14%	9 6% 41%	8 3% 36%	10 4% 46%	12 5% 54%	10 5% 46%	19 6% 88%	3 2% 12%
Children's programme	20 4%	7 9% 36%	13 4% 64%	10 6% 51%	10 4% 51%	5 10% 26%	7 4% 33%	12 5% 59%	14 6% 71%	6 3% 29%	11 6% 57%	15 5% 77%	5 4% 23%
Sports programme	11 2%	4 5% 38%	7 2% 62%	5 3% 49%	5 2% 42%	2 4% 19%	3 2% 28%	6 3% 58%	8 3% 68%	4 2% 32%	8 4% 68%	9 3% 82%	2 2% 18%
Other types of programme	24 5%	2 3% 9%	22 6% 91%	6 3% 24%	12 5% 51%	8 14% 32% <sup>c,d,g</sup>	9 6% 36%	15 6% 60%	9 4% 36%	16 7% 64%	6 3% 23%	18 5% 73%	7 5% 27%
Don't know	20 5%	2 2% 10%	18 5% 90%	11 6% 54%	8 4% 42%	3 5% 14%	6 4% 30%	13 5% 65%	8 3% 39%	12 6% 61%	7 4% 34%	15 5% 75%	5 4% 25%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 96

**QF3: (SHOW SCREEN) 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 in the last 12 months**

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	435	248 57%	196 45%	132 30%	138 32%	104 24%	63 14%	66 15%	33 8%	324 74%	435 100%	249 57%	108 25%	435 100%	-
	446	253 57%	196 44%	128 29%	129 29%	101* 23%*	61* 14%*	65* 15%*	31* 7%*	324 73%	446 100%	249 56%	109* 24%*	446 100%	-*
	370	212	172	118	121	90	56	60	31	279	370	213	95	370	-
	147	81	66	44	38	27	21	23	11	109	147	97	39	147	-
	33%	32%	34%	34%	30%	27%	34%	36%	36%	34%	33%	39%	36%	33%	-
		55%	45%	30%	26%	18%	14%	16%	8%	74%	100%	66%	26%	100%	-
	139	82	64	44	44	29	24	26	11	106	139	89	37	139	-
	31%	32%	32%	35%	34%	29%	39%	40%	37%	33%	31%	36%	34%	31%	-
		59%	46%	32%	32%	21%	17%	19%	8%	76%	100%	64%	27%	100%	-
	102	50	44	25	28	9	10	10	8	71	102	67	29	102	-
	23%	20%	22%	20%	22%	9%	17%	16%	25%	22%	23%	27%	26%	23%	-
		49%q	43%q	25%q	27%q	9%	10%	10%	8%q	69%q	100%	66%	28%	100%	-
	83	50	46	33	29	26	16	19	9	66	83	59	27	83	-
	19%	20%	24%	25%	22%	26%	26%	29%	28%	20%	19%	24%	25%	19%	-
		61%	56%	39%	35%	31%	19%	23%	10%	80%	100%	72%	33%	100%	-
	73	38	35	25	25	21	13	13	7	55	73	40	20	73	-
	16%	15%	18%	19%	20%	21%	21%	20%	24%	17%	16%	16%	18%	16%	-
		52%	47%	34%	35%	29%	18%	17%	10%	76%	100%	55%	28%	100%	-
	72	47	37	28	22	22	11	10	6	57	72	41	20	72	-
	16%	19%	19%	22%	17%	22%	18%	16%	19%	18%	16%	17%	18%	16%	-
		66%	52%	38%	30%	31%	15%	14%	8%	79%	100%	57%	28%	100%	-
	59	35	22	21	17	13	5	12	2	40	59	32	18	59	-
	13%	14%	11%	16%	13%	13%	8%	18%	7%	12%	13%	13%	16%	13%	-
		60%	38%	35%	28%	22%	8%	19%	4%	69%	100%	55%	30%	100%	-
	58	32	23	19	19	6	7	7	5	44	58	40	15	58	-
	13%	13%	12%	15%	15%	6%	12%	11%	16%	14%	13%	16%	14%	13%	-
		55%	39%	33%q	33%q	11%	13%	12%	8%	75%	100%	69%	26%	100%	-
	57	35	24	17	21	17	11	11	4	40	57	31	13	57	-
	13%	14%	12%	13%	16%	17%	19%	16%	12%	12%	13%	12%	12%	13%	-
		61%	41%	30%	37%	30%	20%	19%	7%	71%	100%	54%	23%	100%	-
	37	24	21	23	20	17	15	16	7	32	37	28	16	37	-
	8%	10%	11%	18%	16%	16%	25%	25%	23%	10%	8%	11%	14%	8%	-
		65%	57%	61%mu	54%	45%	40%mn	43%mn	19%mu	86%	100%	76%	42%	100%	-
	37	24	20	15	11	10	8	9	3	30	37	25	14	37	-
	8%	9%	10%	12%	9%	10%	13%	15%	10%	9%	8%	10%	13%	8%	-
		64%	54%	40%	30%	26%	22%	26%	8%	82%	100%	68%	38%	100%	-
	26	23	18	15	19	17	7	8	3	24	26	17	16	26	-
	6%	9%	9%	11%	14%	16%	11%	12%	9%	8%	6%	7%	15%	6%	-
		90%	71%	56%	71%u	64%u	25%	29%	10%	93%	100%	66%	62%vw	100%	-

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 96

**QF3: (SHOW SCREEN) 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 in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	446	253 57%	196 44%	128 29%	129 29%	101* 23%*	61* 14%*	65* 15%*	31* 7%*	324 73%	446 100%	249 56%	109* 24%*	446 100%	-- --
Game/ quiz show	22 5%	15 67%	10 46%	9 43%	6 29%	10 47%	6 28%	6 29%	3 13%	19 88%	22 5%	13 5%	8 7%	22 5%	- -
Children's programme	20 4%	15 73%	11 57%	12 58%	6 32%	7 36%	6 31%	9 48% <b>mnpu</b>	1 4%	15 77%	20 4%	11 5%	11 10%	20 4%	- -
Sports programme	11 2%	9 82%	8 68%	7 63%	8 68%	6 56%	5 45%	4 40%	1 8%	9 82%	11 100%	8 71%	4 40%	11 100%	- -
Other types of programme	24 5%	14 60%	6 23%	5 22%	7 27%	3 13%	4 15%	3 12%	2 8%	18 73%	24 100%	7 29%	4 16%	24 100%	- -
Don't know	20 5%	15 75%	7 34%	5 25%	3 17%	6 29%	4 17%	2 11%	1 5%	15 75%	20 100%	8 38%	6 30%	20 100%	- -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 97

**QF4: 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 in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>435</b>	271 62%	164 38%	211 49%	224 51%	39 9%	61 14%	66 15%	69 16%	71 16%	129 30%	130 30%	131 30%	67 15%	107 25%	261 60%	174 40%	132 30%	303 70%	119 27%	316 73%	236 54%	198 46%
Weighted base	<b>446</b>	250 56%	196 44%	228 51%	218 49%	42* 9%*	61* 14%*	62* 14%*	70* 16%*	76* 17%*	135* 30%*	122 27%	132 30%	76* 17%*	116* 26%*	254 57%	192 43%	134 30%	312 70%	120 27%	326 73%	206 46%	239 54%
Effective base	<b>370</b>	234	142	176	196	36	53	60	60	64	100	109	112	56	95	221	150	118	252	107	264	210	171
Switched over	<b>209</b>	117 47%	92 47%	99 43%	110 51%	17 41%	24 39%	33 54%	38 54%	37 49%	60 44%	54 45%	64 48%	36 48%	54 47%	118 47%	91 47%	66 49%	143 46%	58 48%	151 46%	103 50%	106 44%
	<b>47%</b>	56%	44%	47%	53%	8%	11%	16%	18%	18%	29%	26%	31%	17%	26%	57%	43%	32%	68%	28%	72%	49%	51%
Discussed it with other people	<b>117</b>	73	44	57	61	15	19	15	22	21	25	34	39	14	31	73	44	43	74	38	79	59	58
	<b>26%</b>	29%	23%	25%	28%	37%	30%	24%	32%	27%	19%	28%	30%	18%	26%	29%	23%	32%	24%	32%	24%	29%	24%
		62%	38%	48%	52%	13% <b>h</b>	16%	13%	19%	18%	22%	29%	33%	12%	26%	62%	38%	37%	63%	33%	67%	51%	49%
Switched off	<b>97</b>	61	36	48	49	8	11	14	22	13	28	32	26	18	21	58	39	33	64	24	73	55	41
	<b>22%</b>	24%	18%	21%	23%	19%	18%	23%	32%	17%	21%	26%	20%	24%	18%	23%	20%	24%	21%	20%	24%	27%	17%
		63%	37%	49%	51%	8%	12%	15%	23%	13%	29%	33%	27%	19%	21%	60%	40%	34%	66%	25%	75%	57% <b>t</b>	42%
Continued watching/ did nothing	<b>77</b>	43	35	48	29	9	13	5	5	16	30	15	28	13	21	43	34	17	60	14	63	24	53
	<b>17%</b>	17%	18%	21%	13%	22%	21%	7%	7%	21%	22%	13%	21%	17%	18%	17%	18%	13%	19%	12%	19%	12%	22%
		55%	45%	62%	38%	12% <b>ef</b>	16% <b>ef</b>	6%	7%	21% <b>ef</b>	38% <b>ef</b>	20%	36%	17%	27%	56%	44%	22%	78%	18%	82%	31%	68% <b>se</b>
Complained to the broadcaster (via letter/ phone/ email/ online)	<b>26</b>	22	4	16	10	4	8	3	4	3	3	10	9	1	5	19	6	13	13	12	14	19	7
	<b>6%</b>	9%	2%	7%	5%	9%	13%	5%	6%	4%	2%	8%	7%	1%	4%	8%	3%	10%	4%	10%	4%	9%	3%
		86%	14%	61%	39%	15%	31% <b>h</b>	13%	16%	12%	13%	40%	36%	4%	20%	76%	24%	51% <b>p</b>	49%	47% <b>fr</b>	53%	73% <b>t</b>	27%
Complained to the regulator (via letter/ phone/ email/ online)	<b>12</b>	10	2	9	3	1	5	2	1	4	-	6	3	1	1	9	3	6	6	5	7	9	2
	<b>3%</b>	4%	1%	4%	1%	3%	8%	3%	1%	5%	-	5%	2%	2%	1%	4%	1%	5%	2%	4%	2%	5%	1%
		87%	13%	76%	24%	9%	39% <b>h</b>	15%	7%	30% <b>h</b>	-	52%	26%	13%	10%	78%	22%	53%	47%	43%	57%	60% <b>t</b>	20%
Other	<b>21</b>	13	7	12	9	-	3	1	3	1	12	3	7	5	6	10	10	6	15	6	15	4	17
	<b>5%</b>	5%	4%	5%	4%	-	5%	2%	4%	2%	9%	3%	5%	6%	5%	4%	5%	4%	5%	5%	5%	2%	7%
		65%	35%	58%	42%	-	15%	7%	12%	7%	60%	16%	35%	22%	28%	50%	50%	29%	71%	29%	71%	18%	82% <b>se</b>
Don't know	<b>7</b>	5	2	1	6	-	1	4	-	1	1	1	3	1	2	4	3	1	6	1	6	4	2
	<b>1%</b>	2%	1%	*	3%	-	2%	6%	-	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%
		69%	31%	16%	84%	-	19%	53% <b>h</b>	-	13%	15%	12%	42%	13%	34%	54%	46%	12%	88%	12%	88%	66%	34%

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

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 97

**QF4: 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 in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	435	402 92%	32 7%	314 72%	121 28%	362 83%	73 17%	319 73%	46 11%	50 11%	20 5%	14 3%	40 9%	29 7%	30 7%	42 10%	27 6%	40 9%	49 11%	48 11%	
Weighted base	446	404 91%	41** 9%**	314 70%	132 30%	362 81%	84* 19%*	371 83%	43* 10%*	28* 6%*	4** 1%**	16** 3%**	46* 10%*	33** 7%**	34** 8%**	47* 10%*	41** 9%**	52* 12%*	58* 13%*	45* 10%*	
Effective base	370	343	27	269	102	310	61	290	42	46	19	13	37	26	29	39	26	36	45	46	
Switched over	209 47%	188 46%	21 53%	143 45%	66 50%	168 47%	41 49%	169 46%	22 52%	14 52%	3 66%	8 51%	25 55%	19 56%	18 53%	14 31%	15 36%	25 48%	23 40%	23 51%	
		90%	10%	68%	32%	81%	19%	81%	11%	7%	1%	4%	12% <b>c</b>	9%	9%	7%	7%	12%	11%	11%	
Discussed it with other people	117 26%	115 28%	1 3%	98 31%	19 14%	105 29%	12 14%	103 28%	10 22%	4 14%	1 16%	3 19%	8 18%	10 31%	6 17%	12 26%	16 39%	12 23%	24 41%	12 26%	
		98%	1%	84% <b>d</b>	16%	90% <b>f</b>	10%	88% <b>i</b>	8%	3%	1%	3%	7%	9%	5%	10%	14%	10%	20% <b>l</b>	10%	
Switched off	97 22%	90 22%	7 16%	69 22%	28 21%	78 21%	19 23%	70 19%	15 34%	11 40%	1 22%	2 12%	10 22%	3 9%	4 13%	12 26%	9 22%	10 19%	10 18%	10 22%	
		93%	7%	71%	29%	80%	20%	73%	15% <b>g</b>	11% <b>g</b>	1%	2%	10%	3%	5%	12%	9%	10%	11%	10%	
Continued watching/ did nothing	77 17%	69 17%	9 21%	57 18%	20 15%	65 18%	12 15%	67 18%	5 13%	5 17%	1 14%	5 30%	7 15%	4 11%	4 13%	8 17%	7 17%	13 25%	14 24%	5 11%	
		89%	11%	74%	26%	84%	16%	86%	7%	6%	1%	6%	9%	5%	6%	11%	9%	17%	18%	6%	
Complained to the broadcaster (via letter/ phone/ email/ online)	26 6%	24 6%	1 3%	25 8%	* *	26 7%	- -	21 6%	3 8%	1 3%	- -	1 6%	1 3%	2 5%	2 6%	2 4%	3 7%	3 6%	3 4%	5 12%	
		95%	5%	95% <b>d</b>	2%	100% <b>f</b>	-	84%	13%	3%	-	4%	5%	7%	8%	7%	11%	12%	10%	20%	
Complained to the regulator (via letter/ phone/ email/ online)	12 3%	11 3%	1 3%	11 3%	1 1%	11 3%	* 3%	8 2%	3 8%	1 3%	- -	- -	- -	1 3%	1 3%	- -	- -	1 2%	1 2%	4 8%	
		90%	10%	90%	10%	97%	3%	65%	29% <b>g</b>	6%	-	- -	- -	7%	9%	-	-	9%	8%	31%	
Other	21 5%	19 5%	2 4%	18 6%	3 2%	18 5%	2 3%	18 5%	3 6%	- -	- -	1 6%	- -	2 7%	- -	5 10%	7 16%	- -	3 5%	1 1%	
		92%	8%	86%	14%	89%	11%	88%	12%	-	-	4%	-	11%	-	22% <b>q</b>	33%	-	15%	3%	
Don't know	7 1%	7 2%	-	3 1%	4 3%	4 1%	3 3%	6 2%	1 2%	- -	- -	- -	- -	- -	2 6%	2 4%	- -	- -	- -	2 4%	
		100%	-	44%	56%	60%	40%	85%	15%	-	-	-	-	-	31%	29%	-	-	-	25%	

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

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 97

**QF4: 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 in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	435	90	345	183	219	53	140	251	227	208	196	324	111
		21%	79%	42%	50%	12%	32%	58%	52%	48%	45%	74%	26%
Weighted base	446	85*	361	181	232	54*	151	250	227	218	196	324	122*
		19%*	81%	41%	52%	12%*	34%	56%	51%	49%	44%	73%	27%*
Effective base	370	76	295	156	189	44	121	211	199	172	172	279	92
Switched over	209	41	168	83	112	27	73	118	104	106	89	152	57
	47%	49%	46%	46%	48%	51%	48%	47%	46%	48%	45%	47%	47%
		20%	80%	40%	53%	13%	35%	56%	50%	50%	43%	73%	27%
Discussed it with other people	117	26	91	44	64	21	35	71	60	57	54	97	20
	26%	31%	25%	24%	27%	38%	23%	28%	27%	26%	28%	30%	16%
		23%	77%	38%	54%	18%	30%	61%	52%	48%	46%	83% <b>l</b>	17%
Switched off	97	10	87	38	49	7	34	46	41	55	36	69	27
	22%	12%	24%	21%	21%	13%	22%	18%	18%	25%	18%	21%	23%
		10%	90% <b>a</b>	39%	51%	7%	35%	48%	43%	57%	37%	72%	28%
Continued watching/ did nothing	77	21	57	34	47	9	29	39	45	32	39	57	20
	17%	24%	16%	19%	20%	17%	19%	16%	20%	15%	20%	18%	17%
		27%	73%	44%	60%	12%	38%	50%	58%	42%	50%	74%	26%
Complained to the broadcaster (via letter/ phone/ email/ online)	26	7	19	12	10	7	7	18	20	6	19	21	5
	6%	8%	5%	6%	4%	12%	4%	7%	9%	3%	10%	6%	4%
		27%	73%	45%	40%	26% <b>d</b>	26%	69%	78% <b>l</b>	22%	73% <b>l</b>	82%	18%
Complained to the regulator (via letter/ phone/ email/ online)	12	2	10	9	5	5	1	11	11	1	10	11	1
	3%	3%	3%	5%	2%	10%	1%	4%	5%	*	5%	3%	1%
		19%	81%	76% <b>f</b>	38%	43% <b>df</b>	9%	91%	92% <b>l</b>	8%	82% <b>l</b>	90%	10%
Other	21	2	19	9	10	6	5	12	11	10	10	18	3
	5%	2%	5%	5%	4%	10%	4%	5%	5%	5%	5%	5%	2%
		9%	91%	44%	49%	27%	26%	57%	51%	49%	48%	86%	14%
Don't know	7	1	6	1	3	-	3	3	3	4	3	5	2
	1%	1%	2%	*	1%	-	2%	1%	1%	2%	1%	1%	2%
		15%	85%	12%	50%	-	50%	50%	44%	56%	44%	69%	31%

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 97

**QF4: 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 in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	435	248 57%	196 45%	132 30%	138 32%	104 24%	63 14%	66 15%	33 8%	324 74%	435 100%	249 57%	108 25%	435 100%	-
	446	253 57%	196 44%	128 29%	129 29%	101* 23%*	61* 14%*	65* 15%*	31* 7%*	324 73%	446 100%	249 56%	109* 24%*	446 100%	-**
	370	212	172	118	121	90	56	60	31	279	370	213	95	370	-
	209	116	89	58	58	50	28	31	14	152	209	119	51	209	-
	47%	46%	45%	45%	45%	49%	46%	48%	47%	47%	47%	48%	47%	47%	-
		55%	43%	28%	28%	24%	13%	15%	7%	73%	100%	57%	24%	100%	-
	117	71	54	34	41	21	17	17	9	97	117	68	25	117	-
	26%	28%	28%	27%	32%	21%	28%	27%	29%	30%	26%	27%	23%	26%	-
		60%	46%	29%	35%	18%	14%	15%	8%	83%	100%	58%	21%	100%	-
	97	52	36	29	32	22	16	15	6	69	97	63	26	97	-
	22%	21%	18%	23%	25%	22%	27%	24%	19%	21%	22%	25%	23%	22%	-
		54%	37%	30%	33%	23%	17%	16%	6%	72%	100%	65%	26%	100%	-
	77	43	39	18	19	14	4	7	4	57	77	42	12	77	-
	17%	17%	20%	14%	14%	14%	7%	11%	14%	18%	17%	17%	11%	17%	-
		56%	50% <b>nr</b>	23%	24%	19%	6%	9%	6%	74%	100%	55%	15%	100%	-
	26	20	19	15	17	10	9	13	5	21	26	19	13	26	-
	6%	8%	10%	11%	13%	10%	15%	20%	17%	6%	6%	8%	12%	6%	-
		78%	73%	57%	66% <b>uu</b>	41%	36% <b>uu</b>	50% <b>mnu</b>	21% <b>uu</b>	82%	100%	73%	49% <b>vy</b>	100%	-
	12	11	10	8	9	8	7	7	3	11	12	10	9	12	-
	3%	4%	5%	6%	7%	8%	12%	11%	9%	3%	3%	4%	8%	3%	-
		90%	82%	70%	79%	70%	59% <b>mu</b>	59% <b>uu</b>	24%	90%	100%	85%	73% <b>vy</b>	100%	-
	21	15	10	7	7	5	4	1	-	18	21	12	5	21	-
	5%	6%	5%	6%	5%	5%	6%	2%	-	5%	5%	5%	5%	5%	-
		71%	48%	36%	32%	22%	18%	7%	-	86%	100%	57%	25%	100%	-
	7	4	3	2	3	1	-	-	1	5	7	2	2	7	-
	1%	1%	1%	2%	2%	1%	-	-	3%	1%	1%	1%	2%	1%	-
		57%	44%	31%	44%	19%	-	-	12%	69%	100%	35%	35%	100%	-

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 98

Absolutes/col percents/row percents 19 Apr 2018

**QF5: (SHOW SCREEN) 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 in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	435	271 62%	164 38%	211 49%	224 51%	39 9%	61 14%	66 15%	69 16%	71 16%	129 30%	130 30%	131 30%	67 15%	107 25%	261 60%	174 40%	132 30%	303 70%	119 27%	316 73%	236 54%	198 46%
Weighted base	446	250 56%	196 44%	228 51%	218 49%	42* 9%*	61* 14%*	62* 14%*	70* 16%*	76* 17%*	135* 30%*	122 27%	132 30%	76* 17%*	116* 26%*	254 57%	192 43%	134 30%	312 70%	120 27%	326 73%	206 46%	239 54%
Effective base	370	234	142	176	196	36	53	60	60	64	100	109	112	56	95	221	150	118	252	107	264	210	171
The things which have personally offended me should not have been shown	151 34%	73 29%	78 40%	94 41%	57 26%	12 28%	23 38%	25 39%	23 34%	21 27%	48 35%	43 35%	42 32%	27 35%	39 34%	85 33%	66 34%	49 37%	102 33%	42 35%	109 33%	74 36%	77 32%
		48%	52%	62% <b>b</b>	38%	8%	15%	16%	16%	14%	32%	28%	28%	18%	26%	56%	44%	33%	67%	28%	72%	49%	51%
Even though I was offended, I accept that others should be allowed to see these things	134 30%	82 33%	52 26%	62 27%	71 33%	20 47%	20 33%	16 26%	18 26%	30 39%	29 22%	39 32%	36 27%	22 30%	36 31%	75 30%	59 30%	36 27%	97 31%	32 27%	101 31%	64 31%	69 29%
		61%	39%	47%	53%	15% <b>efh</b>	15%	12%	14%	22% <b>hi</b>	22%	29%	27%	17%	27%	56%	44%	27%	73%	24%	76%	48%	52%
I think that such things should only be shown when viewers are likely to expect them – for example after a clear warning	143 32%	84 34%	58 30%	64 28%	79 36%	7 17%	15 25%	19 30%	26 37%	24 32%	52 38%	34 28%	47 35%	27 35%	35 30%	81 32%	62 32%	45 33%	98 32%	43 36%	100 31%	60 29%	82 34%
		59%	41%	45%	55%	5%	10%	13%	18% <b>c</b>	17%	36% <b>c</b>	24%	33%	19%	25%	57%	43%	31%	69%	30%	70%	42%	58%
Don't know	19 4%	11 4%	7 4%	8 3%	11 5%	3 8%	3 5%	2 4%	2 3%	2 2%	6 5%	6 5%	7 5%	-	6 5%	13 5%	6 3%	4 3%	15 5%	3 2%	16 5%	7 4%	11 5%
		60%	40%	41%	59%	19%	16%	12%	11%	9%	33%	31%	39%	-	30%	70%	30%	21%	79%	15%	85%	40%	60%

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 98

**QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base:** Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	435	402 92%	32 7%	314 72%	121 28%	362 83%	73 17%	319 73%	46 11%	50 11%	20 5%	14 3%	40 9%	29 7%	30 7%	42 10%	27 6%	40 9%	49 11%	48 11%
Weighted base	446	404 91%	41** 9%**	314 70%	132 30%	362 81%	84* 19%*	371 83%	43* 10%*	28* 6%*	4** 1%**	16** 3%**	46* 10%*	33** 7%**	34** 8%**	47* 10%*	41** 9%**	52* 12%*	58* 13%*	45* 10%*
Effective base	370	343	27	269	102	310	61	290	42	46	19	13	37	26	29	39	26	36	45	46
The things which have personally offended me should not have been shown	151 34%	129 32% 85%	22 54% 15%	99 32% 66%	52 39% 34%	112 31% 75%	38 46% 25% <sup>e</sup>	120 32% 79%	18 42% 12%	11 41% 7%	2 50% 1%	7 45% 5%	13 29% 9%	15 46% 10%	13 39% 9%	12 26% 8%	11 28% 8%	22 42% 15% <sup>f</sup>	8 15% 6%	16 37% 11% <sup>f</sup>
Even though I was offended, I accept that others should be allowed to see these things	134 30%	123 30% 92%	10 24% 7%	101 32% 76%	32 25% 24%	115 32% 86%	19 22% 14%	117 32% 88%	9 21% 7%	6 22% 4%	1 27% 1%	5 29% 3%	15 34% 12%	5 14% 4%	13 37% 9%	19 40% 14%	12 30% 9%	14 26% 10%	20 35% 15%	15 34% 11%
I think that such things should only be shown when viewers are likely to expect them – for example after a clear warning	143 32%	136 34% 95%	7 18% 5%	102 32% 71%	41 31% 29%	122 34% 86%	20 24% 14%	118 32% 83%	14 33% 10%	10 35% 7%	1 18% 1%	4 26% 3%	16 35% 11%	13 40% 9%	6 18% 4%	13 28% 9%	17 42% 12%	14 26% 10%	26 45% 18% <sup>g</sup>	8 19% 6%
Don't know	19 4%	17 4% 92%	2 4% 8%	12 4% 63%	7 5% 37%	12 3% 67%	6 7% 33%	16 4% 86%	2 4% 9%	1 3% 5%	* 5% 1%	- - -	1 2% 4%	- - -	2 6% 11%	3 6% 15%	- - -	3 5% 14%	3 6% 17%	4 10% 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 98

**QF5: (SHOW SCREEN) 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 in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	435	90 21%	345 79%	183 42%	219 50%	53 12%	140 32%	251 58%	227 52%	208 48%	196 45%	324 74%	111 26%
Weighted base	446	85* 19%*	361 81%	181 41%	232 52%	54* 12%*	151 34%	250 56%	227 51%	218 49%	196 44%	324 73%	122* 27%*
Effective base	370	76	295	156	189	44	121	211	199	172	172	279	92
The things which have personally offended me should not have been shown	151 34%	26 30% 17%	125 35% 83%	66 37% 44%	84 36% 56%	11 21% 8%	60 40% 40% <b>40%</b>	76 30% 51%	76 33% 50%	75 34% 50%	64 33% 42%	107 33% 71%	44 36% 29%
Even though I was offended, I accept that others should be allowed to see these things	134 30%	28 33% 21%	106 29% 79%	55 30% 41%	60 26% 45%	19 36% 15%	42 28% 32%	79 31% 59%	69 31% 52%	64 29% 48%	60 30% 45%	101 31% 76%	33 27% 24%
I think that such things should only be shown when viewers are likely to expect them – for example after a clear warning	143 32%	27 32% 19%	116 32% 81%	54 30% 38%	75 32% 53%	20 37% 14%	41 27% 29%	85 34% 60%	75 33% 53%	68 31% 47%	66 34% 46%	104 32% 73%	38 32% 27%
Don't know	19 4%	4 5% 21%	15 4% 79%	6 3% 34%	13 5% 68%	3 6% 17%	8 5% 41%	10 4% 54%	7 3% 37%	12 5% 63%	6 3% 33%	12 4% 66%	6 5% 34%

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

\* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 98

**QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: Those with any TV sets who have found something on television to be offensive in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	435	248 57%	196 45%	132 30%	138 32%	104 24%	63 14%	66 15%	33 8%	324 74%	435 100%	249 57%	108 25%	435 100%	-
Weighted base	446	253 57%	196 44%	128 29%	129 29%	101* 23%*	61* 14%*	65* 15%*	31* 7%*	324 73%	446 100%	249 56%	109* 24%*	446 100%	-**
Effective base	370	212	172	118	121	90	56	60	31	279	370	213	95	370	-
The things which have personally offended me should not have been shown	151 34%	84 33%	64 33%	42 32%	41 32%	31 30%	14 23%	21 32%	12 39%	107 33%	151 34%	96 39%	47 43%	151 34%	-
		56%	42%	28%	27%	20%	9%	14%	8%	71%	100%	64%	31%	100%	-
Even though I was offended, I accept that others should be allowed to see these things	134 30%	83 33%	60 30%	45 35%	46 35%	33 33%	23 38%	18 27%	6 19%	101 31%	134 30%	62 25%	37 34%	134 30%	-
		62%	45%	34%	34%	25%	17%	13%	4%	76%	100%	47%	28%	100%	-
I think that such things should only be shown when viewers are likely to expect them – for example after a clear warning	143 32%	76 30%	66 34%	38 29%	39 30%	33 33%	22 36%	25 38%	12 40%	104 32%	143 32%	84 34%	22 21%	143 32%	-
		53%	46%	26%	27%	23%	15%	17%	9%	73%	100% <b>x</b>	59% <b>x</b>	16%	100% <b>x</b>	-
Don't know	19 4%	10 4%	6 3%	3 3%	3 2%	4 4%	1 2%	1 2%	1 3%	12 4%	19 4%	6 3%	2 2%	19 4%	-
		52%	33%	19%	16%	20%	7%	7%	4%	66%	100%	34%	9%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 99  
**QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Too much	589 26%	297 51%	291 49%	236 40%	353 60%a	64 11%	87 15%	91 15%	98 17%	72 12%	178 30%cd	130 22%	189 27%	106 21%	164 18%	319 27%	270 25%	198 25%	390 26%	174 25%	415 26%	269 23%	319 28%
Too little	102 4%	91 8%	12 1%	80 7%	23 2%	14 4%	21 6%	21 5%	16 4%	20 6%	10 2%	32 6%	25 4%	19 4%	27 4%	57 5%	45 4%	42 5%	61 4%	33 5%	69 4%	57 5%	44 4%
An acceptable amount	1411 61%	677 59%	734 63%	731 65%	680 58%	208 66%	237 63%	250 63%	247 62%	220 65%	249 52%	314 61%	417 60%	330 66%	350 59%	731 60%	680 62%	473 60%	938 62%	412 60%	999 62%	743 64%	669 59%
Don't know	205 9%	77 7%	128 11%	79 7%	126 11%	30 9%	31 8%	34 9%	40 10%	25 7%	45 9%	42 8%	64 9%	43 9%	56 9%	106 9%	99 9%	79 10%	126 8%	67 10%	138 9%	94 46%	111 54%

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

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Table 99  
**QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Too much	589 26%	507 25% 86%	82 35% 14%a	367 23% 62%	221 31% 38%c	438 24% 74%	151 34% 26%e	463 24% 79%	64 31% 11%g	43 32% 7%g	19 35% 3%g	21 22% 4%	53 21% 9%	45 24% 8%	43 26% 7%	63 32% 11%lrs	45 22% 8%	64 33% 11%lprs	66 21% 11%	63 22% 11%
Too little	102 4%	99 5% 97%b	2 1% 2%	83 5% 81%d	19 3% 19%	89 5% 87%	14 3% 13%	88 5% 86%	7 3% 7%	5 4% 5%	3 5% 3%	2 2% 2%	12 5% 12%o	8 4% 9%o	7 4% 7%	9 4% 9%	7 4% 7%	8 4% 8%	18 6% 17%	17 6% 16%
An acceptable amount	1411 61%	1292 63% 92%b	117 50% 8%	1032 65% 73%d	379 52% 27%	1196 64% 85%f	215 48% 15%	1193 63% 85%jl	117 56% 8%	74 55% 5%	28 51% 2%	59 62% 4%	171 67% 12%o	122 65% 9%o	103 61% 7%	107 54% 8%	142 67% 10%o	113 58% 8%	207 66% 15%c	169 59% 12%
Don't know	205 9%	170 8% 83%	34 15% 17%a	100 6% 49%	105 15% 51%c	138 7% 67%	67 15% 33%e	165 9% 81%	21 10% 10%	13 10% 6%	5 9% 2%	14 14% 7%qr	20 8% 10%	12 7% 6%	15 9% 7%	20 10% 10%	16 8% 8%	10 5% 5%	22 7% 11%	36 13% 18%mq

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 99  
**QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Too much	589	122	467	268	266	53	183	327	270	319	223	390	198
	26%	31%	24%	25%	26%	24%	29%	22%	24%	27%	23%	23%	33%
		21% <b>b</b>	79%	46%	45%	9%	31% <b>g</b>	55%	46%	54%	38%	66%	34% <b>k</b>
Too little	102	26	77	47	48	18	21	65	63	40	60	90	12
	4%	7%	4%	4%	5%	8%	3%	4%	6%	3%	6%	5%	2%
		25% <b>b</b>	75%	46%	47%	17% <b>fg</b>	21%	63%	61% <b>i</b>	39%	58% <b>l</b>	88% <b>l</b>	12%
An acceptable amount	1411	204	1207	658	628	135	360	961	696	715	619	1093	318
	61%	52%	63%	62%	61%	61%	57%	66%	62%	60%	64%	64%	53%
		14%	86% <b>a</b>	47%	45%	10%	25%	68% <b>df</b>	49%	51%	44%	77% <b>l</b>	23%
Don't know	205	39	166	84	89	16	64	106	91	114	70	131	74
	9%	10%	9%	8%	9%	7%	10%	7%	8%	10%	7%	8%	12%
		19%	81%	41%	44%	8%	31% <b>g</b>	52%	44%	56%	34%	64%	36% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 99

Absolutes/col percents/row percents 19 Apr 2018

**QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television?**  
**SINGLE CODE**

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Too much	589	301	223	157	147	119	62	69	44	390	245	232	79	327	261
	26%	22% 51%	23% 38%	21% 27%	26% 25%	23% 20%	22% 11%	23% 12%	23% 7%	23% 66%	55% 42%wxyz	46% 39%z	40% 13%z	44% 56%z	17% 44%
Too little	102	73	60	47	40	43	16	19	10	90	21	33	20	41	61
	4%	5% 71%	6% 58%	6% 46%	7% 39%	8% 42%mu	6% 15%	6% 19%	5% 10%	5% 88%	5% 20%	6% 32%z	10% 20%vyz	5% 40%	4% 60%
An acceptable amount	1411	875	619	477	350	316	186	187	122	1093	152	209	84	332	1079
	61%	65% 62%	64% 44%	65% 34%	62% 25%	61% 22%	66% 13%	63% 13%	64% 9%	64% 77%	34% 11%	41% 15%v	42% 6%	44% 24%v	69% 76%vwxy
Don't know	205	91	70	52	27	35	16	23	13	131	28	31	16	51	154
	9%	7% 45%	7% 34%	7% 25%	5% 13%	7% 17%	6% 8%	8% 11%	7% 7%	8% 64%up	6% 14%	6% 15%	8% 8%	7% 25%	10% 75%vwxy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 100  
**QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Too much	788 34%	389 34%	399 34%	332 29%	456 39%	71 22%	94 25%	106 27%	128 32%	121 36%	270 56%	201 39%	225 32%	144 29%	218 37%	426 35%	362 33%	235 30%	553 36%	209 31%	579 36%	327 28%	459 40%
		49%	51%	42%	58% <b>a</b>	9%	12%	13%	16% <b>cd</b>	15% <b>cde</b>	34% <b>cdef</b>	25% <b>jk</b>		18%	28% <b>k</b>	54%	46%	30%	70% <b>o</b>	27%	73% <b>q</b>	41%	58% <b>s</b>
											g												
Too little	90 4%	72 6%	18 2%	55 5%	34 3%	16 5%	25 7%	19 5%	9 2%	14 4%	7 1%	25 5%	30 4%	15 3%	20 3%	55 5%	35 3%	43 5%	47 3%	37 5%	53 3%	59 5%	31 3%
		80%	20%	62% <b>b</b>	38%	15% <b>fh</b>	28% <b>fh</b>	21% <b>h</b>	10%	16% <b>h</b>	8%	28%	33%	17%	22%	61%	39%	48% <b>p</b>	52%	41% <b>r</b>	59%	66% <b>t</b>	34%
An acceptable amount	1279 55%	614 54%	665 57%	683 61%	596 50%	208 66%	230 61%	244 62%	235 59%	187 55%	174 36%	265 51%	391 56%	303 61%	321 54%	656 54%	623 57%	461 58%	818 54%	392 57%	887 55%	703 60%	576 50%
		48%	52%	53% <b>b</b>	47%	16% <b>gh</b>	18% <b>h</b>	19% <b>h</b>	18% <b>h</b>	15% <b>h</b>	14%	21%	31%	24% <b>il</b>	25%	51%	49%	36%	64%	31%	69%	55% <b>t</b>	45%
Don't know	150 7%	67 6%	84 7%	55 5%	95 8%	20 6%	27 7%	26 7%	30 7%	16 5%	31 6%	27 5%	49 7%	36 7%	39 7%	76 6%	75 7%	53 7%	98 6%	47 7%	103 6%	74 6%	77 7%
		44%	56%	37%	63% <b>a</b>	13%	18%	17%	20%	11%	21%	18%	32%	24%	26%	50%	50%	35%	65%	31%	69%	49%	51%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 100  
**QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Too much	788 34%	695 34%	92 39%	506 32%	282 39%	597 32%	191 43%	639 33%	78 37%	51 38%	20 36%	25 26%	71 28%	67 36%	64 38%	66 33%	78 37%	92 47%	103 33%	73 26%
		88%	12%	64%	36% <b>c</b>	76%	24% <b>e</b>	81%	10%	6%	3%	3%	9%	8% <b>s</b>	8% <b>ls</b>	8%	10% <b>s</b>	12% <b>klmor</b> <b>s</b>	13%	9%
Too little	90 4%	86 4%	3 1%	73 5%	17 2%	79 4%	11 2%	78 4%	5 2%	4 3%	2 4%	5 5%	11 4%	5 3%	4 2%	7 4%	12 6%	6 3%	8 3%	18 6%
		96%	4%	81% <b>d</b>	19%	88%	12%	87%	6%	5%	3%	5%	13%	6%	5%	8%	14%	7%	9%	20% <b>r</b>
An acceptable amount	1279 55%	1163 56%	114 48%	929 59%	350 48%	1088 58%	191 43%	1070 56%	112 54%	70 52%	27 49%	52 54%	157 61%	107 57%	92 55%	106 54%	116 55%	89 46%	185 59%	165 58%
		91% <b>b</b>	9%	73% <b>d</b>	27%	85% <b>f</b>	15%	84%	9%	5%	2%	4%	12% <b>q</b>	8% <b>q</b>	7%	8%	9%	7%	14% <b>q</b>	13% <b>q</b>
Don't know	150 7%	122 6%	27 11%	74 5%	76 10%	97 5%	54 12%	122 6%	13 6%	10 7%	5 10%	14 14%	17 7%	8 4%	8 5%	19 9%	5 2%	7 4%	15 5%	28 10%
		81%	18% <b>a</b>	49%	51% <b>c</b>	64%	36% <b>e</b>	81%	9%	6%	4%	9% <b>lmnpqr</b>	11%	6%	5%	12% <b>pq</b>	3%	5%	10%	19% <b>mpqr</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 100  
**QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Too much	788	158	630	333	383	73	259	440	349	439	287	521	267
	34%	40%	33%	32%	37%	33%	41%	30%	31%	37%	29%	31%	44%
		20% <b>b</b>	80%	42%	49% <b>cg</b>	9%	33% <b>cg</b>	56%	44%	56% <b>hj</b>	36%	66%	34% <b>k</b>
Too little	90	22	68	53	35	18	10	67	60	29	58	84	6
	4%	6%	4%	5%	3%	8%	2%	5%	5%	2%	6%	5%	1%
		25%	75%	60% <b>f</b>	39%	20% <b>dfg</b>	11%	74% <b>f</b>	67% <b>i</b>	33%	65% <b>i</b>	94% <b>i</b>	6%
An acceptable amount	1279	184	1096	614	547	120	310	882	642	637	572	1003	276
	55%	47%	57%	58%	53%	54%	49%	60%	57%	54%	59%	59%	46%
		14%	86% <b>a</b>	48% <b>df</b>	43%	9%	24%	69% <b>df</b>	50%	50%	45% <b>i</b>	78% <b>i</b>	22%
Don't know	150	28	123	57	67	10	49	70	69	82	56	96	54
	7%	7%	6%	5%	6%	5%	8%	5%	6%	7%	6%	6%	9%
		18%	82%	38%	44%	7%	32% <b>g</b>	47%	46%	54%	38%	64%	36% <b>k</b>

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 100  
**QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Too much	788	408	287	175	182	140	84	78	64	521	294	293	108	437	351
	34%	30%	29%	24%	32%	27%	30%	26%	34%	31%	66%	58%	54%	58%	23%
		52% <b>o</b>	36% <b>o</b>	22%	23% <b>o</b>	18%	11%	10%	8% <b>o</b>	66% <b>o</b>	37% <b>wxyz</b>	37% <b>z</b>	14% <b>z</b>	55% <b>z</b>	45%
Too little	90	66	58	49	38	46	16	24	13	84	28	39	20	47	43
	4%	5%	6%	7%	7%	9%	6%	8%	7%	5%	6%	8%	10%	6%	3%
		74%	65%	55%	43%	52% <b>mmu</b>	18%	27% <b>mmu</b>	15%	94%	32% <b>z</b>	43% <b>z</b>	22% <b>z</b>	52% <b>z</b>	48%
An acceptable amount	1279	804	572	476	320	301	168	176	100	1003	106	156	58	238	1041
	55%	60%	59%	65%	57%	58%	60%	59%	53%	59%	24%	31%	29%	32%	67%
		63%	45%	37% <b>mnpqtu</b>	25%	23%	13%	14%	8%	78%	8%	12% <b>v</b>	5%	19% <b>v</b>	81% <b>vwxy</b>
Don't know	150	62	56	32	23	27	13	20	12	96	17	18	13	30	121
	7%	5%	6%	4%	4%	5%	4%	7%	7%	6%	4%	3%	6%	4%	8%
		41%	38%	22%	15%	18%	8%	13%	8%	64%	11%	12%	8%	20%	80% <b>vwxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 101  
**QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Too much	769 33%	386 34%	383 33%	371 33%	398 34%	54 7%	92 25%	102 26%	119 30%	127 38%	275 57%	183 35%	226 33%	158 32%	201 34%	410 34%	359 33%	218 28%	551 36%	191 28%	578 36%	322 28%	446 39%
		50%	50%	48%	52%	12% <b>c</b>	13% <b>c</b>	15% <b>c</b>	17% <b>cdef</b>	36% <b>cdef</b>		24%	29%	21%	26%	53%	47%	28%	72% <b>o</b>	25%	75% <b>q</b>	42%	58% <b>s</b>
Too little	88 4%	71 6%	18 2%	57 5%	31 3%	21 7%	24 6%	15 4%	9 2%	12 4%	7 1%	24 5%	28 4%	17 3%	18 3%	52 4%	36 3%	38 5%	50 3%	32 5%	56 3%	51 4%	37 3%
		80%	20%	65% <b>b</b>	35%	24% <b>f</b>	27% <b>f</b>	17% <b>h</b>	10%	13%	8%	28%	32%	20%	21%	60%	40%	44%	56%	37%	63%	58%	42%
An acceptable amount	1293 56%	617 54%	676 58%	639 57%	654 55%	218 69%	231 61%	251 64%	243 60%	180 53%	170 35%	278 54%	394 57%	290 58%	331 55%	671 55%	622 57%	474 60%	819 54%	408 59%	885 55%	713 61%	579 51%
		48%	52%	49%	51%	17% <b>d</b>	18% <b>g</b>	19% <b>g</b>	19% <b>h</b>	14% <b>h</b>	13%	21%	30%	22%	26%	52%	48%	37% <b>p</b>	63%	32% <b>r</b>	68%	55% <b>t</b>	45%
Don't know	157 7%	69 6%	89 8%	59 5%	98 8%	23 7%	30 8%	26 7%	30 8%	18 5%	30 6%	32 6%	47 7%	31 6%	47 8%	79 7%	78 7%	62 8%	95 6%	54 8%	103 6%	76 48%	81 52%
		44%	56%	37%	63% <b>a</b>	15%	19%	17%	19%	12%	19%	21%	30%	20%	30%	50%	50%	39%	61%	34%	66%		

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

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Table 101  
**QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Too much	769 33%	681 33% 89%	88 37% 11%	503 32% 65%	266 37% 35% <b>c</b>	585 31% 76%	184 41% 24% <b>e</b>	625 33% 81%	70 34% 9%	52 39% 7%	21 39% 3%	31 32% 4%	72 28% 9%	66 35% 9%	61 36% 8% <b>e</b>	64 32% 8%	70 33% 9%	80 41% 10% <b>ls</b>	108 35% 14% <b>as</b>	75 26% 10%
Too little	88 4%	85 4% 97%	3 1% 3%	74 5% 84% <b>d</b>	14 2% 16%	77 4% 87%	11 2% 13%	75 4% 85%	7 3% 8%	4 3% 4%	2 4% 3%	2 2% 2%	12 5% 14%	8 4% 9%	6 4% 7%	7 4% 8%	10 5% 11%	7 4% 8%	10 3% 12%	13 4% 14%
An acceptable amount	1293 56%	1174 57% 91%	116 49% 9%	928 59% 72% <b>c</b>	365 50% 28%	1097 59% 85% <b>f</b>	196 44% 15%	1080 57% 84%	117 56% 9%	70 52% 5%	26 48% 2%	54 56% 4%	157 61% 12%	105 56% 8%	91 54% 7%	107 54% 8%	124 59% 10%	103 53% 8%	173 55% 13%	167 59% 13%
Don't know	157 7%	126 6% 80%	29 12% 19% <b>a</b>	77 5% 49%	80 11% 51% <b>c</b>	102 5% 65%	55 12% 35% <b>e</b>	128 7% 82%	15 7% 9%	9 7% 6%	5 9% 3%	10 10% 6% <b>q</b>	16 6% 10%	8 4% 5%	10 6% 6%	20 10% 12% <b>pq</b>	8 4% 5%	6 3% 4%	21 7% 13%	30 11% 19% <b>mpq</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 101  
**QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Too much	769	152	617	344	359	72	228	455	348	421	300	530	239
	33%	39%	32%	32%	35%	33%	36%	31%	31%	35%	31%	31%	40%
		20% <b>b</b>	80%	45%	47%	9%	30% <b>g</b>	59%	45%	55% <b>h</b>	39%	69%	31% <b>k</b>
Too little	88	16	73	43	36	14	19	57	56	32	53	81	7
	4%	4%	4%	4%	4%	6%	3%	4%	5%	3%	5%	5%	1%
		18%	82%	49%	41%	16% <b>f</b>	21%	64%	63% <b>i</b>	37%	60% <b>j</b>	92% <b>l</b>	8%
An acceptable amount	1293	199	1095	611	567	123	331	871	643	650	564	996	297
	56%	51%	57%	58%	55%	56%	53%	60%	57%	55%	58%	58%	49%
		15%	85% <b>a</b>	47%	44%	10%	26%	67% <b>d</b>	50%	50%	44%	77% <b>l</b>	23%
Don't know	157	25	132	59	69	12	50	76	72	85	57	98	59
	7%	6%	7%	6%	7%	5%	8%	5%	6%	7%	6%	6%	10%
		16%	84%	38%	44%	8%	32% <b>g</b>	48%	46%	54%	36%	62%	38% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 101  
**QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Too much	769 33%	418 31%	300 31%	191 26%	173 31%	143 28%	98 35%	84 28%	63 33%	530 31%	284 64%	262 52%	98 49%	399 53%	370 24%
		54% <b>o</b>	39% <b>o</b>	25%	23%	19%	13% <b>o</b>	11%	8%	69% <b>o</b>	37% <b>wxyz</b>	34% <b>z</b>	13% <b>z</b>	52% <b>z</b>	48%
Too little	88 4%	57 4%	53 5%	47 6%	37 7%	42 8%	13 5%	25 8%	11 6%	81 5%	23 5%	37 7%	19 10%	43 6%	45 3%
		65%	60%	53% <b>m</b>	43% <b>m</b>	48% <b>mmu</b>	14%	28% <b>mu</b>	12%	92%	26% <b>z</b>	42% <b>z</b>	22% <b>z</b>	49% <b>z</b>	51%
An acceptable amount	1293 56%	795 59%	564 58%	458 63%	332 59%	303 56%	157 57%	169 53%	101 8%	996 58%	124 28%	183 36%	65 33%	273 36%	1020 66%
		61%	44%	35% <b>l</b>	26%	23%	12%	13%	8%	77%	10%	14% <b>v</b>	5%	21% <b>v</b>	79% <b>vwxy</b>
Don't know	157 7%	70 5%	57 6%	37 5%	20 4%	25 5%	12 4%	21 7%	14 8%	98 6%	15 3%	23 5%	16 8%	37 5%	120 8%
		45%	36%	24%	13%	16%	8%	13% <b>p</b>	9% <b>p</b>	62%	9%	15%	10% <b>v</b>	24%	76% <b>vwxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 102  
**QF6: SUMMARY (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of ... on television?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Sex	Violence	Swearing
Unweighted base	2313	2313	2313
Weighted base	2307	2307	2307
Effective base	1943	1943	1943
Too much	589 26%	788 34%	769 33%
Too little	102 4%	90 4%	88 4%
About the right amount	1411 61%	1279 55%	1293 56%
Don't know	205 9%	150 7%	157 7%

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 103

**QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television.**

**IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion?**  
**SINGLE CODE.**

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Sexually explicit programmes should be freely available on any channel after 9 PM	714 31%	376 33%	338 29%	376 33%	339 29%	121 38%	120 32%	133 34%	124 31%	97 29%	119 25%	157 30%	217 31%	166 33%	175 29%	374 31%	341 31%	256 32%	458 30%	217 32%	497 31%	387 33%	327 29%
		53%	47%	53% <b>b</b>	47%	17% <b>gh</b>	17% <b>h</b>	19% <b>h</b>	17%	14%	17%	22%	30%	23%	24%	52%	48%	36%	64%	30%	70%	54% <b>l</b>	46%
Sexually explicit programmes should be allowed on free-to-air/TV, but only accessible in the adult section of the TV planner (EPG) after 10 pm	503 22%	280 25%	223 19%	254 23%	250 21%	71 23%	76 20%	87 22%	81 20%	88 26%	100 21%	117 23%	150 22%	116 23%	120 20%	267 22%	236 22%	171 22%	333 22%	148 22%	355 22%	243 21%	261 23%
		56%	44%	50%	50%	14%	15%	17%	16%	18%	20%	23%	30%	23%	24%	53%	47%	34%	66%	29%	71%	48%	52%
Sexually explicit programmes should be allowed but only on paid-for/subscription channels with access restricted to those aged over 18 (e.g. via a PIN).	492 21%	233 20%	260 22%	221 20%	272 23%	56 18%	81 21%	78 20%	99 25%	67 20%	113 23%	112 22%	148 21%	94 19%	138 23%	260 21%	232 21%	174 22%	319 21%	157 23%	335 21%	238 21%	253 22%
		47%	53%	45%	55%	11%	16%	16%	20% <b>c</b>	14%	23%	23%	30%	19%	28%	53%	47%	35%	65%	32%	68%	48%	51%
Sexually explicit programmes should never be shown on television	236 10%	97 9%	139 12%	90 8%	146 12%	21 7%	34 9%	28 7%	41 10%	41 12%	71 15%	57 11%	68 10%	42 8%	70 12%	124 10%	112 10%	74 9%	162 11%	65 10%	171 11%	118 10%	118 10%
		41%	59%	38%	62% <b>a</b>	9%	14%	12%	18%	17% <b>ce</b>	30% <b>cde</b>	24%	29%	18%	30%	53%	47%	31%	69%	28%	72%	50%	50%
None	132 6%	38 3%	94 8%	72 6%	59 5%	13 4%	24 6%	30 8%	19 5%	13 4%	33 7%	22 4%	44 6%	29 6%	37 6%	66 5%	66 6%	46 6%	86 6%	39 6%	93 6%	74 6%	58 5%
		29%	71%	55%	45%	10%	18%	22% <b>g</b>	15%	10%	25%	17%	33%	22%	28%	50%	50%	35%	65%	30%	70%	56%	44%
Don't know/no opinion	229 10%	118 10%	111 10%	113 10%	116 10%	34 11%	42 11%	39 10%	36 9%	32 10%	46 10%	53 10%	68 10%	50 10%	59 10%	121 10%	108 10%	71 9%	158 10%	58 8%	171 11%	102 9%	127 11%
		52%	48%	49%	51%	15%	18%	17%	16%	14%	20%	23%	30%	22%	26%	53%	47%	31%	69%	25%	75%	45%	55%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 103

Absolutes/col percents/row percents 19 Apr 2018

**QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television.**  
**IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion?**  
**SINGLE CODE.**

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%	
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%	
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272	
Sexually explicit programmes should be freely available on any channel after 9 PM	714 31%	651 32% 91%	63 27% 9%	538 34% 75% <b>d</b>	177 24% 25%	615 33% 86% <b>f</b>	99 22% 14%	604 32% 85%	57 27% 8%	39 29% 5%	15 27% 2%	25 26% 4%	92 36% 13% <b>r</b>	59 31% 8%	49 29% 7%	90 46% 13% <b>k</b> <b>m</b> <b>n</b> <b>p</b> <b>s</b>	68 32% 10% <b>r</b>	73 37% 10% <b>r</b> <b>s</b>	70 23% 10%	78 27% 11%	
Sexually explicit programmes should be allowed on free-to-air/TV, but only accessible in the adult section of the TV planner (EPG) after 10 pm	503 22%	474 23% 94% <b>b</b>	27 11% 5%	381 24% 76% <b>d</b>	123 17% 24%	430 23% 85% <b>f</b>	73 16% 15%	419 22% 83% <b>j</b>	42 20% 8%	34 25% 7% <b>j</b>	7 14% 1%	20 20% 4%	58 23% 12%	32 17% 6%	37 22% 7%	37 19% 7%	38 18% 8%	44 23% 9%	92 30% 18% <b>m</b> <b>o</b> <b>p</b> <b>s</b>	61 21% 12%	
Sexually explicit programmes should be allowed but only on paid-for/subscription channels with access restricted to those aged over 18 (e.g. via a PIN).	492 21%	445 22% 90%	47 20% 10%	338 21% 69%	154 21% 31%	406 22% 83%	86 19% 17%	399 21% 81%	54 26% 11%	27 20% 5%	12 23% 3%	12 13% 2%	41 16% 8%	50 27% 10% <b>k</b> <b>l</b> <b>o</b>	45 27% 8% <b>k</b> <b>l</b> <b>o</b>	30 15% 6%	61 29% 12% <b>k</b> <b>l</b> <b>o</b> <b>q</b> <b>s</b>	35 18% 7%	72 23% 15% <b>c</b>	54 19% 11%	
Sexually explicit programmes should never be shown on television	236 10%	202 10% 86%	34 14% 14%	133 8% 56%	103 14% 44% <b>c</b>	157 8% 67%	79 18% 33% <b>e</b>	189 10% 80%	16 7% 7%	22 16% 9% <b>g</b> <b>h</b>	10 18% 4% <b>g</b> <b>h</b>	14 14% 6% <b>n</b> <b>p</b>	20 8% 9%	21 11% 9%	10 6% 4%	17 9% 7%	11 5% 5%	19 10% 8%	46 15% 19% <b>l</b> <b>n</b> <b>p</b>	29 10% 12%	
None	132 6%	99 5% 75%	31 13% 24% <b>a</b>	52 3% 39%	80 11% 61% <b>c</b>	82 4% 63%	49 11% 37% <b>e</b>	112 6% 85%	12 6% 9%	7 5% 6%	1 2% 1%	7 7% 5% <b>m</b> <b>o</b>	21 8% 16% <b>m</b> <b>o</b>	3 2% 2%	8 4% 6%	3 2% 10% <b>m</b> <b>o</b>	13 6% 10% <b>m</b> <b>o</b>	7 3% 5%	14 5% 11%	37 13% 28% <b>m</b> <b>n</b> <b>o</b> <b>p</b> <b>q</b> <b>r</b> <b>s</b>	
Don't know/no opinion	229 10%	196 9% 85%	34 14% 15%	141 9% 61%	89 12% 39% <b>c</b>	170 9% 74%	60 13% 26% <b>e</b>	186 10% 81% <b>l</b>	29 14% 13% <b>l</b>	6 5% 3%	9 16% 4% <b>g</b> <b>l</b>	19 20% 8% <b>l</b> <b>o</b> <b>p</b> <b>q</b> <b>s</b>	25 10% 11%	22 12% 9% <b>r</b>	20 12% 9% <b>r</b>	20 10% 9%	19 9% 8%	17 9% 8%	17 6% 8%	25 9% 11%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 103

Absolutes/col percents/row percents 19 Apr 2018

**QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television.**

**IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion?**

**SINGLE CODE.**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Sexually explicit programmes should be freely available on any channel after 9 PM	714 31%	118 30% 17%	596 31% 83%	316 30% 44%	334 32% 47%	80 36% 11%	185 30% 26%	482 33% 68%	355 32% 50%	359 30% 50%	316 33% 44%	556 33% 78% <b>l</b>	158 26% 22%
Sexually explicit programmes should be allowed on free-to-air/ TV, but only accessible in the adult section of the TV planner (EPG) after 10 pm	503 22%	86 22% 17%	417 22% 83%	224 21% 44%	219 21% 44%	55 25% 11%	137 22% 27%	326 22% 65%	273 24% 54% <b>l</b>	230 19% 46%	244 25% 48% <b>l</b>	401 24% 80% <b>l</b>	102 17% 20%
Sexually explicit programmes should be allowed but only on paid-for/subscription channels with access restricted to those aged over 18 (e.g. via a PIN).	492 21%	79 20% 16%	413 22% 84%	244 23% 50%	215 21% 44%	43 19% 9%	121 19% 25%	314 21% 64%	249 22% 51%	243 20% 49%	211 22% 43%	366 21% 74%	126 21% 26%
Sexually explicit programmes should never be shown on television	236 10%	49 13% 21%	187 10% 79%	114 11% 48%	99 10% 42%	19 8% 8%	75 12% 32%	134 9% 57%	106 9% 45%	130 11% 55%	84 9% 36%	149 9% 63%	88 15% 37% <b>k</b>
None	132 6%	19 5% 15%	113 6% 85%	64 6% 49%	48 5% 36%	9 4% 6%	35 6% 27%	79 5% 60%	44 4% 34%	87 7% 66% <b>hj</b>	36 4% 27%	78 5% 59%	54 9% 41% <b>k</b>
Don't know/no opinion	229 10%	39 10% 17%	190 10% 83%	97 9% 42%	115 11% 50% <b>g</b>	16 7% 7%	75 12% 33% <b>g</b>	124 8% 54%	91 8% 40%	138 12% 60% <b>hj</b>	82 8% 36%	155 9% 68%	74 12% 32% <b>k</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 103

Absolutes/col percents/row percents 19 Apr 2018

**QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television.**

**IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion?**

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Sexually explicit programmes should be freely available on any channel after 9 PM	714 31%	448 33%	316 33%	246 33%	185 33%	190 37%	90 32%	104 35%	69 36%	556 33%	99 22%	126 25%	50 25%	191 25%	523 34%
		63%	44%	34%	26%	27%	13%	15%	10%	78%	14%	18%	7%	27%	73%vwxy
Sexually explicit programmes should be allowed on free-to-air/ TV, but only accessible in the adult section of the TV planner (EPG) after 10 pm	503 22%	329 25%	244 25%	177 24%	139 25%	109 21%	56 20%	68 23%	32 17%	401 24%	123 27%	136 27%	60 30%	208 28%	295 19%
		65%t	48%t	35%t	28%t	22%	11%	14%	6%	80%t	24%z	27%z	12%z	41%z	59%
Sexually explicit programmes should be allowed but only on paid-for/subscription channels with access restricted to those aged over 18 (e.g. via a PIN).	492 21%	280 21%	211 22%	154 21%	127 23%	101 20%	61 22%	58 19%	46 24%	366 21%	115 26%	128 25%	45 22%	188 25%	304 20%
		57%	43%	31%	26%	20%	12%	12%	9%	74%	23%z	26%z	9%	38%z	62%
Sexually explicit programmes should never be shown on television	236 10%	122 9%	84 9%	64 9%	52 9%	40 8%	27 10%	29 10%	20 11%	149 9%	78 18%	79 16%	34 17%	110 15%	127 8%
		52%	36%	27%	22%	17%	11%	12%	9%	63%	33%z	33%z	14%z	46%z	54%
None	132 6%	54 4%	36 4%	29 4%	15 3%	21 4%	12 4%	13 4%	9 5%	78 5%	10 2%	12 2%	3 1%	16 2%	116 7%
		41%	27%	22%	11%	16%	9%	10%	7%	59%p	8%	9%	2%	12%	88%vwxy
Don't know/no opinion	229 10%	109 8%	82 8%	64 9%	45 8%	54 10%	33 12%	25 9%	13 7%	155 9%	21 5%	24 5%	8 4%	39 5%	190 12%
		47%	36%	28%	20%	23%	15%	11%	6%	68%	9%	10%	3%	17%	83%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 104

Absolutes/col percents/row percents 19 Apr 2018

**QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television.**  
**Can you please tell me which one of these statements best represents your opinion.**  
**SINGLE CODE.**

**Base: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2313</b>	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	<b>2307</b>	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	<b>1943</b>	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Particularly violent programmes should be freely available on any channel after 9pm	<b>1060</b> <b>46%</b>	549 48% 52%	511 44% 48%	567 50% <b>53%<sub>b</sub></b>	493 42% 47%	174 55% <b>16%<sub>fgh</sub></b>	189 50% <b>18%<sub>h</sub></b>	191 48% <b>18%<sub>h</sub></b>	186 46% <b>18%<sub>h</sub></b>	153 45% <b>14%<sub>h</sub></b>	167 35% 16%	208 40% <b>31%<sub>i</sub></b>	332 48% <b>23%<sub>j</sub></b>	247 50% <b>23%<sub>j</sub></b>	273 46% 26%	540 45% 51%	520 48% 49%	381 48% 36%	679 45% 64%	317 46% 30%	743 46% 70%	545 47% 51%	515 45% 49%
Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18	<b>464</b> <b>20%</b>	226 20% 49%	238 20% 51%	211 19% 45%	253 21% 55%	50 16% 11%	71 19% 15%	82 21% 18%	89 22% 19%	64 19% 14%	108 23% <b>23%<sub>c</sub></b>	121 23% 26%	136 20% 29%	96 19% 21%	111 19% 24%	257 21% 55%	207 19% 45%	160 20% 34%	304 20% 66%	151 22% 33%	312 19% 67%	236 20% 51%	227 20% 49%
Particularly violent programmes should never be shown on television	<b>415</b> <b>18%</b>	195 17% 47%	219 19% 53%	168 15% 41%	246 21% <b>59%<sub>a</sub></b>	39 12% 9%	53 14% 13%	51 13% 12%	69 17% 17%	72 21% <b>17%<sub>cde</sub></b>	131 27% <b>32%<sub>cdef</sub></b>	115 22% <b>28%<sub>jk</sub></b>	107 15% 26%	66 13% 16%	126 21% <b>30%<sub>jk</sub></b>	222 18% 54%	192 18% 46%	130 16% 31%	285 19% 69%	115 17% 28%	300 18% 72%	192 16% 46%	222 19% 53%
None	<b>139</b> <b>6%</b>	41 4% 29%	99 8% 71%	70 6% 50%	69 6% 50%	16 5% 12%	21 6% 15%	35 9% <b>25%<sub>e</sub></b>	26 6% 18%	12 3% 8%	30 6% 21%	28 5% 20%	52 8% 38%	29 6% 21%	30 5% 22%	80 7% 58%	59 5% 42%	46 6% 33%	93 6% 67%	42 6% 30%	97 6% 70%	85 7% <b>61%<sub>l</sub></b>	55 5% 39%
Don't know/no opinion	<b>230</b> <b>10%</b>	131 11% 57%	99 8% 43%	110 10% 48%	120 10% 52%	36 11% 16%	42 11% 18%	36 9% 16%	33 8% 14%	38 11% 16%	46 10% 20%	47 9% 20%	67 10% 29%	59 12% 26%	57 10% 25%	114 9% 50%	116 11% 50%	76 10% 33%	154 10% 67%	60 9% 26%	170 10% 74%	106 9% 46%	124 11% 54%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 104

Absolutes/col percents/row percents 19 Apr 2018

**QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television.**

**Can you please tell me which one of these statements best represents your opinion.**

**SINGLE CODE.**

**Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	Ni (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%	
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%	
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272	
Particularly violent programmes should be freely available on any channel after 9pm	1060 46%	969 47%	90 38%	797 50%	263 36%	924 50%	136 30%	889 47%	87 42%	69 51%	15 28%	40 42%	132 52%	83 44%	80 48%	115 58%	113 54%	102 52%	116 37%	107 37%	
		91%b	8%	75% <b>d</b>	25%	87% <b>f</b>	13%	84% <b>j</b>	8% <b>j</b>	6% <b>j</b>	1%	4%	12% <b>rs</b>	8%	8% <b>rs</b>	11% <b>kmrs</b>	11% <b>rs</b>	10% <b>rs</b>	11%	10%	
Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18	464 20%	420 20%	43 18%	317 20%	146 20%	368 20%	96 22%	382 20%	46 22%	26 20%	9 16%	19 19%	49 19%	44 24%	38 23%	32 16%	44 21%	36 18%	59 19%	61 21%	
		90%	9%	68%	32%	79%	21%	82%	10%	6%	2%	4%	11%	10%	8%	7%	10%	8%	13%	13%	
Particularly violent programmes should never be shown on television	415 18%	362 18%	52 22%	261 17%	154 21%	307 17%	107 24%	336 18%	37 18%	24 18%	17 31%	15 15%	34 13%	36 19%	27 16%	31 16%	24 11%	28 14%	91 29%	51 18%	
		87%	13%	63%	37% <b>c</b>	74%	26% <b>e</b>	81%	9%	6%	4% <b>ghi</b>	4%	8%	9%	6%	7%	6%	6%	7%	22% <b>klmno pqs</b>	12%
None	139 6%	110 5%	27 11%	65 4%	75 10%	92 5%	47 11%	116 6%	12 6%	8 6%	2 4%	4 5%	18 7%	2 1%	11 6%	5 2%	12 5%	9 4%	21 7%	35 12%	
		79%	19% <b>a</b>	46%	54% <b>c</b>	66%	34% <b>e</b>	84%	9%	6%	2%	3%	13% <b>md</b>	2%	8% <b>m</b>	3%	6%	6%	15% <b>mo</b>	25% <b>klmnopqr</b>	
Don't know/no opinion	230 10%	206 10%	24 10%	142 9%	88 12%	170 9%	60 13%	186 10%	26 12%	7 5%	11 20%	18 19%	24 9%	21 11%	13 8%	15 8%	18 9%	21 11%	25 8%	31 11%	
		90%	10%	62%	38% <b>c</b>	74%	26% <b>e</b>	81% <b>j</b>	11% <b>l</b>	3%	5% <b>ghi</b>	8% <b>lnopr</b>	10%	9%	5%	7%	8%	9%	11%	13%	

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 104  
**QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television.**  
**Can you please tell me which one of these statements best represents your opinion.**  
**SINGLE CODE.**

**Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Particularly violent programmes should be freely available on any channel after 9pm	1060 46%	161 41% 15%	899 47% 85%	501 47% 47%	480 47% 45%	111 50% 11%	255 41% 24%	722 50% 68%	542 48% 51%	517 44% 49%	480 49% 45%	847 50% 80%	213 35% 20%
Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18	464 20%	76 19% 16%	387 20% 84%	219 21% 47%	187 18% 40%	49 22% 11%	115 18% 25%	300 21% 65%	228 20% 49%	236 20% 51%	202 21% 44%	332 19% 72%	131 22% 28%
Particularly violent programmes should never be shown on television	415 18%	88 22% 21%	327 17% 79%	177 17% 43%	199 19% 48%	29 13% 7%	144 23% 35%	229 16% 55%	194 17% 47%	221 19% 53%	158 16% 38%	277 16% 67%	137 23% 33%
None	139 6%	25 6% 18%	114 6% 82%	65 6% 46%	54 5% 39%	17 8% 12%	37 6% 27%	85 6% 61%	53 5% 38%	86 7% 62%	42 4% 30%	85 5% 61%	54 9% 39%
Don't know/no opinion	230 10%	41 11% 18%	189 10% 82%	96 9% 42%	111 11% 48%	16 7% 7%	77 12% 33%	122 8% 53%	102 9% 44%	128 11% 56%	91 9% 39%	163 10% 71%	67 11% 29%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 104  
**QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television.**  
**Can you please tell me which one of these statements best represents your opinion.**  
**SINGLE CODE.**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303
Particularly violent programmes should be freely available on any channel after 9pm	1060 46%	668 50% 63%	480 49% 45%	404 55% 38%mmu	287 51% 27%	276 54% 26%	139 50% 13%	163 55% 15%	96 51% 9%	847 50% 80%	168 38% 16%	189 38% 18%	88 44% 8%	300 40% 28%	760 49% 72%vwy
Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18	464 20%	271 20% 58%	202 21% 44%	144 20% 31%	126 22% 27%q	84 16% 18%	61 22% 13%	62 21% 13%	36 19% 8%	332 19% 72%	114 26% 25%z	126 25% 27%z	53 27% 11%z	193 26% 42%z	271 17% 58%
Particularly violent programmes should never be shown on television	415 18%	228 17% 55%ors	158 16% 38%os	92 13% 22%	87 15% 21%	77 15% 19%	32 12% 8%	32 11% 8%	36 19% 9%ors	277 16% 67%os	125 28% 30%z	150 30% 36%z	47 24% 11%z	196 26% 47%z	219 14% 53%
None	139 6%	60 4% 43%	42 4% 30%	31 4% 22%	18 3% 13%	24 5% 17%	15 5% 11%	14 5% 10%	8 4% 5%	85 5% 61%	11 2% 8%	16 3% 12%	4 2% 3%	22 3% 16%	117 8% 84%vwxy
Don't know/no opinion	230 10%	114 9% 50%	91 9% 39%	62 9% 27%	45 8% 20%	54 10% 23%	32 11% 14%	27 9% 12%	13 7% 6%	163 10% 71%	27 6% 12%	23 4% 10%	7 4% 3%	41 5% 18%	189 12% 82%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Absolutes/col percents/row percents 19 Apr 2018

Table 105

**QF8: 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: All with any working TV set in the home**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Yes – for myself	150 7%	92 8% 61%	58 5% 39%	72 6% 48%	78 7% 52%	21 7% 14%	34 9% 23% <b>eg</b>	18 4% 12%	27 7% 18%	17 5% 11%	34 7% 22%	41 8% 27% <b>k</b>	52 7% 35% <b>k</b>	20 4% 13%	37 6% 24%	93 8% 62% <b>n</b>	57 5% 38%	49 6% 33%	101 7% 67%	44 6% 29%	106 7% 71%	86 7% 57%	64 6% 43%
Yes – for other adults	152 7%	100 9% 66%	52 4% 34%	80 7% 52%	73 6% 48%	24 8% 16% <b>e</b>	36 10% 24% <b>e</b>	15 4% 10%	23 6% 15%	20 6% 13%	34 7% 22%	43 8% 28% <b>l</b>	52 7% 34%	28 6% 19%	29 5% 19%	95 8% 63% <b>n</b>	57 5% 37%	52 7% 34%	100 7% 66%	44 6% 29%	108 7% 71%	83 7% 55%	69 6% 45%
Yes – for children	388 17%	241 21% 62%	147 13% 38%	184 16% 47%	204 17% 53%	48 15% 12%	75 20% 19% <b>e</b>	52 13% 13%	67 17% 17%	53 16% 14%	93 19% 24% <b>e</b>	103 20% 27% <b>kl</b>	136 20% 35% <b>kl</b>	68 14% 17%	82 14% 21%	238 20% 61% <b>n</b>	149 14% 39%	146 18% 38%	242 16% 62%	130 19% 34%	258 16% 66%	196 17% 51%	192 17% 49%
No	1605 70%	671 59% 42%	934 80% 58%	803 71% 50%	802 68% 50%	212 67% 13%	243 65% 15%	297 75% 19% <b>cdh</b>	282 70% 18%	245 73% 15% <b>d</b>	325 67% 20%	336 65% 21%	470 68% 29%	366 74% 23% <b>l</b>	434 73% 27% <b>l</b>	806 66% 50%	799 73% 50% <b>m</b>	533 67% 33%	1072 71% 67%	456 66% 28%	1149 71% 72%	817 70% 51%	786 69% 49%
Don't know	198 9%	146 13% 74%	52 4% 26%	80 7% 40%	118 10% 60% <b>a</b>	31 10% 16%	29 8% 15%	31 8% 15%	34 8% 17%	30 9% 15%	42 9% 21%	47 9% 24%	51 7% 26%	44 9% 22%	56 9% 28%	98 8% 50%	100 9% 50%	67 8% 34%	131 9% 66%	58 8% 29%	140 9% 71%	84 7% 42%	114 10% 56% <b>s</b>
Net of "Yes"	505 22%	326 29% 65%	179 15% 35%	243 22% 48%	262 22% 52%	72 23% 14%	104 28% 21% <b>efg</b>	67 17% 13%	85 21% 17%	62 18% 12%	114 24% 23% <b>e</b>	135 26% 27% <b>kl</b>	174 25% 34% <b>kl</b>	87 18% 17%	108 18% 21%	309 25% 61% <b>n</b>	196 18% 39%	193 24% 38%	312 21% 62%	172 25% 34% <b>r</b>	333 21% 66%	262 23% 52%	243 21% 48%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 105

**QF8: 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Yes – for myself	150 7%	137 7%	13 5%	110 7%	40 6%	126 7%	24 5%	114 6%	24 12%	10 7%	2 3%	5 6%	12 5%	12 6%	11 7%	12 6%	8 4%	9 5%	23 7%	22 8%
		92%	8%	73%	27%	84%	16%	76%	16% <b>g</b>	7%	1%	4%	8%	8%	7%	8%	6%	6%	15%	15%
Yes – for other adults	152 7%	145 7%	7 3%	108 7%	44 6%	133 7%	19 4%	123 6%	14 6%	14 10%	1 3%	3 3%	13 5%	3 2%	13 8%	15 8%	18 9%	16 8%	21 7%	20 7%
		95%	5%	71%	29%	87%	13%	81%	9% <b>g</b>	9% <b>g</b>	1%	2%	8%	2%	9% <b>m</b>	10% <b>m</b>	12% <b>m</b>	11% <b>m</b>	14% <b>m</b>	13% <b>m</b>
Yes – for children	388 17%	361 17%	27 11%	283 18%	105 14%	326 17%	62 14%	302 16%	52 25%	29 21%	6 10%	17 18%	33 13%	23 12%	21 13%	38 19%	35 17%	38 19%	51 16%	45 16%
		93%	7%	73%	27%	84%	16%	78%	13% <b>g</b>	7% <b>g</b>	1%	4%	9%	6%	5%	10%	9%	10%	13%	12%
No	1605 70%	1415 68%	187 12% <b>a</b>	1064 67%	541 75%	1268 68%	337 75%	1357 71%	124 59%	86 64%	39 71%	70 73%	194 76%	134 72%	126 75%	134 68%	151 71%	136 70%	214 69%	196 69%
		88%		66%	34% <b>c</b>	79%	21% <b>c</b>	85% <b>h</b>	8%	5%	2% <b>h</b>	4%	12%	8%	8%	8%	9%	9%	13%	12%
Don't know	198 9%	181 9%	15 6%	141 9%	57 8%	161 9%	37 8%	157 8%	18 9%	13 10%	9 17%	3 4%	19 7%	21 11%	12 7%	17 8%	19 9%	13 6%	29 9%	24 9%
		92%	8%	71%	29%	81%	19%	79%	9%	7%	5% <b>g</b> <b>h</b>	2%	10%	10%	6%	8%	10%	6%	14%	12%
Net of "Yes"	505 22%	471 23%	34 14%	377 24%	128 18%	432 23%	73 16%	396 21%	67 32%	36 27%	6 12%	23 24%	44 17%	32 17%	30 18%	47 24%	41 19%	46 24%	69 22%	64 22%
		93% <b>b</b>	7%	75% <b>d</b>	25%	86% <b>f</b>	14%	78% <b>j</b>	13% <b>g</b>	7% <b>g</b>	1%	5%	9%	6%	6%	9%	8%	9%	14%	13%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 105

**QF8: 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Yes – for myself	150	39	111	67	79	22	45	90	93	57	81	115	35
	7%	10%	6%	6%	8%	10%	7%	6%	8%	5%	8%	7%	6%
		26% <b>b</b>	74%	44%	52%	14%	30%	60%	62% <b>i</b>	38%	54% <b>j</b>	77%	23%
Yes – for other adults	152	21	131	67	80	17	42	88	88	65	72	121	31
	7%	5%	7%	6%	8%	8%	7%	6%	8%	5%	7%	7%	5%
		14%	86%	44%	53%	11%	28%	58%	58% <b>i</b>	42%	47%	80%	20%
Yes – for children	388	82	306	172	202	47	117	230	204	184	173	298	90
	17%	21%	16%	16%	20%	21%	19%	16%	18%	16%	18%	17%	15%
		21% <b>b</b>	79%	44%	52% <b>g</b>	12%	30%	59%	53%	47%	45%	77%	23%
No	1605	233	1372	733	696	140	435	1023	739	866	644	1161	444
	70%	60%	72%	69%	68%	63%	69%	70%	66%	73%	66%	68%	74%
		15%	85% <b>a</b>	46%	43%	9%	27%	64%	46%	54% <b>h</b>	40%	72%	28% <b>k</b>
Don't know	198	45	152	92	86	17	52	122	98	100	83	142	56
	9%	12%	8%	9%	8%	8%	8%	8%	9%	8%	9%	8%	9%
		23% <b>b</b>	77%	47%	43%	9%	26%	62%	50%	50%	42%	72%	28%
Net of "Yes"	505	112	392	233	249	65	140	314	283	222	246	402	103
	22%	29%	20%	22%	24%	29%	22%	22%	25%	19%	25%	24%	17%
		22% <b>b</b>	78%	46%	49%	13% <b>c</b>	28%	62%	56% <b>i</b>	44%	49% <b>j</b>	80% <b>i</b>	20%

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

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Table 105

Absolutes/col percents/row percents 19 Apr 2018

**QF8: 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)								
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)				
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%				
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%				
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303				
Yes – for myself	150 7%	98 7%	81 8%	60 8%	66 12%	41 8%	25 9%	35 12%	21 11%	115 7%	96 22%	150 30%	44 22%	150 20%	-				
Yes – for other adults	152 7%	65%	54%	40%	44% <b>mnou</b>		27%	17%		24% <b>mu</b>	14% <b>tu</b>		77%	64% <b>z</b>	100% <b>vxyz</b>	29% <b>z</b>	100% <b>z</b>	-	
		96 7%	72 7%	54 7%	52 9%	56 11%	25 9%	25 8%	18 10%	121 7%	96 22%	152 30%	42 21%	152 20%	-				
		63%	47%	35%	34%	37% <b>mnou</b>		16%	16%	12%	80%	63% <b>z</b>	100% <b>vxyz</b>	27% <b>z</b>	100% <b>z</b>	-			
Yes – for children	388 17%	230 17%	173 18%	132 18%	124 22%	110 21%	56 20%	62 21%	42 22%	298 17%	182 41%	388 77%	74 37%	388 52%	-				
		59%	45%	34%	32% <b>mu</b>		28% <b>m</b>	14%	16%	11%	77%	47% <b>z</b>	100% <b>vxyz</b>	19% <b>z</b>	100% <b>vxyz</b>	-			
		918 70%	644 66%	472 64%	327 58%	318 62%	177 63%	168 56%	115 61%	1161 68%	153 34%	-	62 31%	198 26%	1407 90%				
No	1605 70%	68%	66%	64%	327	318	177	168	115	1161	153	-	62	198	1407				
		57% <b>pqst</b>		40% <b>ps</b>		29% <b>ps</b>		20%	20%	11%	10%	7%	72% <b>pqs</b>		10% <b>wy</b>	-	4% <b>w</b>	12% <b>w</b>	88% <b>vwxy</b>
		104 9%	83 9%	64 9%	52 9%	36 7%	26 9%	32 11%	10 5%	142 8%	44 10%	-	17 8%	49 7%	149 10%				
Don't know	198 9%	52%	42%	32%	26%	18%	13%	16%	5%	72%	22% <b>w</b>	-	8% <b>w</b>		25% <b>w</b>	75% <b>wy</b>	-		
		319 22%	246 25%	198 27%	185 33%	160 31%	77 27%	98 33%	64 34%	402 24%	249 56%	505 100%	120 60%	505 67%	-				
		63%	49%	39%	37% <b>mnou</b>		32% <b>mnou</b>		15%	19% <b>mnu</b>		13% <b>mnu</b>		80%	49% <b>z</b>	100% <b>vxyz</b>	24% <b>z</b>	100% <b>vz</b>	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 106

**QF9: 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 in the last 12 months**

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
510	351 69%	159 31%	241 47%	269 53%	72 14%	101 20%	74 15%	86 17%	64 13%	113 22%	153 30%	169 33%	79 15%	109 21%	322 63%	188 37%	188 37%	322 63%	169 33%	341 67%	297 58%	213 42%
505	326 65%	179 35%	243 48%	262 52%	72* 14%*	104* 21%*	67* 13%*	85* 17%*	62* 12%*	114* 23%*	135 27%	174 34%	87* 17%*	108* 21%*	309 61%	196 39%	193 38%	312 62%	172 34%	333 66%	262 52%	243 48%
440	305	139	202	238	64	90	67	75	55	91	133	148	66	97	279	161	171	269	153	287	266	183
239 47%	161 50% 67%	78 43% 33%	119 49% 50%	120 46% 50%	33 46% 14%	42 41% 18%	27 40% 11%	39 45% 16%	29 46% 12%	70 61% 29%def	67 49% 28%	76 43% 32%	40 45% 17%	57 53% 24%	142 46% 60%	97 49% 40%	83 43% 35%	156 50% 65%	72 42% 30%	167 50% 70%	111 42% 46%	128 53% 54%e
208 41%	154 47% 74%	54 30% 26%	90 37% 44%	117 45% 56%	31 43% 15%	36 34% 17%	32 48% 15%	40 47% 19%	23 37% 11%	46 40% 22%	54 40% 26%	69 40% 33%	34 38% 16%	51 47% 25%	123 40% 59%	84 43% 41%	81 42% 39%	126 41% 61%	73 42% 35%	135 41% 65%	112 43% 54%	96 39% 46%
201 40%	133 41% 66%	68 38% 34%	104 43% 52%	97 37% 48%	21 29% 10%	40 39% 20%	27 40% 13%	30 35% 15%	22 54% 11%	61 37% 31%cdffg	50 37% 25%	63 43% 32%	37 47% 19%	50 37% 25%	113 45% 56%	88 49% 44%	79 41% 39%	122 39% 61%	72 42% 36%	129 39% 64%	97 37% 48%	104 43% 52%
129 26%	87 27% 68%	41 23% 32%	68 28% 53%	61 23% 47%	11 15% 8%	16 16% 13%	18 26% 14%	22 26% 17%	23 38% 18%acd	38 34% 30%cd	37 28% 29%	39 23% 31%	24 28% 19%	27 25% 21%	77 25% 60%	52 26% 40%	37 19% 29%	92 29% 71%o	33 19% 26%	95 29% 74%q	66 25% 51%	63 26% 49%
117 23%	99 30% 85%	18 10% 15%	54 22% 46%	63 24% 54%	13 19% 11%	26 25% 22%	17 25% 14%	19 23% 17%	11 18% 9%	31 27% 26%	20 15% 17%	38 22% 32%	28 29% 24%l	31 29% 27%l	58 19% 49%	59 30% 51%mm	47 24% 40%	70 22% 60%	41 24% 35%	75 23% 65%	60 23% 51%	57 23% 49%
97 19%	79 24% 81%	18 10% 19%	47 19% 48%	50 19% 52%	11 16% 12%	19 18% 19%	18 28% 19%	18 22% 19%	10 16% 10%	21 18% 21%	29 21% 29%	28 16% 29%	14 25% 14%	27 18% 27%	57 18% 59%	40 21% 41%	45 23% 46%	53 17% 54%	40 23% 41%	57 17% 59%	56 21% 57%	41 17% 43%
94 19%	73 22% 77%	22 12% 23%	46 19% 49%	48 18% 51%	16 22% 17%	18 18% 19%	12 17% 12%	22 26% 23%g	6 10% 6%	21 18% 22%	21 16% 23%	36 21% 39%	12 14% 13%	24 22% 26%	58 19% 62%	36 19% 38%	32 16% 34%	62 20% 66%	28 16% 30%	66 20% 70%	50 19% 53%	45 18% 47%
94 19%	74 23% 79%	20 11% 21%	43 18% 46%	51 19% 54%	20 28% 22%gh	18 17% 19%	11 16% 11%	22 26% 23%g	6 9% 6%	17 15% 18%	17 13% 18%	36 21% 39%	17 19% 18%	23 21% 25%	54 17% 57%	40 20% 43%	32 17% 34%	62 20% 66%	28 17% 30%	65 20% 70%	54 20% 57%	40 16% 43%
92 18%	65 20% 70%	28 15% 30%	40 16% 43%	53 20% 57%	13 17% 14%	20 19% 21%	8 13% 9%	22 26% 24%	10 16% 11%	19 17% 21%	24 18% 26%	30 17% 32%	14 16% 15%	25 23% 27%	54 18% 59%	38 20% 41%	25 13% 27%	67 21% 73%o	70 21% 25%	52 13% 78%q	41 20% 56%	47% 17% 44%
37 7%	33 10% 89%	4 2% 11%	19 8% 50%	18 7% 50%	6 9% 17%	13 12% 34%	4 6% 11%	5 6% 15%	3 4% 7%	6 5% 16%	14 10% 37%k	12 7% 31%	1 1% 3%	11 10% 28%k	25 8% 68%	12 6% 32%	17 9% 47%	20 6% 53%	14 8% 39%	23 7% 61%	23 9% 63%	14 6% 37%
35 7%	26 8% 75%	9 5% 25%	20 8% 56%	15 6% 44%	7 10% 21%	12 12% 35%h	3 5% 9%	5 6% 15%	3 5% 10%	3 3% 9%	7 5% 19%	13 7% 37%	8 9% 22%	7 7% 21%	20 6% 57%	15 8% 43%	17 9% 50%	17 6% 42%	14 8% 58%	20 6% 64%	22 8% 64%	13 5% 36%
28 6%	23 7% 84%	5 3% 16%	14 6% 49%	14 5% 51%	7 9% 24%h	9 9% 34%h	2 3% 8%	8 9% 28%h	1 2% 4%	1 1% 2%	5 3% 17%	11 6% 39%	3 4% 11%	9 9% 33%	15 5% 55%	12 6% 45%	12 6% 45%	15 5% 55%	12 7% 42%	16 5% 58%	16 6% 59%	12 5% 41%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 106

Absolutes/col percents/row percents 19 Apr 2018

**QF9: 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 in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	505	326 65%	179 35%	243 48%	262 52%	72* 14%*	104* 21%*	67* 13%*	85* 17%*	62* 12%*	114* 23%*	135 27%	174 34%	87* 17%*	108* 21%*	309 61%	196 39%	193 38%	312 62%	172 34%	333 66%	262 52%	243 48%
Other	40	16	23	18	21	1	5	5	9	12	7	12	12	7	8	25	15	10	29	9	30	17	23
	8%	5%	13%	8%	8%	1%	5%	7%	11%	20%	6%	9%	7%	8%	7%	8%	8%	5%	9%	5%	9%	6%	10%
Don't know		42%	58%	46%	54%	3%	13%	12%	23% <sup>c</sup>	31% <sup>cdeh</sup>	18%	31%	31%	19%	19%	62%	38%	26%	74%	24%	76%	42%	58%
	20	13	7	8	12	3	5	5	1	4	1	5	9	5	-	15	5	7	13	7	13	12	7
	4%	4%	4%	3%	5%	5%	5%	7%	2%	6%	1%	4%	5%	6%	-	5%	3%	4%	4%	4%	4%	5%	3%
		66%	34%	38%	62%	16%	28%	25% <sup>h</sup>	8%	18%	5%	27% <sup>l</sup>	47% <sup>l</sup>	26% <sup>l</sup>	-	74%	26%	36%	64%	36%	64%	63%	37%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 106

Absolutes/col percents/row percents 19 Apr 2018

**QF9: 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 in the last 12 months**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
510	481 94%	29 6%	392 77%	118 23%	445 87%	65 13%	349 68%	71 14%	61 12%	29 6%	20 4%	40 8%	31 6%	27 5%	42 8%	28 5%	37 7%	59 12%	65 13%	
505	471 93%	34** 7%**	377 75%	128 25%	432 86%	73* 14%*	396 78%	67* 13%*	36* 7%*	6** 1%**	23** 5%**	44* 9%*	32** 6%**	30** 6%**	47* 9%*	41** 8%**	46* 9%*	69* 14%*	64* 13%*	
440	415	25	336	104	383	57	322	65	56	28	19	38	29	26	39	27	33	55	62	
239	224	15	167	72	199	39	186	31	20	2	14	15	12	18	19	18	33	30	27	
47%	48% 94%	43% 6%	44% 70%	56% 30% <b>c</b>	46% 83%	54% 17%	47% 78%	47% 13%	55% 8%	39% 1%	60% 6%	35% 6%	37% 5%	60% 7%	40% 8%	45% 8%	72% 14% <b>lors</b>	44% 13%	42% 11%	
208	194	13	162	46	186	21	154	35	16	3	8	11	10	13	24	18	16	27	26	
41%	41% 94%	39% 6%	43% 78%	36% 22%	43% 90%	29% 10%	39% 74%	52% 17%	45% 8%	50% 2%	35% 4%	24% 5%	31% 5%	43% 6%	52% 12% <b>l</b>	45% 9%	34% 8%	40% 13%	41% 13%	
201	189	12	150	51	172	28	149	30	19	3	9	17	8	13	9	14	17	34	28	
40%	40% 94%	35% 6%	40% 75%	40% 25%	40% 86%	39% 14%	38% 74%	44% 15%	53% 9% <b>q</b>	46% 1%	38% 4%	39% 9%	25% 4%	14% 7%	19% 4%	35% 7%	37% 9%	49% 17% <b>c</b>	44% 14% <b>c</b>	
129	123	6	94	34	109	20	95	18	14	1	1	12	5	8	12	9	13	25	10	
26%	26% 95%	18% 5%	25% 73%	27% 27%	25% 85%	27% 15%	24% 74%	27% 14%	39% 11% <b>q</b>	13% 1%	5% 1%	27% 9%	15% 4%	26% 6%	27% 10%	21% 7%	28% 10%	37% 20% <b>s</b>	16% 8%	
117	114	3	91	26	104	13	95	10	10	2	7	15	6	12	10	6	13	13	14	
23%	24% 98%	8% 2%	24% 78%	20% 22%	24% 89%	18% 11%	24% 82%	15% 8%	27% 8%	30% 2%	30% 6%	35% 13%	18% 5%	40% 10%	21% 8%	14% 5%	27% 11%	19% 11%	23% 12%	
97	94	4	76	21	86	11	77	10	8	2	8	3	6	9	11	4	9	16	10	
19%	20% 96%	11% 4%	20% 78%	17% 22%	20% 89%	15% 11%	20% 80%	15% 10%	24% 9%	28% 2%	34% 8%	8% 3%	18% 6%	30% 9%	23% 11%	11% 4%	20% 10%	24% 17% <b>l</b>	16% 10%	
94	93	1	76	18	85	9	67	18	8	2	6	6	4	10	8	7	7	11	9	
19%	20% 99%	3% 1%	20% 81%	14% 19%	20% 90%	12% 10%	17% 71%	27% 19%	22% 9%	25% 2%	24% 6%	14% 6%	14% 5%	32% 10%	17% 8%	17% 7%	14% 7%	16% 11%	14% 10%	
94	89	4	74	20	82	11	67	17	7	2	6	7	3	8	6	11	7	10	8	
19%	19% 95%	13% 5%	20% 79%	16% 21%	19% 88%	16% 12%	17% 72%	26% 18%	20% 8%	33% 2%	26% 6%	16% 7%	10% 3%	28% 9%	13% 6%	28% 12%	16% 8%	14% 10%	13% 9%	
92	86	6	69	23	78	15	72	13	7	*	4	5	9	9	5	10	9	10	9	
18%	18% 93%	19% 7%	18% 75%	18% 25%	18% 84%	20% 16%	18% 78%	19% 14%	21% 8%	7% *	18% 4%	12% 6%	28% 10%	30% 10%	10% 5%	25% 11%	20% 10%	15% 11%	14% 10%	
37	36	1	31	6	35	2	32	2	2	1	1	2	3	5	4	4	5	4	5	
7%	8% 98%	3% 2%	8% 84%	5% 16%	8% 96%	2% 4%	8% 87%	4% 6%	5% 5%	9% 2%	4% 2%	5% 6%	8% 7%	18% 14%	8% 10%	10% 11%	10% 12%	5% 10%	8% 14%	
35	34	1	27	8	30	5	26	5	2	*	2	4	2	5	4	2	1	3	3	
7%	7% 97%	3% 3%	7% 77%	6% 23%	7% 86%	7% 14%	7% 76%	8% 15%	7% 7%	7% 1%	11% 7%	10% 12%	6% 6%	18% 16%	8% 10%	4% 5%	2% 3%	5% 10%	4% 8%	
28	28	-	23	5	26	2	22	5	1	*	2	3	-	3	3	2	3	2	3	
6%	6% 100%	- -	6% 81%	4% 19%	6% 95%	2% 5%	6% 80%	7% 16%	2% 3%	3% 1%	9% 7%	8% 12%	- -	12% 12%	6% 11%	4% 6%	7% 11%	4% 9%	5% 12%	
40	39	1	28	12	34	6	29	8	2	1	-	7	3	2	2	3	5	6	1	
8%	8% 98%	2% 2%	7% 71%	9% 29%	8% 86%	8% 14%	7% 72%	12% 21%	6% 5%	9% 1%	- -	16% 17% <b>s</b>	9% 7%	7% 5%	4% 5%	6% 7%	12% 14%	8% 15%	2% 3%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 106

**QF9: 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 in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	505	471 93%	34** 7%**	377 75%	128 25%	432 86%	73* 14%*	396 78%	67* 13%*	36* 7%*	6** 1%**	23** 5%**	44* 9%*	32** 6%**	30** 6%**	47* 9%*	41** 8%**	46* 9%*	69* 14%*	64* 13%*
Don't know	20 4%	18 4%	2 4%	16 4%	4 3%	17 4%	3 4%	16 4%	2 2%	2 5%	* 4%	1 5%	2 5%	- -	1 3%	5 11%	- -	3 7%	1 1%	3 4%
		92%	8%	80%	20%	85%	15%	81%	8%	10%	1%	6%	10%	-	4%	27% <b>r</b>	-	15%	5%	14%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 106

**QF9: 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 in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	510	121 24%	389 76%	244 48%	241 47%	70 14%	130 25%	328 64%	285 56%	225 44%	255 50%	414 81%	96 19%
Weighted base	505	112 22%	392 78%	233 46%	249 49%	65* 13%*	140 28%	314 62%	283 56%	222 44%	246 49%	402 80%	103* 20%*
Effective base	440	102	338	208	210	60	115	280	248	192	225	359	81
Violence	239 47%	52 46% 22%	187 48% 78%	95 41% 40%	126 50% 53%	30 47% 13%	76 54% 32% <b>c</b>	137 44% 57%	124 44% 52%	115 52% 48%	106 43% 44%	183 46% 77%	56 54% 23%
Sex/ sexually explicit content	208 41%	43 39% 21%	164 42% 79%	105 45% 51%	106 43% 51%	27 41% 13%	54 38% 26%	130 41% 63%	120 42% 58%	88 40% 42%	106 43% 51%	171 42% 82%	37 36% 18%
Bad language	201 40%	48 43% 24%	152 39% 76%	94 40% 47%	103 41% 51%	19 29% 9%	61 44% 30%	119 38% 59%	106 37% 53%	95 43% 47%	91 37% 45%	151 38% 75%	50 49% 25%
Antisocial behaviour	129 26%	34 31% 27%	94 24% 73%	58 25% 45%	67 27% 52%	9 15% 7%	44 32% 34% <b>e</b>	71 23% 58%	75 27% 58%	54 24% 42%	64 26% 50%	97 24% 75%	32 31% 25%
Bullying	117 23%	31 27% 26%	86 22% 74%	57 24% 48%	50 20% 43%	12 18% 10%	23 17% 20%	77 24% 66%	68 24% 58%	49 22% 42%	63 25% 54%	99 25% 85%	18 17% 15%
Alcohol/ smoking/ substance misuse	97 19%	23 21% 24%	74 19% 76%	58 25% 59%	44 18% 46%	12 19% 13%	23 16% 24%	64 20% 65%	55 20% 57%	42 19% 43%	51 21% 52%	80 20% 82%	17 17% 18%
Portrayal of self-harm	94 19%	24 22% 26%	70 18% 74%	51 22% 54%	46 19% 49%	11 16% 11%	19 14% 20%	64 21% 68%	54 19% 57%	40 18% 43%	48 19% 51%	82 20% 87%	13 12% 13%
Portrayal of suicide	94 19%	21 19% 23%	72 18% 77%	52 22% 56%	46 18% 49%	10 15% 10%	21 15% 23%	59 19% 63%	60 21% 64%	34 15% 36%	51 21% 54%	83 21% 89% <b>i</b>	11 10% 11%
Hate speech or other abusive treatment	92 18%	29 26% 32% <b>b</b>	63 16% 68%	48 21% 52%	42 17% 45%	13 20% 14%	25 18% 27%	52 17% 57%	52 18% 56%	41 18% 44%	43 18% 47%	71 18% 77%	21 20% 23%
Occult/ paranormal	37 7%	10 8% 26%	28 7% 74%	16 7% 45%	14 6% 39%	9 14% 25% <b>d</b>	4 3% 11%	31 10% 84% <b>f</b>	30 11% 82% <b>i</b>	7 3% 18%	27 11% 72% <b>i</b>	32 8% 87%	5 5% 13%
Financial advice/ recommendation	35 7%	6 5% 18%	29 7% 82%	22 9% 63%	14 6% 40%	5 8% 15%	7 5% 21%	23 7% 67%	22 8% 63%	13 6% 37%	17 7% 50%	27 7% 77%	8 8% 23%
Medical/ health advice/ recommendation	28 6%	10 9% 36%	18 5% 64%	19 8% 68%	12 5% 42%	4 7% 16%	6 4% 21%	18 6% 65%	22 8% 79% <b>i</b>	6 3% 21%	20 8% 73% <b>i</b>	24 6% 86%	4 4% 14%
Other	40 8%	6 5% 15%	34 9% 85%	17 7% 42%	24 10% 60%	5 8% 13%	11 8% 29%	24 8% 61%	24 9% 61%	15 7% 39%	19 8% 48%	32 8% 80%	8 8% 20%

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

\* small base

Prepared by BDRC Continental

Fieldwork: April - December 2017

BDRC/Job number (23011)

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 106

**QF9: 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 in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	505	112 22%	392 78%	233 46%	249 49%	65* 13%*	140 28%	314 62%	283 56%	222 44%	246 49%	402 80%	103* 20%*
Don't know	20 4%	5 5%	15 4%	9 4%	11 5%	2 3%	7 5%	10 3%	12 4%	8 4%	11 4%	16 4%	4 4%
		26%	74%	43%	57%	10%	37%	51%	60%	40%	55%	80%	20%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 106

**QF9: 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 in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	510	331 65%	255 50%	204 40%	196 38%	170 33%	82 16%	104 20%	67 13%	414 81%	249 49%	510 100%	122 24%	510 100%	-
Weighted base	505	319 63%	246 49%	198 39%	185 37%	160 32%	77* 15%*	98* 19%*	64* 13%*	402 80%	249 49%	505 100%	120 24%	505 100%	-**
Effective base	440	284 64%	225 51%	178 40%	171 39%	147 33%	71 17%	93 22%	60 13%	359 81%	213 48%	440 100%	107 24%	440 100%	-
Violence	239 47%	145 46%	106 43%	82 42%	76 41%	76 48%	35 46%	36 37%	30 48%	183 46%	122 49%	239 47%	56 46%	239 47%	-
		61%	44%	35%	32%	32%	15%	15%	13%	77%	51%	100%	23%	100%	-
Sex/ sexually explicit content	208 41%	137 43%	106 43%	91 46%	77 42%	63 39%	35 46%	45 46%	26 41%	171 42%	111 44%	208 41%	48 40%	208 41%	-
		66%	51%	44%	37%	30%	17%	22%	13%	82%	53%	100%	23%	100%	-
Bad language	201 40%	121 38%	91 37%	74 37%	63 34%	52 32%	25 26%	33 32%	21 33%	151 38%	105 42%	201 40%	56 47%	201 40%	-
		60%	45%	37%	32%	26%	12%	16%	11%	75%	52%	100%	28%	100%	-
Antisocial behaviour	129 26%	77 24%	64 26%	35 18%	41 22%	27 17%	15 19%	17 18%	7 11%	97 24%	74 30%	129 26%	34 28%	129 26%	-
		60%t	50%qt	28%	32%t	21%	11%	14%	5%	75%t	58%	100%	27%	100%	-
Bullying	117 23%	77 24%	63 25%	48 24%	49 27%	42 26%	22 28%	24 24%	16 25%	99 25%	65 26%	117 23%	43 36%	117 23%	-
		66%	54%	41%	42%	36%	18%	20%	14%	85%	55%	100%	37%wy	100%	-
Alcohol/ smoking/ substance misuse	97 19%	69 22%	51 21%	47 24%	41 22%	29 18%	18 23%	22 22%	15 23%	80 20%	53 21%	97 19%	37 31%	97 19%	-
		71%	52%	49%	42%	30%	18%	23%	15%	82%	54%	100%	38%wy	100%	-
Portrayal of self-harm	94 19%	68 21%	48 19%	45 23%	41 22%	29 18%	19 25%	19 19%	11 18%	82 20%	47 19%	94 19%	32 27%	94 19%	-
		73%	51%	48%	44%	31%	20%	20%	12%	87%	50%	100%	34%	100%	-
Portrayal of suicide	94 19%	66 21%	51 21%	44 22%	42 23%	35 22%	20 26%	27 28%	17 26%	83 21%	43 17%	94 19%	31 25%	94 19%	-
		70%	54%	47%	45%	37%	22%	29%	18%	89%	46%	100%	33%	100%	-
Hate speech or other abusive treatment	92 18%	57 18%	43 18%	30 15%	31 17%	31 19%	14 18%	20 20%	8 12%	71 18%	55 22%	92 18%	27 23%	92 18%	-
		62%	47%	33%	33%	34%	15%	22%	9%	77%	60%	100%	29%	100%	-
Occult/ paranormal	37 7%	30 10%	27 11%	21 11%	24 13%	20 13%	11 15%	9 9%	7 11%	32 8%	19 8%	37 7%	18 15%	37 7%	-
		82%	72%	57%	64%	55%	31%	25%	20%	87%	52%	100%	49%vwy	100%	-
Financial advice/ recommendation	35 7%	26 8%	17 7%	19 10%	17 9%	16 10%	8 11%	7 11%	7 11%	27 7%	17 7%	35 7%	15 13%	35 7%	-
		74%	50%	56%	48%	45%	24%	32%	20%	77%	49%	100%	44%wy	100%	-
Medical/ health advice/ recommendation	28 6%	19 6%	20 8%	19 10%	13 7%	13 8%	5 7%	10 10%	4 7%	24 6%	18 7%	28 6%	12 10%	28 6%	-
		67%	73%	67%	48%	46%	18%	34%	15%	86%	64%	100%	43%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 106

Absolutes/col percents/row percents 19 Apr 2018

**QF9: 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 in the last 12 months**

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	505	319 63%	246 49%	198 39%	185 37%	160 32%	77* 15%*	98* 19%*	64* 13%*	402 80%	249 49%	505 100%	120 24%	505 100%	**
Other	40	21	19	7	7	2	1	4	2	32	24	40	3	40	-
	8%	7%	8%	3%	4%	1%	2%	4%	3%	8%	10%	8%	3%	8%	-
		53%q	48%q	17%	17%	4%	4%	9%	5%	80%oq	60%x	100%	8%	100%	-
Don't know	20	13	11	9	12	8	4	7	3	16	3	20	6	20	-
	4%	4%	4%	5%	6%	5%	5%	7%	4%	4%	1%	4%	5%	4%	-
		66%	55%	47%	58%	42%	19%	37%	13%	80%	14%	100%v	30%v	100%v	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 107

**QF10: (SHOW SCREEN) 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 in the last 12 months

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
510	351 69%	159 31%	241 47%	269 53%	72 14%	101 20%	74 15%	86 17%	64 13%	113 22%	153 30%	169 33%	79 15%	109 21%	322 63%	188 37%	188 37%	322 63%	169 33%	341 67%	297 58%	213 42%
505	326 65%	179 35%	243 48%	262 52%	72* 14%*	104* 21%*	67* 13%*	85* 17%*	62* 12%*	114* 23%*	135 27%	174 34%	87* 17%*	108* 21%*	309 61%	196 39%	193 38%	312 62%	172 34%	333 66%	262 52%	243 48%
440	305	139	202	238	64	90	67	75	55	91	133	148	66	97	279	161	171	269	153	287	266	183
177 35%	134 41% 75%	44 24% 25%	86 36% 49%	91 35% 51%	27 37% 15%	31 30% 17%	25 38% 14%	31 36% 17%	19 30% 11%	45 39% 25%	54 40% 31%	67 39% 38%	23 26% 13%	33 31% 19%	121 39% 69% <sup>n</sup>	56 29% 31%	63 33% 36%	114 37% 64%	52 31% 30%	125 38% 70%	92 35% 52%	85 35% 48%
126 25%	76 23% 60%	50 28% 40%	59 24% 47%	67 26% 53%	14 20% 11%	24 23% 19%	21 32% 17%	19 22% 15%	15 24% 12%	32 28% 26%	35 26% 28%	38 22% 30%	19 21% 15%	34 24% 27%	73 29% 58%	53 27% 42%	44 23% 35%	82 26% 65%	41 24% 33%	85 25% 67%	62 24% 49%	64 26% 51%
107 21%	81 25% 76%	26 14% 24%	56 23% 53%	51 19% 47%	16 22% 15%	24 23% 22%	13 19% 12%	19 22% 18%	9 15% 9%	27 24% 25%	31 23% 29%	32 19% 30%	13 15% 12%	31 29% 29% <sup>n</sup>	63 20% 59%	44 24% 41%	46 24% 43%	61 20% 57%	40 23% 37%	67 20% 63%	54 21% 51%	53 22% 49%
103 20%	68 21% 66%	35 20% 34%	52 22% 51%	51 19% 49%	10 14% 10%	18 17% 17%	9 14% 9%	26 31% 25% <sup>ce</sup>	11 18% 11%	29 25% 28%	29 21% 28%	34 19% 33%	15 17% 14%	26 24% 25%	62 20% 60%	41 21% 40%	37 19% 36%	66 21% 64%	35 21% 34%	68 20% 66%	62 24% 60%	41 17% 40%
81 16%	56 17% 70%	24 14% 30%	39 16% 48%	42 16% 52%	8 11% 10%	22 21% 28%	11 16% 13%	12 14% 14%	13 21% 16%	15 13% 19%	26 19% 32%	21 12% 26%	12 14% 15%	21 20% 26%	47 15% 58%	33 17% 42%	30 16% 37%	51 16% 63%	29 17% 36%	52 16% 64%	49 19% 60%	32 13% 40%
54 11%	40 12% 74%	14 8% 26%	26 11% 49%	28 11% 51%	6 8% 11%	11 11% 20%	8 12% 14%	9 11% 17%	7 11% 13%	14 12% 25%	11 8% 20%	19 11% 36%	8 9% 15%	16 15% 29%	30 10% 56%	24 12% 44%	24 12% 44%	30 10% 56%	22 13% 41%	32 10% 59%	31 12% 57%	23 10% 43%
51 10%	32 10% 63%	19 10% 37%	24 10% 47%	27 10% 53%	6 8% 11%	13 13% 26%	4 6% 8%	13 15% 26%	8 12% 15%	7 6% 14%	18 13% 35%	12 7% 23%	7 8% 14%	14 13% 28%	30 10% 58%	21 11% 42%	21 11% 41%	30 10% 59%	21 12% 41%	30 9% 59%	29 11% 57%	22 9% 43%
47 9%	31 10% 66%	16 9% 34%	23 10% 50%	24 9% 50%	3 4% 6%	14 13% 30% <sup>ce</sup>	2 3% 4%	12 14% 25% <sup>ce</sup>	9 14% 19% <sup>ce</sup>	8 7% 18%	11 8% 23%	13 8% 28%	9 10% 19%	14 13% 30%	24 8% 51%	23 12% 49%	20 10% 42%	28 9% 58%	18 11% 39%	29 9% 61%	21 8% 44%	27 11% 56%
38 8%	26 8% 68%	12 7% 32%	19 8% 50%	19 7% 50%	6 8% 15%	10 10% 27%	3 4% 8%	7 8% 18%	5 8% 13%	7 7% 20%	6 5% 17%	16 9% 42%	5 5% 12%	11 10% 29%	22 7% 58%	16 8% 42%	14 7% 36%	24 8% 64%	14 7% 36%	24 7% 64%	26 10% 68%	12 5% 32%
35 7%	28 9% 80%	7 4% 20%	14 6% 39%	22 8% 61%	7 10% 21% <sup>h</sup>	14 13% 39% <sup>h</sup>	4 6% 12% <sup>h</sup>	7 8% 20% <sup>h</sup>	2 4% 6%	1 1% 2%	10 7% 28%	8 5% 24%	6 6% 16%	11 10% 32%	18 6% 52%	17 9% 48%	23 12% 64% <sup>p</sup>	13 4% 36%	20 12% 58% <sup>r</sup>	15 5% 42%	24 9% 67%	12 5% 33%
22 4%	20 6% 89%	2 1% 11%	13 5% 59%	9 3% 41%	6 9% 28% <sup>h</sup>	6 6% 29%	2 3% 9%	4 5% 17%	2 3% 9%	2 2% 8%	5 4% 21%	10 6% 45%	2 2% 7%	6 5% 27%	15 5% 66%	8 4% 34%	11 6% 48%	11 4% 52%	8 5% 38%	14 4% 62%	14 5% 65%	8 3% 35%
19 4%	19 6% 96%	1 * 4%	12 5% 64%	7 3% 36%	3 4% 13%	9 9% 48% <sup>eh</sup>	1 1% 5%	3 4% 15%	1 2% 8%	2 2% 11%	6 5% 32%	4 2% 19%	1 2% 8%	8 7% 42% <sup>j</sup>	10 3% 51%	10 5% 49%	9 5% 48%	10 3% 52%	9 5% 48%	10 3% 52%	12 5% 63%	7 3% 37%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 107

**QF10: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

**Base:** Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	<b>505</b>	326 65%	179 35%	243 48%	262 52%	72* 14%*	104* 21%*	67* 13%*	85* 17%*	62* 12%*	114* 23%*	135 27%	174 34%	87* 17%*	108* 21%*	309 61%	196 39%	193 38%	312 62%	172 34%	333 66%	262 52%	243 48%
Game/ quiz show	<b>19</b> <b>4%</b>	12 4%	6 4%	12 5%	7 3%	3 4%	8 8%	1 2%	2 2%	- -	5 4%	5 4%	8 4%	- -	6 6%	12 4%	6 3%	7 4%	12 4%	6 3%	13 4%	11 4%	8 3%
Children's programme	<b>18</b> <b>4%</b>	66% 34%	34%	62% 38%	38%	17% 42% <sup>g</sup>	42% <sup>g</sup>	6% 2%	8% 2%	5% 11%	2% 24%	5% 26%	2% 40%	5% -	3% 34% <sup>k</sup>	3% 66%	4% 34%	7% 37%	2% 63%	7% 31%	2% 69%	4% 56%	3% 44%
Religious programming	<b>15</b> <b>3%</b>	14 4%	1 1%	7 3%	9 3%	3 4%	6 5%	1 2%	2 3%	1 2%	2 2%	8 6%	5 3%	- -	2 2%	13 4%	2 1%	7 3%	9 3%	7 4%	9 3%	13 5%	3 1%
Other	<b>9</b> <b>2%</b>	5 2%	4 2%	1 *	8 3%	1 2%	1 1%	1 1%	1 2%	1 2%	3 3%	3 2%	4 2%	- -	2 2%	6 2%	2 1%	3 2%	6 2%	3 2%	6 2%	2 1%	7 3%
Don't know	<b>46</b> <b>9%</b>	28 9%	18 10%	26 11%	20 8%	9 12%	6 5%	6 9%	6 8%	14 9%	14 12%	10 7%	20 11%	13 15%	4 9%	29 9%	17 9%	12 6%	34 11%	9 5%	37 11%	15 6%	31 13%
		60%	40%	56%	44%	19%	12%	13%	14%	12%	29%	21%	43% <sup>l</sup>	28% <sup>l</sup>	9%	63%	37%	26%	74%	19%	81% <sup>q</sup>	33%	67% <sup>s</sup>

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 107

**QF10: (SHOW SCREEN) 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 in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	510	481 94%	29 6%	392 77%	118 23%	445 87%	65 13%	349 68%	71 14%	61 12%	29 6%	20 4%	40 8%	31 6%	27 5%	42 8%	28 5%	37 7%	59 12%	65 13%
Weighted base	505	471 93%	34** 7%**	377 75%	128 25%	432 86%	73* 14%*	396 78%	67* 13%*	36* 7%*	6** 1%**	23** 5%**	44* 9%*	32** 6%**	30** 6%**	47* 9%*	41** 8%**	46* 9%*	69* 14%*	64* 13%*
Effective base	440	415	25	336	104	383	57	322	65	56	28	19	38	29	26	39	27	33	55	62
Drama	177 35%	176 37%	1 4%	140 37%	38 29%	159 37%	18 25%	130 33%	32 48%	12 35%	3 44%	7 31%	10 22%	16 50%	15 51%	16 34%	12 28%	15 32%	18 26%	21 33%
		99%	1%	79%	21%	90%	10%	73%	18% <b>d</b>	7%	2%	4%	6%	9%	9%	9%	7%	8%	10%	12%
Soap	126 25%	118 25%	8 23%	91 24%	35 27%	107 25%	19 27%	99 25%	19 29%	6 15%	2 34%	7 32%	13 29%	7 23%	9 31%	11 23%	6 14%	13 29%	17 25%	15 24%
		94%	6%	72%	28%	85%	15%	79%	15%	4%	2%	6%	10%	6%	7%	8%	5%	11%	14%	12%
Film	107 21%	100 21%	7 22%	77 20%	30 23%	93 21%	14 20%	83 21%	17 26%	5 15%	1 15%	4 19%	9 20%	4 11%	11 38%	8 18%	9 21%	9 19%	10 15%	19 30%
		93%	7%	72%	28%	87%	13%	78%	16%	5%	1%	4%	8%	3%	11%	8%	8%	8%	10%	18% <b>d</b>
Reality programme	103 20%	101 21%	2 7%	86 23%	17 13%	94 22%	10 13%	88 22%	8 12%	5 14%	2 32%	7 30%	9 20%	6 18%	7 25%	11 24%	8 13%	6 13%	21 30%	14 21%
		98%	2%	84% <b>d</b>	16%	91%	9%	85%	8%	5%	2%	7%	8%	6%	7%	11%	8%	6%	20%	13%
Documentary	81 16%	78 17%	3 8%	59 16%	22 17%	73 17%	8 11%	66 17%	7 10%	7 20%	1 15%	7 29%	5 12%	6 19%	9 30%	6 13%	10 26%	4 8%	7 11%	12 18%
		97%	3%	73%	27%	90%	10%	82%	8%	9%	1%	8%	7%	8%	11%	8%	13%	4%	9%	14%
General entertainment	54 11%	51 11%	3 8%	39 10%	15 12%	49 11%	5 7%	41 10%	9 14%	3 7%	1 10%	3 12%	4 9%	2 5%	3 12%	3 6%	6 15%	6 12%	6 9%	8 13%
		95%	5%	72%	28%	91%	9%	76%	17%	5%	1%	5%	7%	3%	6%	6%	11%	11%	12%	15%
Current affairs	51 10%	51 11%	- -	40 11%	11 8%	48 11%	3 4%	46 12%	3 5%	1 3%	* 4%	3 14%	6 14%	3 10%	7 24%	1 2%	8 20%	4 8%	4 6%	9 15%
		100%	-	79%	21%	94%	6%	91% <b>d</b>	7%	2%	*	7%	12%	7%	14%	2%	16%	7%	8%	19% <b>d</b>
News programme	47 9%	46 10%	2 5%	33 9%	14 11%	41 9%	7 9%	42 10%	3 4%	2 7%	1 9%	2 7%	5 12%	4 12%	5 17%	3 6%	5 11%	8 17%	4 9%	6 12%
		97%	3%	69%	31%	86%	14%	88%	6%	5%	1%	4%	11%	8%	11%	6%	10%	17%	9%	12%
Comedy	38 8%	34 7%	4 11%	27 7%	11 8%	30 7%	8 11%	27 7%	10 15%	* 1%	1 9%	- -	3 6%	2 6%	2 7%	1 2%	3 8%	2 5%	8 11%	6 9%
		90%	10%	72%	28%	80%	20%	71%	27% <b>d</b>	1%	2%	-	7%	5%	5%	2%	8%	6%	21%	16%
Music video (on music channel or general channels)	35 7%	35 7%	1 3%	29 8%	6 5%	34 8%	1 2%	32 8%	2 3%	1 4%	* 5%	3 13%	3 7%	1 3%	3 12%	3 6%	2 4%	3 7%	4 5%	10 15%
		97%	3%	83%	17%	96%	4%	89%	6%	4%	1%	8%	9%	3%	10%	8%	5%	9%	10%	28%
Talent show	22 4%	22 5%	- -	21 6%	1 1%	22 5%	- -	20 5%	1 2%	1 4%	- -	3 13%	1 2%	1 3%	3 10%	- -	3 8%	1 2%	4 6%	4 6%
		100%	-	94%	6%	100%	-	89%	5%	6%	-	13%	4%	4%	13%	-	14%	5%	17%	18%
Sports programme	19 4%	19 4%	- -	17 4%	3 2%	19 4%	- -	16 4%	3 4%	- -	- -	1 4%	1 2%	1 3%	4 14%	2 4%	2 4%	1 2%	1 2%	3 5%
		100%	-	85%	15%	100%	-	85%	15%	-	-	5%	5%	5%	21%	10%	8%	6%	7%	17%
Game/ quiz show	19 4%	19 4%	- -	19 5%	- -	17 4%	1 2%	19 5%	- -	- -	- -	- -	2 2%	1 7%	1 3%	- -	5 12%	1 2%	6 9%	2 3%
		100%	-	100% <b>d</b>	-	93%	7%	100%	-	-	-	-	6%	13%	5%	-	26%	5%	34%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 107

**QF10: (SHOW SCREEN) 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 in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	505	471 93%	34** 7%**	377 75%	128 25%	432 86%	73* 14%*	396 78%	67* 13%*	36* 7%*	6** 1%**	23** 5%**	44* 9%*	32** 6%**	30** 6%**	47* 9%*	41** 8%**	46* 9%*	69* 14%*	64* 13%*
Children's programme	18 4%	17 93%	1 7%	16 87%	2 13%	18 100%	-	16 85%	1 7%	1 6%	* 2%	2 11%	1 5%	1 8%	-	4 20%*	2 9%	1 6%	-	5 25%*
Religious programming	15 3%	15 100%	-	14 93%	1 7%	15 100%	-	13 81%	2 12%	1 6%	* 2%	1 8%	-	2 11%	-	2 12%	4 29%	-	-	3 22%
Other	9 2%	9 100%	-	5 60%	4 40%	7 84%	1 16%	5 57%	4 41% <b>g</b>	-	* 2%	-	1 12%	-	-	-	1 12%	1 10%	1 10%	1 14%
Don't know	46 9%	40 86%	7 14%	31 67%	15 33%	35 77%	11 23%	36 78%	4 9%	5 11%	1 1%	1 2%	5 12%	2 4%	-	9 19% <b>s</b>	4 8%	6 13%	7 11%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 107

**QF10: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

**Base:** Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	510	121 24%	389 76%	244 48%	241 47%	70 14%	130 25%	328 64%	285 56%	225 44%	255 50%	414 81%	96 19%
Weighted base	505	112 22%	392 78%	233 46%	249 49%	65* 13%*	140 28%	314 62%	283 56%	222 44%	246 49%	402 80%	103* 20%*
Effective base	440	102	338	208	210	60	115	280	248	192	225	359	81
Drama	177 35%	31 28% 18%	146 37% 82%	82 35% 46%	91 36% 51%	29 45% 16%	43 31% 24%	113 36% 64%	96 34% 54%	81 37% 46%	88 36% 49%	145 36% 82%	32 31% 18%
Soap	126 25%	27 24% 21%	99 25% 79%	45 19% 36%	73 29% 58% <b>eg</b>	11 18% 9%	49 35% 39% <b>eg</b>	65 21% 52%	70 25% 56%	56 25% 44%	61 25% 49%	94 23% 75%	32 31% 25%
Film	107 21%	22 20% 20%	85 22% 80%	52 22% 49%	57 23% 53%	13 20% 12%	33 24% 31%	60 19% 56%	63 22% 59%	44 20% 41%	52 21% 49%	80 20% 75%	27 26% 25%
Reality programme	103 20%	22 20% 21%	81 21% 79%	43 18% 41%	54 21% 52%	11 16% 10%	31 22% 30%	65 21% 63%	65 23% 63%	38 17% 37%	57 23% 55%	79 20% 77%	24 23% 23%
Documentary	81 16%	23 20% 28%	58 15% 72%	46 20% 57%	36 14% 45%	7 10% 8%	22 16% 27%	50 16% 62%	49 17% 60%	32 14% 40%	42 17% 52%	65 16% 81%	16 15% 19%
General entertainment	54 11%	19 17% 35% <b>b</b>	35 9% 65%	23 10% 42%	32 13% 59%	3 5% 6%	22 16% 41% <b>eg</b>	27 9% 51%	31 11% 57%	23 10% 43%	27 11% 50%	44 11% 81%	10 10% 19%
Current affairs	51 10%	16 14% 31%	35 9% 69%	20 9% 40%	25 10% 49%	6 9% 11%	18 13% 36%	32 10% 63%	32 11% 64%	18 8% 36%	29 12% 58%	41 10% 81%	10 9% 19%
News programme	47 9%	15 13% 32%	32 8% 68%	23 10% 49%	23 9% 49%	6 9% 12%	17 12% 35%	28 9% 60%	25 9% 53%	22 10% 47%	24 10% 51%	31 8% 65%	17 16% 35% <b>k</b>
Comedy	38 8%	8 7% 21%	30 8% 79%	26 11% 68%	14 6% 38%	2 4% 6%	7 5% 17%	27 9% 71%	25 9% 67%	13 6% 33%	24 10% 63%	31 8% 83%	7 6% 17%
Music video (on music channel or general channels)	35 7%	7 6% 18%	29 7% 82%	21 9% 60%	13 5% 36%	4 6% 12%	6 4% 17%	27 8% 75%	23 8% 64%	13 6% 36%	22 9% 61%	30 8% 85%	5 5% 15%
Talent show	22 4%	3 3% 15%	19 5% 85%	12 5% 54%	12 5% 52%	3 4% 13%	4 3% 19%	18 6% 81%	19 7% 86% <b>l</b>	3 1% 14%	19 8% 86% <b>l</b>	21 5% 94%	1 1% 6%
Sports programme	19 4%	1 1% 5%	18 5% 95%	11 5% 56%	10 4% 54%	5 7% 23%	4 3% 18%	16 5% 82%	16 6% 80% <b>l</b>	4 2% 20%	16 6% 80% <b>l</b>	18 4% 93%	1 1% 7%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 107

**QF10: (SHOW SCREEN) 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 in the last 12 months

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	505	112 22%	392 78%	233 46%	249 49%	65* 13%*	140 28%	314 62%	283 56%	222 44%	246 49%	402 80%	103* 20%*
Game/ quiz show	19 4%	4 4%	15 4%	13 6%	9 3%	2 3%	3 2%	12 4%	16 6%	3 1%	14 6%	17 4%	2 2%
		21%	79%	70%	46%	10%	14%	65%	86% <b>l</b>	14%	74% <b>l</b>	88%	12%
Children's programme	18 4%	5 5%	13 3%	16 7%	6 2%	5 7%	- -	17 5%	15 5%	3 1%	14 6%	17 4%	1 1%
		28%	72%	86% <b>dl</b>	31%	25% <b>f</b>	-	92% <b>f</b>	82% <b>l</b>	18%	76% <b>l</b>	93%	7%
Religious programming	15 3%	3 2%	13 3%	9 4%	7 3%	5 8%	3 2%	13 4%	13 5%	3 1%	13 5%	15 4%	- -
		17%	83%	61%	48%	34%	18%	82%	83% <b>l</b>	17%	81% <b>l</b>	100%	-
Other	9 2%	3 3%	6 1%	4 2%	4 2%	1 2%	3 2%	5 1%	7 2%	2 1%	3 1%	8 2%	1 1%
		35%	65%	50%	49%	14%	35%	53%	75%	25%	34%	90%	10%
Don't know	46 9%	12 10%	35 9%	19 8%	22 9%	6 9%	13 9%	23 7%	18 6%	29 13%	15 6%	34 8%	12 12%
		25%	75%	40%	47%	13%	28%	51%	38%	62% <b>hj</b>	32%	73%	27%

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

\* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 107

**QF10: (SHOW SCREEN) 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 in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	510	331 65%	255 50%	204 40%	196 38%	170 33%	82 16%	104 20%	67 13%	414 81%	249 49%	510 100%	122 24%	510 100%	-
Weighted base	505	319 63%	246 49%	198 39%	185 37%	160 32%	77* 15%*	98* 19%*	64* 13%*	402 80%	249 49%	505 100%	120 24%	505 100%	-**
Effective base	440	284	225	178	171	147	71	93	60	359	213	440	107	440	-
Drama	177	119	88	62	66	53	30	33	22	145	86	177	39	177	-
	35%	37%	36%	31%	36%	33%	38%	34%	34%	36%	34%	35%	32%	35%	-
		67%	49%	35%	37%	30%	17%	19%	12%	82%	48%	100%	22%	100%	-
Soap	126	73	61	45	39	33	15	22	17	94	71	126	34	126	-
	25%	23%	25%	23%	21%	21%	20%	22%	27%	23%	29%	25%	29%	25%	-
		58%	49%	35%	31%	26%	12%	17%	13%	75%	57%	100%	27%	100%	-
Film	107	69	52	44	42	33	18	23	15	80	54	107	30	107	-
	21%	22%	21%	22%	23%	21%	24%	24%	23%	20%	22%	21%	25%	21%	-
		65%	49%	41%	39%	31%	17%	22%	14%	75%	51%	100%	28%	100%	-
Reality programme	103	65	57	39	34	24	16	24	14	79	54	103	24	103	-
	20%	20%	23%	20%	19%	15%	21%	24%	21%	20%	22%	20%	20%	20%	-
		63%	55%	38%	33%	23%	16%	23%	13%	77%	52%	100%	24%	100%	-
Documentary	81	56	42	33	29	27	13	16	9	65	43	81	23	81	-
	16%	17%	17%	17%	16%	17%	16%	16%	15%	16%	17%	16%	19%	16%	-
		69%	52%	40%	36%	34%	16%	20%	12%	81%	53%	100%	29%	100%	-
General entertainment	54	33	27	22	25	19	7	10	5	44	30	54	11	54	-
	11%	10%	11%	11%	14%	12%	9%	10%	8%	11%	12%	11%	9%	11%	-
		61%	50%	40%	47%	35%	13%	19%	9%	81%	55%	100%	21%	100%	-
Current affairs	51	35	29	24	19	16	6	13	4	41	29	51	16	51	-
	10%	11%	12%	12%	10%	10%	8%	14%	5%	10%	12%	10%	13%	10%	-
		68%	58%	47%	37%	31%	12%	26%	7%	81%	57%	100%	31%	100%	-
News programme	47	25	24	13	13	13	4	8	3	31	26	47	9	47	-
	9%	8%	10%	7%	7%	8%	5%	8%	4%	8%	11%	9%	8%	9%	-
		52%	51%	29%	28%	28%	9%	16%	6%	65%	56%	100%	20%	100%	-
Comedy	38	29	24	22	15	16	8	13	9	31	20	38	12	38	-
	8%	9%	10%	11%	8%	10%	10%	14%	8%	8%	8%	8%	10%	8%	-
		77%	63%	58%	39%	42%	20%	35%	23%	83%	52%	100%	31%	100%	-
Music video (on music channel or general channels)	35	30	22	22	15	17	11	13	9	30	21	35	10	35	-
	7%	9%	9%	11%	8%	10%	14%	13%	15%	8%	8%	7%	8%	7%	-
		84%	61%	61%	42%	47%	30%	36%	27%	85%	58%	100%	28%	100%	-
Talent show	22	21	19	14	14	13	7	11	9	21	14	22	7	22	-
	4%	6%	8%	7%	7%	8%	10%	11%	14%	5%	6%	4%	6%	4%	-
		94%	86%	63%	61%	59%	34%	49%u	40%u	94%	63%	100%	32%	100%	-
Sports programme	19	17	16	14	11	13	6	10	8	18	10	19	10	19	-
	4%	5%	6%	7%	6%	8%	10%	13%	4%	4%	4%	4%	8%	4%	-
		88%	80%	70%	56%	67%	31%	50%u	42%mu	93%	51%	100%	52%wy	100%	-

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Page 509

Absolutes/col percents/row percents 19 Apr 2018

Table 107

**QF10: (SHOW SCREEN) 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 in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	505	319 63%	246 49%	198 39%	185 37%	160 32%	77* 15%*	98* 19%*	64* 13%*	402 80%	249 49%	505 100%	120 24%	505 100%	-- --
Game/ quiz show	19 4%	15 5%	14 6%	15 8%	6 3%	6 4%	3 4%	7 7%	4 6%	17 4%	6 2%	19 4%	6 5%	19 4%	-
		82% 74%	79% 33%	32% 18%	37% 21%	88% 32%	100% 33%	100% 33%	100% 33%	100% 33%	100% 33%	100% 33%	100% 33%	100% 33%	-
Children's programme	18 4%	17 5%	14 6%	16 8%	13 7%	10 6%	7 9%	9 9%	5 8%	17 4%	12 5%	18 4%	11 9%	18 4%	-
		93% 76%	88% 72%	53% 38%	51%u	27%	93% 64%	100% 100%	61%wy	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	-
Religious programming	15 3%	14 5%	13 5%	13 7%	12 7%	10 6%	7 9%	9 9%	6 9%	15 4%	8 3%	15 3%	7 6%	15 3%	-
		93% 81%	83% 80%	64% 46%u	59%u	38%	100% 50%	100% 100%	47% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	-
Other	9 2%	6 2%	3 1%	2 1%	5 3%	1 1%	1 1%	1 1%	-	8 2%	5 2%	9 2%	1 1%	9 2%	-
		70% 34%	26% 60%	14% 12%	12% -	90% 61%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	-
Don't know	46 9%	25 8%	15 6%	17 8%	11 6%	18 11%	8 10%	5 6%	6 9%	34 8%	19 8%	46 9%	11 9%	46 9%	-
		53% 32%	36% 23%	40% 17%	12% 13%	73% 42%	100% 100%	24% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 108

**QF11: (SHOW SCREEN) 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?**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base:** Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
510	351 69%	159 31%	241 47%	269 53%	72 14%	101 20%	74 15%	86 17%	64 13%	113 22%	153 30%	169 33%	79 15%	109 21%	322 63%	188 37%	322 63%	169 33%	341 67%	297 58%	213 42%	
505	326 65%	179 35%	243 48%	262 52%	72* 14%*	104* 21%*	67* 13%*	85* 17%*	62* 12%*	114* 23%*	135 27%	174 34%	87* 17%*	108* 21%*	309 61%	196 39%	193 38%	312 62%	172 34%	333 66%	262 52%	243 48%
440	305	139	202	238	64	90	67	75	55	91	133	148	66	97	279	161	171	269	153	287	266	183
222	126	96	95	126	25	36	37	36	29	59	63	77	36	45	140	81	88	133	79	143	110	112
44%	39% 57%	53% 43%	39% 43%	48% 57%	35% 11%	34% 16%	55% 17%cd	43% 16%	47% 13%	51% 27%cd	47% 29%	44% 35%	42% 16%	41% 20%	45% 63%	41% 37%	46% 40%	43% 60%	43% 36%	43% 64%	42% 50%	46% 50%
126	90	36	55	71	25	39	12	21	15	15	23	56	20	26	79	47	52	74	48	78	74	52
25%	28% 71%	20% 29%	23% 43%	27% 57%	34% 20%eh	37% 31%eh	18% 9%	24% 16%	13% 12%	13% 12%	17% 18%	32% 45%l	23% 16%	26% 21%	24% 63%	27% 37%	24% 41%	24% 59%	23% 38%	24% 62%	28% 58%	22% 42%
117	84	33	51	66	16	19	15	23	13	30	34	28	26	28	62	54	38	79	31	86	56	61
23%	26% 72%	18% 28%	21% 43%	25% 57%	23% 14%	19% 17%	23% 13%	27% 20%	20% 11%	26% 26%	25% 29%	16% 24%	30% 23%j	26% 24%	20% 53%	28% 47%	20% 33%	25% 67%	18% 26%	26% 74%	21% 48%	25% 52%
91	68	23	59	32	16	21	9	13	12	20	25	38	10	18	63	28	32	59	25	66	45	46
18%	21% 75%	13% 25%	24% 65%b	12% 35%	22% 18%	20% 13%	13% 10%	16% 15%	19% 13%	17% 22%	18% 27%	22% 42%	12% 11%	16% 19%	20% 70%	14% 30%	16% 35%	19% 65%	15% 28%	20% 72%	17% 49%	19% 51%
22	21	1	15	7	5	8	3	2	4	*	6	10	2	4	16	6	10	12	9	13	19	3
4%	6% 97%	* 3%	6% 68%	3% 32%	7% 24%h	7% 35%h	4% 12%	2% 7%	7% 19%h	*	4% 26%	6% 47%	2% 10%	3% 17%	5% 74%	3% 26%	5% 46%	4% 54%	5% 41%	4% 59%	4% 88%t	1% 12%
7	7	-	3	3	-	3	2	1	1	-	3	2	1	*	5	2	5	2	5	2	7	*
1%	2% 100%	- 50%	1% 50%	1% 50%	- 46%	3% 26%	3% 12%	1% 16%	2% 16%	-	2% 47%	2% 29%	2% 21%	* 3%	2% 76%	1% 24%	2% 67%	1% 33%	1% 67%	3% 33%	* 97%t	* 3%
12	7	6	2	10	1	3	-	5	3	1	4	6	1	1	10	2	7	5	6	6	5	7
2%	2% 53%	3% 47%	1% 19%	4% 81%	2% 10%	3% 22%	-	6% 39%	4% 22%	1% 7%	3% 31%	3% 49%	1% 9%	1% 11%	3% 80%	1% 20%	4% 59%	2% 41%	4% 49%	2% 51%	3% 41%	3% 59%
21	13	7	12	9	1	4	3	5	2	5	3	10	6	2	13	8	10	11	10	11	14	6
4%	4% 65%	4% 35%	5% 56%	4% 44%	2% 6%	4% 18%	5% 16%	6% 24%	4% 12%	4% 24%	2% 15%	6% 48%	6% 27%	2% 10%	4% 63%	4% 37%	5% 49%	3% 51%	6% 49%	3% 51%	6% 70%	3% 30%

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

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 108

**QF11: (SHOW SCREEN) 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?**  
**MULTI CODE**

**Base:** Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	510	481 94%	29 6%	392 77%	118 23%	445 87%	65 13%	349 68%	71 14%	61 12%	29 6%	20 4%	40 8%	31 6%	27 5%	42 8%	28 5%	37 7%	59 12%	65 13%	
Weighted base	505	471 93%	34** 7%**	377 75%	128 25%	432 86%	73* 14%*	396 78%	67* 13%*	36* 7%*	6** 1%**	23** 5%**	44* 9%*	32** 6%**	30** 6%**	47* 9%*	41** 8%**	46* 9%*	69* 14%*	64* 13%*	
Effective base	440	415	25	336	104	383	57	322	65	56	28	19	38	29	26	39	27	33	55	62	
Switched over	222 44%	201 43% 91%	20 59% 9%	156 41% 71%	65 51% 29%	185 43% 83%	37 51% 17%	171 43% 77%	33 50% 15%	14 38% 6%	3 51% 1%	11 48% 5%	20 45% 9%	11 36% 5%	13 45% 6%	19 41% 9%	18 44% 8%	17 36% 8%	34 49% 15%	28 44% 13%	
Discussed it with other people	126 25%	125 27% 99%	1 3% 1%	109 29% 87% <b>d</b>	17 13% 13%	116 27% 92% <b>f</b>	10 14% 8%	106 27% 84% <b>l</b>	13 20% 11%	4 10% 3%	3 45% 2%	6 27% 5%	11 25% 9%	9 28% 7%	6 20% 5%	12 26% 10%	13 31% 10%	8 17% 6%	20 29% 16%	22 34% 17%	
Switched off	117 23%	112 24% 96%	5 13% 4%	85 22% 73%	32 25% 27%	101 23% 86%	16 22% 14%	89 22% 76%	14 22% 12%	14 38% 12% <b>gh</b>	- - -	5 21% 4%	9 20% 7%	7 21% 6%	10 35% 9%	10 22% 9%	9 21% 7%	13 28% 11%	14 20% 12%	13 20% 11%	
Continued watching/ did nothing	91 18%	82 17% 90%	9 26% 10%	74 20% 81%	17 14% 19%	79 18% 86%	12 17% 14%	72 18% 79%	11 17% 12%	6 18% 7%	1 17% 1%	2 9% 2%	9 21% 10%	8 26% 9%	2 8% 3%	12 25% 13% <b>r</b>	6 14% 6%	15 32% 16% <b>r</b>	6 8% 6%	13 20% 14%	
Complained to the broadcaster (via letter/ phone/ email/ online)	22 4%	22 5% 100%	- - -	22 6% 100% <b>d</b>	- - -	22 5% 100%	- - -	17 4% 77%	4 7% 21%	1 2% 3%	- - -	1 5% 5%	2 5% 9%	1 3% 5%	2 7% 9%	2 4% 9%	- - -	1 2% 5%	3 5% 16%	4 6% 19%	
Complained to the regulator (via letter/ phone/ email/ online)	7 1%	7 1% 100%	- - -	7 2% 100%	- - -	7 2% 100%	- - -	5 1% 77%	1 2% 16%	* 1% 5%	* 3% 3%	- - -	- - -	1 3% 12%	- - -	- - -	- - -	- - -	- - 64% <b>r</b>	4 7% -	
Other	12 2%	12 3% 100%	- - -	10 3% 81%	2 2% 19%	11 3% 89%	1 2% 11%	9 2% 74%	3 5% 26%	- - -	- - -	1 4% 8%	- - -	- - -	1 4% 9%	1 3% 10%	1 3% 11%	2 5% 19%	1 1% 7%	1 2% 10%	
Don't know	21 4%	21 4% 100%	- - -	15 4% 74%	5 4% 26%	19 4% 93%	1 2% 7%	16 4% 79%	- 10% -	4 10% 18% <b>gh</b>	1 10% 3%	- - -	- - -	3 9% 14%	- 6% 14%	3 6% 12%	3 6% 12%	- - 18%	4 5% 18%	4 7% 20%	

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 108

**QF11: (SHOW SCREEN) 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?**  
**MULTI CODE**

**Base:** Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	510	121 24%	389 76%	244 48%	241 47%	70 14%	130 25%	328 64%	285 56%	225 44%	255 50%	414 81%	96 19%
Weighted base	505	112 22%	392 78%	233 46%	249 49%	65* 13%*	140 28%	314 62%	283 56%	222 44%	246 49%	402 80%	103* 20%*
Effective base	440	102	338	208	210	60	115	280	248	192	225	359	81
Switched over	222	36	186	95	122	23	72	129	120	102	101	169	52
	44%	32%	47%	41%	49%	35%	51%	41%	42%	46%	41%	42%	51%
		16%	64% <b>a</b>	43%	55%	10%	33% <b>e</b>	58%	54%	46%	45%	76%	24%
Discussed it with other people	126	29	97	59	63	21	31	84	80	46	73	113	13
	25%	26%	25%	25%	25%	33%	22%	27%	28%	21%	30%	28%	13%
		23%	77%	47%	50%	17%	25%	67%	64%	36%	58% <b>i</b>	89% <b>i</b>	11%
Switched off	117	30	87	56	59	13	32	61	59	58	52	89	27
	23%	27%	22%	24%	24%	20%	23%	19%	21%	26%	21%	22%	27%
		26%	74%	48%	50%	11%	28%	52%	50%	50%	45%	77%	23%
Continued watching/ did nothing	91	23	69	46	50	19	21	63	59	32	53	76	15
	18%	20%	17%	20%	20%	29%	15%	20%	21%	14%	22%	19%	14%
		25%	75%	51%	55%	21% <b>f</b>	23%	70%	65%	35%	58%	84%	16%
Complained to the broadcaster (via letter/ phone/ email/ online)	22	6	16	13	10	6	4	16	20	2	20	21	*
	4%	5%	4%	5%	4%	10%	3%	5%	7%	1%	8%	5%	*
		26%	74%	58%	45%	29% <b>f</b>	16%	76%	91% <b>i</b>	9%	91% <b>i</b>	98%	2%
Complained to the regulator (via letter/ phone/ email/ online)	7	2	5	5	4	1	1	6	7	-	7	7	-
	1%	2%	1%	2%	2%	1%	1%	2%	2%	-	3%	2%	-
		31%	69%	72%	56%	12%	16%	84%	100% <b>i</b>	-	100% <b>i</b>	100%	-
Other	12	5	8	6	5	2	1	11	9	3	8	12	-
	2%	4%	2%	3%	2%	4%	1%	4%	3%	2%	3%	3%	-
		36%	64%	47%	39%	18%	10%	90%	72%	28%	61%	100%	-
Don't know	21	4	16	12	5	1	4	13	8	13	8	18	2
	4%	4%	4%	5%	2%	1%	3%	4%	3%	6%	3%	5%	2%
		22%	78%	60%	22%	4%	19%	60%	39%	61%	39%	88%	12%

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 108

**QF11: (SHOW SCREEN) 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?**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base:** Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	510	331 65%	255 50%	204 40%	196 38%	170 33%	82 16%	104 20%	67 13%	414 81%	249 49%	510 100%	122 24%	510 100%	-
Weighted base	505	319 63%	246 49%	198 39%	185 37%	160 32%	77* 15%*	98* 19%*	64* 13%*	402 80%	249 49%	505 100%	120 24%	505 100%	-**
Effective base	440	284	225	178	171	147	71	93	60	359	213	440	107	440	-
Switched over	222	131	101	76	72	66	33	40	33	169	110	222	50	222	-
Discussed it with other people	44%	41%	41%	38%	39%	41%	42%	41%	52%	42%	44%	44%	42%	44%	-
		59%	45%	34%	33%	30%	15%	18%	15%	76%	50%	100%	23%	100%	-
Discussed it with other people	126	82	73	57	53	50	21	35	14	113	70	126	38	126	-
Switched off	25%	26%	30%	29%	29%	31%	28%	36%	22%	28%	28%	25%	32%	25%	-
		65%	58%	45%	42%	40%	17%	28%	11%	89%	56%	100%	31%	100%	-
Switched off	117	71	52	38	45	39	14	11	9	89	72	117	31	117	-
Continued watching/ did nothing	23%	22%	21%	19%	24%	24%	19%	11%	13%	22%	29%	23%	26%	23%	-
		61% <b>s</b>	45% <b>s</b>	32%	39% <b>s</b>	33% <b>s</b>	12%	10%	7%	77% <b>s</b>	62%	100%	27%	100%	-
Continued watching/ did nothing	91	65	53	41	33	26	13	19	13	76	41	91	20	91	-
Complained to the broadcaster (via letter/ phone/ email/ online)	18%	20%	22%	21%	18%	16%	17%	20%	21%	19%	16%	18%	17%	18%	-
		71%	58%	45%	36%	28%	14%	21%	15%	84%	45%	100%	22%	100%	-
Complained to the broadcaster (via letter/ phone/ email/ online)	22	19	20	16	15	13	10	17	6	21	17	22	13	22	-
Complained to the regulator (via letter/ phone/ email/ online)	4%	6%	8%	8%	8%	8%	13%	17%	9%	5%	7%	4%	11%	4%	-
		87%	91%	73%	71%	60%	46% <b>mu</b>	76% <b>mnopqu</b>	26%	98%	78%	100%	60% <b>wy</b>	100%	-
Complained to the regulator (via letter/ phone/ email/ online)	7	7	7	6	7	6	4	4	1	7	4	7	3	7	-
Other	1%	2%	3%	3%	4%	4%	5%	4%	1%	2%	2%	1%	3%	1%	-
		100%	100%	84%	100%	82%	54%	56%	13%	100%	62%	100%	47%	100%	-
Other	12	9	8	8	5	3	2	3	2	12	5	12	-	12	-
Don't know	2%	3%	3%	4%	3%	2%	3%	3%	2%	3%	2%	2%	-	2%	-
		73%	61%	66%	40%	27%	20%	21%	13%	100%	37%	100%	-	100%	-
Don't know	21	12	8	9	8	8	3	4	*	18	2	21	2	21	-
Don't know	4%	4%	3%	4%	4%	5%	4%	4%	1%	5%	1%	4%	1%	4%	-
		60%	39%	42%	39%	37%	16%	17%	2%	88%	10%	100% <b>v</b>	8%	100% <b>v</b>	-

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 109

**QF12: 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: All with any working TV set in the home**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2313	1236 53%	1077 47%	1087 47%	1226 53%	303 13%	379 16%	439 19%	411 18%	331 14%	450 19%	564 24%	698 30%	447 19%	604 26%	1262 55%	1051 45%	825 36%	1488 64%	726 31%	1587 69%	1343 58%	967 42%
Weighted base	2307	1142 49%	1165 51%	1126 49%	1182 51%	316 14%	377 16%	395 17%	401 17%	337 15%	482 21%	518 22%	695 30%	497 22%	598 26%	1213 53%	1095 47%	792 34%	1515 66%	686 30%	1622 70%	1162 50%	1143 50%
Effective base	1943	1070	893	900	1048	263	327	384	349	285	352	480	595	370	508	1073	875	708	1239	623	1324	1170	825
Yes	199	115	84	95	104	30	52	28	27	21	41	55	61	33	50	116	83	84	115	74	125	102	97
	9%	10%	7%	8%	9%	9%	14%	7%	7%	6%	9%	11%	9%	7%	8%	10%	8%	11%	8%	11%	8%	9%	8%
		58%	42%	48%	52%	15%	26%efgh	14%	14%	10%	21%	28%k	31%	16%	25%	58%	42%	42%p	58%	37%r	63%	51%	49%
No	1913	889	1025	949	964	252	292	337	341	290	402	427	571	421	495	997	916	643	1271	560	1353	977	934
	83%	78%	88%	84%	82%	80%	77%	85%	85%	86%	83%	82%	82%	85%	83%	82%	84%	81%	84%	82%	83%	84%	82%
		46%	54%	50%	50%	13%	15%	18%df	18%df	15%df	21%df	22%	30%	22%	26%	52%	48%	34%	66%	29%	71%	51%	49%
Don't know	195	138	57	81	114	34	33	30	32	27	38	36	63	43	53	99	96	65	130	52	143	83	112
	8%	12%	5%	7%	10%	11%	9%	8%	8%	8%	8%	7%	9%	9%	9%	8%	9%	8%	9%	8%	9%	7%	10%
		71%	29%	42%	58%	18%	17%	15%	17%	14%	20%	19%	32%	22%	27%	51%	49%	34%	66%	27%	73%	43%	57%a

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 109

**QF12: 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: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2313	2113 91%	196 8%	1626 70%	687 30%	1913 83%	400 17%	1631 71%	228 10%	237 10%	217 9%	81 4%	224 10%	173 7%	145 6%	178 8%	132 6%	154 7%	259 11%	285 12%
Weighted base	2307	2067 90%	236 10%	1582 69%	726 31%	1861 81%	446 19%	1909 83%	209 9%	135 6%	54 2%	96* 4%*	257 11%	187 8%	168 7%	198 9%	211 9%	195 8%	312 14%	284 12%
Effective base	1943	1784	164	1380	568	1619	332	1504	209	218	126	77	210	162	137	168	124	141	241	272
Yes	199	188 9%	10 4%	154 10%	45 6%	178 10%	21 5%	170 9%	14 7%	13 10%	2 3%	9 9%	21 8%	16 8%	18 11%	18 9%	14 7%	23 12%	23 7%	29 10%
	9%	94% <sup>b</sup>	5%	77% <sup>d</sup>	23%	89% <sup>f</sup>	11%	86% <sup>j</sup>	7%	7% <sup>j</sup>	1%	4%	11%	8%	9%	9%	7%	11%	12%	15%
No	1913	1701 82%	210 89%	1305 82%	609 84%	1539 83%	375 84%	1578 83%	177 85%	109 81%	49 90%	80 83%	214 84%	154 82%	139 83%	159 80%	182 86%	152 78%	265 85%	232 82%
	83%	89%	11% <sup>e</sup>	68%	32%	80%	20%	82%	9%	6%	3% <sup>i</sup>	4%	11%	8%	7%	8%	10%	8%	14%	12%
Don't know	195	178 9%	16 7%	123 8%	72 10%	144 8%	51 11%	161 8%	18 9%	13 9%	4 7%	7 7%	21 8%	17 9%	11 7%	21 11%	15 7%	21 11%	24 8%	23 8%
	8%	91%	8%	63%	37%	74%	26% <sup>e</sup>	82%	9%	6%	2%	4%	11%	9%	6%	11%	7%	11%	12%	12%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 109

**QF12: 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: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2313	437 19%	1876 81%	1115 48%	1011 44%	228 10%	594 26%	1505 65%	1146 50%	1167 50%	1007 44%	1758 76%	555 24%
Weighted base	2307	391 17%	1916 83%	1058 46%	1031 45%	222 10%	628 27%	1459 63%	1119 49%	1188 51%	973 42%	1705 74%	603 26%
Effective base	1943	351	1594	925	853	188	505	1262	980	966	860	1490	460
Yes	199	47	152	91	93	29	58	128	126	73	109	160	38
	9%	12%	8%	9%	9%	13%	9%	9%	11%	6%	11%	9%	6%
		24% <b>b</b>	76%	46%	47%	15% <b>c</b>	29%	64%	63% <b>i</b>	37%	55% <b>j</b>	81% <b>k</b>	19%
No	1913	299	1615	876	853	177	517	1220	904	1009	785	1396	517
	83%	76%	84%	83%	83%	80%	82%	84%	81%	85%	81%	82%	86%
		16%	84% <b>a</b>	46%	45%	9%	27%	64%	47%	53% <b>h</b>	41%	73%	27%
Don't know	195	46	149	91	85	15	53	111	89	106	79	148	47
	8%	12%	8%	9%	8%	7%	8%	8%	8%	9%	8%	9%	8%
		23% <b>b</b>	77%	47%	43%	8%	27%	57%	46%	54%	40%	76%	24%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Page 517

Table 109

Absolutes/col percents/row percents 19 Apr 2018

**QF12: 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: All with any working TV set in the home**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Unweighted base	2313	1379 60%	1007 44%	759 33%	619 27%	522 23%	292 13%	317 14%	194 8%	1758 76%	435 19%	510 22%	197 9%	746 32%	1567 68%	
Weighted base	2307	1341 58%	973 42%	733 32%	563 24%	514 22%	280 12%	298 13%	189 8%	1705 74%	446 19%	505 22%	199 9%	752 33%	1556 67%	
Effective base	1943	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1303	
Yes	199	135	109	96	78	70	30	41	23	160	109	120	199	199	-	
No	9%	10%	11%	13%	14%	14%	11%	14%	12%	9%	24%	24%	100%	26%	-	
		68%	55%	48%u	39%mu	35%mu	15%	21%u	12%	81%	55%z	60%z	100%vwyz	100%z	-	
		83%	82%	81%	78%	77%	76%	76%	73%	80%	82%	65%	65%	-	477	1436
Don't know	195	8%	79	64	49	54	37	38	15	148	48	55	-	75	120	
		8%	8%	9%	9%	9%	11%	13%	13%	8%	9%	11%	11%	-	10%	8%
		55%	40%	33%	25%	28%	19%mnopu	20%mnu	8%	76%	24%x	28%xz	-	39%x	61%xx	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 110

**QF13: (SHOW SCREEN) 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 in the L12M**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	197	124 63%	73 37%	93 47%	104 53%	27 14%	51 26%	32 16%	28 14%	19 10%	40 20%	60 30%	61 31%	27 14%	49 25%	121 61%	76 39%	83 42%	114 58%	74 38%	123 62%	116 59%	81 41%
Weighted base	199	115 58%	84* 42%*	95* 48%*	104* 52%*	30** 15%**	52* 26%*	28** 14%**	27** 14%**	21** 10%**	41* 21%*	55* 28%*	61* 31%*	33** 16%**	50* 25%*	116 58%	83* 42%*	84* 42%*	115* 58%*	74* 37%*	125 63%	102 51%	97* 49%*
Effective base	172	111	63	78	94	23	44	29	26	17	33	55	52	24	43	106	67	76	96	68	104	105	72
Drama	53 27%	38 33% 72%	15 17% 28%	21 22% 39%	32 31% 61%	8 28% 15%	9 17% 17%	6 20% 11%	12 44% 23%	4 20% 8%	14 34% 27%	13 23% 24%	12 20% 23%	12 38% 24%	15 31% 29%	25 22% 47%	28 34% 53%	21 26% 40%	31 27% 60%	18 25% 35%	35 28% 65%	27 27% 52%	26 26% 48%
Soap	43 22%	31 27% 71%	13 15% 29%	17 18% 40%	26 25% 60%	5 16% 11%	9 17% 21%	6 20% 13%	9 32% 20%	6 31% 15%	9 21% 20%	12 21% 27%	11 17% 24%	6 18% 13%	15 31% 35%	22 19% 51%	21 26% 49%	22 26% 50%	22 19% 50%	21 29% 48%	22 18% 52%	23 22% 52%	21 22% 48%
Reality programme	42 21%	22 19% 52%	20 24% 48%	18 19% 41%	25 24% 59%	7 23% 16%	14 26% 32%	4 15% 10%	8 28% 18%	4 20% 10%	6 14% 14%	11 20% 26%	13 21% 31%	9 19% 21%	10 28% 23%	24 21% 56%	19 22% 44%	23 28% 54%	19 17% 46%	23 31% 54% <sup>r</sup>	19 16% 46%	24 23% 56%	19 19% 44%
Documentary	36 18%	21 18% 57%	16 19% 43%	18 19% 50%	18 18% 50%	1 3% 3%	16 30% 43%	8 27% 21%	1 5% 4%	2 8% 5%	9 22% 25%	8 14% 21%	10 17% 28%	4 13% 12%	4 28% 39%	18 16% 50%	18 22% 50%	17 21% 48%	19 16% 52%	17 24% 48%	19 15% 52%	14 14% 39%	22 23% 61%
Talent show	34 17%	22 19% 64%	12 15% 36%	15 16% 45%	19 18% 55%	7 25% 21%	5 10% 16%	2 6% 5%	5 20% 16%	4 19% 12%	11 26% 31%	11 21% 33%	12 20% 35%	2 7% 7%	9 18% 26%	23 20% 67%	11 14% 33%	15 18% 44%	19 17% 56%	13 17% 37%	22 17% 63%	15 15% 44%	19 20% 56%
Film	32 16%	22 19% 69%	10 12% 31%	16 17% 51%	16 15% 49%	5 17% 16%	12 24% 39%	2 9% 8%	6 23% 19%	2 9% 6%	4 10% 12%	7 12% 20%	9 14% 27%	6 19% 20%	10 21% 32%	15 13% 48%	17 20% 52%	16 19% 50%	16 14% 50%	14 20% 45%	18 14% 55%	21 20% 64%	12 12% 36%
Children's programme	21 10%	19 16% 90%	2 3% 10%	9 9% 41%	12 12% 59%	2 7% 10%	11 21% 52%	- - -	3 12% 16%	1 6% 6%	3 8% 16%	6 12% 31%	6 10% 30%	4 12% 19%	4 8% 20%	13 11% 61%	8 10% 39%	15 18% 72% <sup>p</sup>	6 5% 28%	14 19% 67% <sup>r</sup>	7 5% 33%	12 12% 60%	8 9% 40%
Current affairs	21 10%	18 16% 89%	2 3% 11%	15 16% 71% <sup>b</sup>	6 6% 29%	- - -	9 16% 41%	3 9% 13%	5 17% 23%	3 15% 15%	2 4% 8%	4 8% 20%	6 10% 31%	1 3% 6%	9 18% 43%	11 9% 51%	10 12% 49%	13 16% 64% <sup>p</sup>	7 6% 36%	13 18% 64% <sup>r</sup>	7 6% 36%	16 15% 76% <sup>t</sup>	5 5% 24%
Comedy	18 9%	16 14% 87%	2 3% 13%	10 10% 55%	8 8% 45%	2 8% 13%	9 16% 47%	3 11% 17%	- - -	- - -	4 10% 23%	4 7% 20%	7 11% 37%	5 15% 26%	3 6% 17%	10 9% 57%	8 9% 43%	5 7% 30%	13 11% 70%	5 7% 30%	13 10% 70%	11 11% 61%	7 7% 39%
Music video (on music channel or general channels)	15 8%	11 10% 73%	4 5% 27%	7 7% 44%	8 8% 56%	4 13% 26%	4 8% 29%	4 13% 25%	1 4% 8%	1 6% 7%	1 2% 5%	5 9% 33%	3 5% 19%	5 16% 34%	2 4% 15%	8 7% 51%	7 9% 49%	9 11% 61%	6 5% 39%	8 11% 53%	7 6% 47%	8 8% 53%	7 7% 47%
News programme	15 7%	12 10% 81%	3 3% 19%	7 7% 45%	8 8% 55%	4 14% 28%	4 8% 29%	3 10% 19%	- - -	2 9% 13%	2 4% 11%	3 5% 19%	4 6% 26%	4 13% 29%	4 8% 26%	6 6% 44%	8 10% 56%	9 11% 62%	6 5% 38%	9 12% 62%	6 4% 38%	9 9% 63%	5 6% 37%
General entertainment	10 5%	6 5% 65%	3 4% 35%	5 5% 50%	5 5% 50%	2 6% 19%	2 4% 24%	- - -	1 4% 13%	- - -	4 10% 44%	5 10% 56%	1 2% 13%	2 6% 19%	1 2% 13%	7 6% 68%	3 4% 32%	5 6% 56%	4 4% 44%	5 7% 56%	4 3% 44%	4 4% 41%	6 6% 59%
Religious programming	9 5%	8 7% 85%	1 2% 15%	2 2% 19%	8 7% 81%	2 6% 18%	5 10% 53%	* 1% 2%	1 3% 9%	1 6% 12%	1 1% 6%	4 8% 48%	4 6% 38%	- - -	1 3% 15%	8 7% 85%	1 2% 15%	6 7% 67%	3 3% 33%	3 8% 67%	3 3% 33%	7 7% 72%	3 3% 28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - q/r - s/t  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by BDRG Continental  
 Fieldwork: April - December 2017  
 BDRG/Job number (23011)

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 110

**QF13: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

**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 in the L12M**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	199	115 58%	84* 42%*	95* 48%*	104* 52%*	30** 15%**	52* 26%*	28** 14%**	27** 14%**	21** 10%**	41* 21%*	55* 28%*	61* 31%*	33** 16%**	50* 25%*	116 58%	83* 42%*	84* 42%*	115* 58%*	74* 37%*	125 63%	102 51%	97* 49%*
Game/ quiz show	9 4%	8 7% 90%	1 1% 10%	4 4% 49%	4 4% 51%	- - -	1 2% 11%	2 7% 23%	1 3% 11%	- - -	5 11% 55%	4 7% 47%	2 3% 22%	- - -	3 5% 32%	6 5% 68%	3 3% 32%	4 5% 45%	5 4% 55%	4 5% 45%	5 4% 55%	5 5% 60%	3 4% 40%
Sports programme	8 4%	6 5% 73%	2 2% 27%	5 5% 61%	3 3% 39%	4 14% 53%	2 4% 27%	1 3% 12%	- - -	- - -	1 1% 8%	3 5% 34%	3 5% 36%	2 6% 27%	* 1% 3%	5 5% 70%	2 3% 30%	4 5% 50%	4 3% 50%	4 5% 50%	4 3% 50%	5 5% 70%	2 2% 30%
Other	7 4%	2 2% 31%	5 6% 69%	5 5% 68%	2 2% 32%	1 5% 19%	- - -	- - -	1 5% 18%	- - -	5 11% 63% <b>d</b>	1 2% 14%	2 4% 32%	- - -	4 8% 54%	3 3% 46%	4 5% 54%	- - -	7 6% 100% <b>o</b>	- - -	7 6% 100%	- - -	7 7% 100% <b>s</b>
Don't know	9 4%	3 3% 33%	6 7% 67%	7 7% 80%	2 2% 20%	2 5% 18%	2 5% 27%	- - -	- - -	2 7% 17%	3 8% 38%	4 7% 40%	3 4% 30%	3 8% 30%	- - -	6 5% 70%	3 3% 30%	2 2% 18%	7 6% 82%	- - -	9 7% 100% <b>q</b>	3 3% 30%	6 6% 70%

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

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 110

**QF13: (SHOW SCREEN) 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 in the L12M**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	197	187 95%	9 5%	154 78%	43 22%	178 90%	19 10%	150 76%	15 8%	24 12%	8 4%	9 5%	19 10%	14 7%	17 9%	17 9%	9 5%	18 9%	18 9%	29 15%	
Weighted base	199	188 94%	10** 5%**	154 77%	45* 23%*	178 89%	21** 11%**	170 86%	14** 7%**	13** 7%**	2** 1%**	9** 4%**	21** 11%**	16** 8%**	18** 9%**	18** 9%**	14** 7%**	23** 11%**	23** 12%**	29** 15%**	
Effective base	172	163	8	133	39	155	17	139	14	22	8	9	18	13	16	17	9	16	17	28	
Drama	53 27%	50 26%	2 20%	43 28%	10 21%	49 28%	4 19%	45 26%	4 29%	3 25%	1 40%	3 33%	6 27%	3 21%	7 41%	1 5%	1 10%	9 42%	6 28%	7 25%	
		94%	4%	82%	18%	93%	7%	85%	8%	6%	1%	6%	11%	6%	14%	2%	3%	18%	12%	14%	
Soap	43 22%	43 23%	1 10%	34 22%	10 22%	40 23%	3 15%	36 21%	4 30%	2 17%	1 35%	5 56%	7 33%	2 14%	2 12%	5 27%	2 12%	5 20%	2 8%	7 26%	
		98%	2%	78%	22%	93%	7%	84%	10%	5%	1%	11%	16%	5%	5%	11%	4%	11%	4%	17%	
Reality programme	42 21%	41 22%	1 12%	34 22%	9 20%	41 23%	1 6%	37 22%	3 21%	2 12%	* 25%	1 10%	4 18%	3 19%	5 29%	5 29%	1 9%	7 31%	5 23%	6 21%	
		97%	3%	79%	21%	97%	3%	88%	7%	4%	1%	2%	9%	7%	12%	12%	3%	16%	12%	14%	
Documentary	36 18%	34 18%	2 19%	29 19%	7 16%	33 19%	3 16%	34 20%	- 19%	2 19%	- 19%	1 12%	2 9%	1 6%	5 29%	7 41%	6 41%	6 26%	3 14%	2 9%	
		95%	5%	81%	19%	91%	9%	93%	- 7%	- 7%	- -	3%	5%	3%	14%	20%	16%	16%	9%	7%	
Talent show	34 17%	34 18%	1 8%	25 16%	9 20%	32 18%	3 12%	30 17%	3 19%	2 16%	- -	- -	7 32%	4 22%	3 16%	3 15%	2 12%	3 12%	4 17%	5 19%	
		98%	2%	73%	27%	93%	7%	86%	8%	6%	- -	- -	19%	10%	8%	8%	5%	8%	11%	16%	
Film	32 16%	30 16%	2 21%	27 18%	5 11%	31 18%	1 4%	30 17%	1 8%	1 8%	* 15%	- -	2 9%	1 8%	2 11%	4 21%	1 10%	4 16%	5 20%	11 39%	
		93%	7%	85%	15%	97%	3%	92%	4%	3%	1%	- -	6%	4%	6%	11%	4%	11%	14%	35%	
Children's programme	21 10%	21 11%	- -	17 11%	3 7%	18 10%	2 11%	21 12%	- -	- -	* 15%	1 10%	2 10%	- -	2 12%	4 21%	3 24%	1 5%	2 10%	5 16%	
		100%	- 84%	16%	88%	12%	99%	99%	- -	- -	1%	4%	10%	- 11%	18%	16%	5%	11%	23%		
Current affairs	21 10%	21 11%	- -	17 11%	3 7%	20 11%	1 5%	19 11%	1 5%	* 3%	- -	- -	2 9%	- -	3 18%	2 10%	3 20%	1 4%	1 5%	8 26%	
		100%	- 84%	16%	95%	5%	94%	94%	4%	2%	- -	- -	9%	- 9%	16%	8%	14%	5%	5%	37%	
Comedy	18 9%	18 10%	- -	15 10%	3 6%	17 10%	1 5%	16 10%	1 7%	1 6%	- -	- -	2 9%	1 5%	2 12%	3 14%	- -	2 9%	2 7%	5 18%	
		100%	- 85%	15%	94%	6%	90%	90%	6%	4%	- -	- -	10%	5%	11%	14%	- -	12%	9%	29%	
Music video (on music channel or general channels)	15 8%	14 8%	1 8%	13 8%	2 5%	14 8%	1 4%	14 8%	1 8%	- -	* 27%	1 10%	- -	- -	1 4%	1 5%	- -	3 14%	4 17%	4 14%	
		95%	5%	86%	14%	95%	5%	90%	7%	- -	3%	6%	- -	- 5%	6%	6%	- -	20%	26%	26%	
News programme	15 7%	14 7%	1 10%	13 8%	2 4%	13 7%	2 9%	13 8%	1 8%	* 3%	- -	1 10%	- -	- -	- -	4 23%	- -	3 12%	- -	5 18%	
		94%	6%	87%	13%	87%	13%	89%	8%	3%	- -	6%	- -	- -	- 29%	- -	- 19%	- -	- 36%		
General entertainment	10 5%	10 5%	- -	8 5%	2 4%	9 5%	1 5%	7 4%	1 7%	1 9%	- -	- -	- -	- -	1 7%	- -	2 12%	3 13%	1 4%	1 2%	
		100%	- 79%	21%	89%	11%	76%	76%	11%	13%	- -	- -	- -	- 13%	- -	- 17%	- 17%	30%	10%	6%	
Religious programming	9 5%	9 5%	- -	8 5%	1 3%	9 5%	- -	8 5%	1 8%	- -	* 25%	- -	- -	1 5%	- -	2 10%	1 10%	- -	1 6%	2 9%	
		100%	- 86%	14%	100%	- -	84%	84%	12%	- 4%	- -	- -	- -	9%	- 19%	15%	- -	- 14%	6%	27%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Page 521

Table 110

**QF13: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

**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 in the L12M**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	199	188 94%	10** 5%**	154 77%	45* 23%*	178 89%	21** 11%**	170 86%	14** 7%**	13** 7%**	2** 1%**	9** 4%**	21** 11%**	16** 8%**	18** 9%**	18** 9%**	14** 7%**	23** 11%**	23** 12%**	29** 15%**
Game/ quiz show	9 4%	9 5%	- 100%	7 5%	2 3%	8 4%	1 3%	7 4%	2 11%	- -	- -	- -	- -	2 12%	1 6%	- -	2 12%	- -	- -	2 8%
Sports programme	8 4%	8 4%	- 100%	8 5%	- -	8 4%	- -	7 4%	- -	- -	* 15%	1 10%	1 5%	- -	- -	- -	- -	3 14%	- -	2 8%
Other	7 4%	5 3%	2 20%	5 3%	3 6%	5 3%	3 12%	6 3%	1 7%	1 5%	- -	- -	3 14%	- -	- -	- -	- -	- -	- -	3 9%
Don't know	9 4%	9 5%	- 100%	6 4%	3 7%	6 3%	3 14%	9 5%	- -	* 2%	- -	- -	- -	- -	- -	1 6%	- -	3 14%	3 14%	1 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 110

**QF13: (SHOW SCREEN) 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 in the L12M**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	197	50	147	95	92	28	53	130	123	74	109	161	36
		25%	75%	48%	47%	14%	27%	66%	62%	38%	55%	82%	18%
Weighted base	199	47*	152	91*	93*	29**	58*	128	126	73*	109*	160	38*
		24%*	76%	46%*	47%*	15%**	29%*	64%	63%	37%*	55%*	81%	19%*
Effective base	172	42	130	80	82	25	49	112	109	63	96	140	32
Drama	53	14	39	30	19	9	9	42	32	21	29	46	7
	27%	30%	25%	33%	20%	32%	15%	32%	25%	29%	26%	29%	18%
		27%	73%	57% <b>f</b>	36%	18%	16%	79% <b>f</b>	61%	39%	54%	87%	13%
Soap	43	12	31	16	22	7	14	27	26	18	24	39	5
	22%	26%	21%	18%	23%	24%	24%	21%	21%	24%	22%	24%	12%
		28%	72%	36%	50%	16%	33%	61%	60%	40%	55%	89%	11%
Reality programme	42	11	32	23	20	6	9	31	27	15	24	37	6
	21%	23%	21%	26%	21%	19%	15%	24%	21%	21%	22%	23%	15%
		25%	75%	55%	47%	13%	21%	73%	64%	36%	56%	87%	13%
Documentary	36	4	32	17	14	6	10	26	26	11	23	30	6
	18%	8%	21%	19%	16%	20%	17%	20%	20%	15%	21%	19%	16%
		11%	89%	47%	40%	16%	27%	71%	71%	29%	64%	83%	17%
Talent show	34	9	25	12	24	4	12	19	20	14	19	26	8
	17%	20%	17%	13%	26%	14%	20%	15%	16%	19%	18%	16%	21%
		27%	73%	34%	70% <b>c</b>	12%	34%	55%	59%	41%	56%	77%	23%
Film	32	7	25	18	18	7	9	20	24	8	20	27	5
	16%	15%	17%	20%	19%	22%	16%	15%	19%	11%	18%	17%	14%
		22%	78%	56%	56%	20%	29%	61%	74%	26%	62%	83%	17%
Children's programme	21	7	14	14	11	6	3	17	15	6	15	20	1
	10%	15%	9%	15%	11%	19%	5%	13%	12%	8%	13%	12%	3%
		34%	66%	67%	52%	27%	13%	80%	71%	29%	71%	95%	5%
Current affairs	21	9	12	11	8	4	6	12	14	7	14	19	2
	10%	19%	8%	12%	9%	15%	11%	9%	11%	10%	12%	12%	5%
		44% <b>b</b>	56%	51%	40%	21%	31%	58%	66%	34%	66%	90%	10%
Comedy	18	2	16	10	9	3	4	12	15	3	14	16	2
	9%	5%	10%	11%	10%	10%	7%	9%	12%	4%	13%	10%	4%
		12%	88%	53%	51%	16%	23%	66%	85%	15%	80% <b>i</b>	91%	9%
Music video (on music channel or general channels)	15	2	13	11	6	2	-	12	12	3	12	14	1
	8%	5%	8%	13%	6%	7%	-	9%	9%	5%	11%	9%	2%
		15%	85%	76% <b>f</b>	38%	13%	-	77% <b>f</b>	77%	23%	77%	95%	5%
News programme	15	3	12	11	7	2	3	12	11	4	11	13	2
	7%	5%	8%	12%	8%	7%	5%	9%	9%	5%	10%	8%	5%
		17%	83%	75%	48%	14%	19%	81%	75%	25%	75%	87%	13%
General entertainment	10	1	8	7	5	2	3	7	5	4	5	10	-
	5%	3%	6%	8%	6%	6%	5%	5%	4%	6%	5%	6%	-
		13%	87%	72%	57%	19%	28%	72%	57%	43%	57%	100%	-
Religious programming	9	1	8	6	7	4	1	6	8	1	8	9	-
	5%	2%	5%	7%	7%	13%	2%	5%	6%	2%	7%	6%	-
		12%	88%	66%	72%	40%	15%	68%	86%	14%	86%	100%	-

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

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

Prepared by BDRG Continental

Fieldwork: April - December 2017

BDRG/Job number (23011)

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 110

**QF13: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

**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 in the L12M**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	199	47* 24%*	152 76%	91* 46%*	93* 47%*	29** 15%**	58* 29%*	128 64%	126 63%	73* 37%*	109* 55%*	160 81%	38* 19%*
Game/ quiz show	9 4%	2 3% 18%	7 5% 82%	2 2% 18%	5 5% 60%	1 3% 11%	4 8% 51%	4 3% 49%	4 3% 50%	4 6% 50%	3 3% 40%	7 4% 82%	2 4% 18%
Sports programme	8 4%	5 11% 66% <b>b</b>	3 2% 34%	7 8% 89%	2 2% 29%	2 7% 26%	- - -	7 6% 97%	7 5% 88%	1 1% 12%	7 6% 88%	8 5% 100%	- - -
Other	7 4%	- - -	7 5% 100%	- - -	6 6% 81% <b>cg</b>	- - -	6 10% 81% <b>cg</b>	1 1% 19%	5 4% 64%	3 4% 36%	3 3% 46%	3 2% 46%	4 10% 54% <b>k</b>
Don't know	9 4%	* 1% 3%	9 6% 97%	1 1% 15%	5 5% 53%	2 5% 18%	3 5% 32%	5 4% 56%	5 4% 60%	4 5% 40%	5 5% 60%	6 3% 63%	3 9% 37%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 110

**QF13: (SHOW SCREEN) 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 in the L12M**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	197	137 70%	109 55%	95 48%	82 42%	71 36%	33 17%	45 23%	24 12%	161 82%	108 55%	122 62%	197 100%	197 100%	-
Weighted base	199	135 68%	109* 55%*	96* 48%*	78* 39%*	70* 35%*	30** 15%**	41* 21%*	23** 12%**	160 81%	109* 55%*	120 60%	199 100%	199 100%	-**
Effective base	172	118	96	85	72	60	29	41	23	140	95	107	172	172	-
Drama	53 27%	42 31% 80%	29 26% 54%	24 25% 45%	21 27% 40%	22 31% 42%	13 43% 24%	12 29% 22%	3 14% 6%	46 29% 87%	27 25% 51%	34 28% 64%	53 27% 100%	53 27% 100%	- - -
Soap	43 22%	29 22% 68%	24 22% 55%	19 20% 44%	19 24% 43%	13 19% 31%	5 15% 10%	9 22% 21%	6 25% 14%	39 24% 89%	23 21% 52%	31 26% 71%	43 22% 100%	43 22% 100%	- - -
Reality programme	42 21%	31 23% 74%	24 22% 56%	22 23% 53%	14 19% 34%	16 22% 37%	7 23% 16%	8 19% 18%	7 30% 16%	37 23% 87%	22 20% 52%	27 23% 64%	42 21% 100%	42 21% 100%	- - -
Documentary	36 18%	26 19% 72%	23 21% 64%	21 22% 57%	13 17% 37%	15 21% 40%	5 18% 15%	8 20% 23%	5 23% 15%	30 19% 83%	23 21% 64%	20 17% 55%	36 18% 100%	36 18% 100%	- - -
Talent show	34 17%	23 17% 68%	19 18% 56%	14 15% 42%	12 15% 34%	11 16% 33%	4 15% 13%	8 19% 22%	4 17% 11%	26 16% 77%	18 16% 51%	17 14% 49%	34 17% 100%	34 17% 100%	- - -
Film	32 16%	26 19% 81%	20 18% 62%	17 18% 54%	17 21% 52%	16 23% 51%	9 30% 28%	13 32% 41%u	7 31% 22%	27 17% 83%	22 20% 68%	25 21% 77%	32 16% 100%	32 16% 100%	- - -
Children's programme	21 10%	17 13% 83%	15 13% 71%	14 14% 65%	9 12% 45%	12 17% 58%	6 19% 28%	6 15% 29%	6 25% 28%	20 12% 95%	14 13% 67%	16 14% 79%	21 10% 100%	21 10% 100%	- - -
Current affairs	21 10%	17 12% 80%	14 12% 66%	16 16% 76%	11 14% 54%	13 18% 62%	4 14% 20%	8 20% 39%	5 22% 25%	19 12% 90%	14 13% 67%	18 15% 85%	21 10% 100%	21 10% 100%	- - -
Comedy	18 9%	16 12% 91%	14 13% 80%	15 15% 81%	10 13% 57%	14 20% 77%	5 17% 29%	8 20% 46%	5 24% 30%	16 10% 91%	12 11% 69%	15 12% 80%	18 9% 100%	18 9% 100%	- - -
Music video (on music channel or general channels)	15 8%	11 8% 72%	12 11% 77%	13 14% 88%	9 12% 61%	11 16% 74%	5 17% 35%	7 17% 46%	4 18% 27%	14 9% 95%	8 7% 52%	12 10% 79%	15 8% 100%	15 8% 100%	- - -
News programme	15 7%	11 8% 75%	11 10% 75%	10 10% 68%	6 8% 41%	7 9% 45%	4 15% 30%	7 16% 45%	7 30% 48%	13 8% 87%	7 7% 50%	11 9% 75%	15 7% 100%	15 7% 100%	- - -
General entertainment	10 5%	10 7% 100%	5 5% 57%	2 2% 23%	5 6% 53%	4 5% 40%	2 6% 18%	2 4% 17%	2 8% 19%	10 6% 100%	4 4% 45%	8 6% 81%	10 5% 100%	10 5% 100%	- - -

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 110

**QF13: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

**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 in the L12M**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	199	135 68%	109* 55%*	96* 48%*	78* 39%*	70* 35%*	30** 15%**	41* 21%*	23** 12%**	160 81%	109* 55%*	120 60%	199 100%	199 100%	-**
Religious programming	9	8	8	7	7	9	5	5	4	9	5	7	9	9	-
	5%	6% 86%	7% 86%	7% 75%	8% 69%	13% 100%	15% 49%	12% 54%	17% 42%	6% 100%	4% 51%	6% 71%	5% 100%	5% 100%	-
Game/ quiz show	9	6	3	3	4	2	2	2	1	7	6	6	9	9	-
	4%	4% 69%	3% 40%	4% 40%	6% 53%	2% 18%	5% 18%	5% 22%	4% 11%	4% 82%	6% 72%	5% 69%	4% 100%	4% 100%	-
Sports programme	8	5	7	7	5	6	4	3	3	8	4	8	8	8	-
	4%	4% 62%	6% 88%	7% 89%	6% 62%	8% 77%	12% 49%	8% 41%	14% 41%	5% 100%	4% 51%	6% 100%	4% 100%	4% 100%	-
Other	7	1	3	1	2	-	-	-	-	3	1	3	7	7	-
	4%	1% 19%	3% 46%	1% 19%	3% 32%	-	-	-	-	2% 46%	1% 13%	3% 46%	4% 100%	4% 100%	-
Don't know	9	6	5	3	1	1	-	-	-	6	6	6	9	9	-
	4%	4% 63%	5% 60%	3% 30%	2% 15%	2% 15%	-	-	-	3% 63%	5% 65%	5% 67%	4% 100%	4% 100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 111

**QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Every day	(365) <b>784</b>	378 33%	406 33%	422 36%	362 30%	63 8%	121 15%	132 17%	159 20%	123 16%	185 24%	225 29%	232 30%	159 20%	169 21%	457 58%	327 42%	240 31%	544 69%	224 29%	560 71%	443 57%	340 43%
Several times a week	(150) <b>496</b>	291 21%	206 17%	243 21%	254 21%	85 24%	92 23%	94 23%	83 20%	68 20%	75 15%	110 21%	171 23%	116 23%	99 16%	281 22%	215 19%	191 24%	305 19%	164 24%	332 20%	269 23%	227 19%
At least once a month	(15) <b>149</b>	98 6%	51 4%	67 6%	82 7%	36 10%	34 9%	19 5%	17 4%	20 6%	23 5%	27 5%	43 6%	36 7%	43 7%	70 6%	79 7%	50 6%	99 6%	41 6%	108 6%	64 5%	85 7%
Several times a year	(6) <b>77</b>	45 3%	31 3%	32 3%	45 4%	16 5%	9 2%	12 3%	15 4%	11 3%	14 3%	15 3%	20 3%	12 2%	29 5%	35 4%	41 4%	29 4%	48 3%	20 3%	56 3%	29 2%	48 4%
Less often	(1) <b>180</b>	110 8%	70 6%	72 6%	108 9%	24 7%	31 8%	40 10%	27 7%	13 4%	46 9%	39 7%	58 8%	38 7%	46 7%	97 8%	83 7%	66 8%	114 7%	55 8%	125 7%	94 8%	85 7%
Never	(0) <b>640</b>	233 27%	408 34%	301 26%	339 28%	109 31%	92 24%	97 24%	99 24%	102 30%	142 29%	109 21%	184 25%	132 26%	215 35%	294 23%	347 31%	209 26%	431 27%	176 25%	464 27%	257 22%	383 32%
Don't know	<b>60</b>	39 3%	21 2%	24 2%	36 3%	18 5%	12 3%	10 2%	6 2%	2 2%	2 3%	4 1%	28 4%	14 3%	14 2%	32 3%	28 2%	25 3%	35 2%	18 3%	42 3%	33 3%	24 2%
Net: Ever listen	<b>1686</b>	921 71%	764 64%	835 72%	851 69%	224 64%	288 74%	297 73%	299 73%	236 69%	343 70%	417 79%	523 71%	361 71%	385 63%	940 74%	746 67%	576 71%	1110 70%	504 72%	1182 70%	899 76%	785 66%
Mean	<b>156.31</b>	159.04	153.61	168.61b	144.55	109.31	154.60c	159.67c	177.64c	164.93c	163.61c	188.42j	157.16l	154.34l	128.77	170.49n	140.29	149.44	159.80	157.43	155.84	175.95t	136.85
SD	<b>159.10</b>	155.21	162.86	160.79	156.64	138.10	155.66	157.49	162.30	161.80	166.31	161.89	156.49	156.57	156.89	159.50	157.19	154.70	161.24	156.57	160.18	159.37	156.45
SE	<b>3.30</b>	4.40	4.95	4.87	4.45	7.77	7.95	7.53	8.01	8.91	7.82	6.76	5.88	7.45	6.38	4.45	4.86	5.40	4.15	5.83	4.00	4.36	4.97

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 111

**QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Every day	(365) 784 33%	713 34% 91%	70 28% 9%	568 35% 72% <b>d</b>	216 28% 28%	642 34% 82%	143 30% 18%	655 33% 84% <b>j</b>	70 32% 9%	46 33% 6%	13 23% 2%	33 33% 4%	112 43% 14% <b>noqs</b>	74 38% 9% <b>os</b>	50 30% 6%	53 25% 7%	76 35% 10% <b>e</b>	63 32% 8%	123 38% 16% <b>os</b>	72 24% 9%
Several times a week	(150) 496 21%	458 22% 92% <b>b</b>	37 15% 7%	380 24% 77% <b>d</b>	117 15% 23%	436 23% 85% <b>f</b>	60 13% 12%	421 21% 85%	43 20% 9%	24 17% 5%	8 15% 2%	22 23% 5%	56 22% 11%	45 23% 9%	36 21% 7%	35 17% 7%	40 18% 8%	59 29% 12% <b>opr</b>	57 18% 11%	70 23% 14%
At least once a month	(15) 149 6%	134 6% 90%	14 6% 9%	110 7% 74%	39 5% 26%	133 7% 89% <b>f</b>	16 3% 11%	124 6% 83%	10 4% 6%	13 9% 9% <b>h</b>	2 4% 1%	3 3% 2%	14 5% 9%	12 6% 8%	15 9% 10% <b>r</b>	12 6% 8%	11 5% 8%	13 7% 9%	11 4% 8%	32 11% 22% <b>klr</b>
Several times a year	(6) 77 3%	71 3% 93%	4 2% 6%	57 4% 74%	20 3% 26%	69 4% 90%	8 2% 10%	69 3% 90%	4 2% 5%	3 2% 4%	1 1% 1%	- - -	8 3% 11%	10 5% 15% <b>kkq</b>	6 4% 8%	4 2% 5%	15 7% 20% <b>koqr</b>	1 1% 2%	7 2% 9%	18 6% 23% <b>koqr</b>
Less often	(1) 180 8%	165 8% 92%	15 6% 8%	121 8% 67%	59 8% 33%	152 8% 84%	28 6% 16%	138 7% 77%	22 10% 12%	12 9% 7%	7 12% 4% <b>q</b>	6 6% 3%	16 6% 9%	15 7% 8%	10 6% 6%	21 10% 12%	12 6% 7%	11 5% 6%	19 6% 11%	29 10% 16%
Never	(0) 640 27%	534 25% 83%	105 42% 16% <b>a</b>	353 22% 55%	287 37% 45% <b>c</b>	449 23% 70%	191 41% 30% <b>e</b>	511 26% 80%	65 30% 10%	40 28% 6%	24 43% 4% <b>ghi</b>	33 34% 5% <b>lms</b>	46 18% 7%	38 19% 6%	51 30% 8% <b>lms</b>	77 37% 12% <b>lmqs</b>	58 27% 9%	49 24% 8%	96 30% 15% <b>lms</b>	63 21% 10%
Don't know	60 3%	53 2% 88%	3 1% 6%	22 1% 36%	38 5% 64% <b>c</b>	34 2% 56%	26 6% 44% <b>e</b>	54 3% 90%	4 2% 6%	2 2% 4%	* 1% 1%	1 1% 2%	9 3% 15%	2 1% 4%	1 * 1%	6 3% 10%	6 3% 9%	4 2% 7%	9 3% 15%	16 5% 27% <b>mn</b>
Net: Ever listen	1686 71%	1541 72% 91% <b>b</b>	139 56% 8%	1236 77% 73% <b>d</b>	450 58% 27%	1432 75% 85% <b>f</b>	254 54% 15%	1408 71% 84% <b>j</b>	148 68% 9% <b>j</b>	99 70% 6% <b>j</b>	31 56% 2%	64 65% 4%	207 79% 12% <b>knor</b>	156 80% 9% <b>knor</b>	117 69% 7%	124 60% 7%	154 71% 9% <b>o</b>	148 74% 9% <b>o</b>	217 67% 13%	221 74% 13% <b>o</b>
Mean	156.31	159.82 <b>b</b>	127.68	167.72 <b>d</b>	131.71	160.70 <b>f</b>	137.75	158.79 <b>j</b>	150.20 <b>j</b>	149.65 <b>j</b>	109.64	158.11	196.16 <b>no</b> ps	175.79 <b>os</b>	142.10	122.68	160.01 <b>o</b>	163.69 <b>os</b>	170.77 <b>os</b>	132.12
SD	159.10	158.89	158.83	157.87	159.06	157.74	163.61	158.86	160.01	162.03	152.25	159.09	160.21	159.23	156.17	154.37	162.49	151.64	164.71	148.75
SE	3.30	3.45	11.18	3.91	6.02	3.59	8.17	3.93	10.50	10.37	10.34	17.68	10.75	11.93	12.97	11.51	14.14	12.18	10.21	8.84

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 111

**QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Every day	(365) 784 33%	125 31% 16%	659 33% 84%	358 34% 46%	360 35% 46%	84 38% 11%	214 34% 27%	485 33% 62%	398 36% 51% <b>l</b>	372 31% 47%	356 37% 45% <b>l</b>	562 33% 72%	222 33% 28%
Several times a week	(150) 496 21%	88 22% 18%	408 21% 82%	262 25% 53% <b>f</b>	216 21% 43%	43 19% 9%	111 18% 22%	338 23% 68% <b>f</b>	270 24% 54% <b>l</b>	216 18% 44%	245 25% 49% <b>l</b>	395 23% 80% <b>l</b>	102 15% 20%
At least once a month	(15) 149 6%	29 7% 20%	119 6% 80%	67 6% 45%	65 6% 43%	15 7% 10%	41 7% 27%	90 6% 60%	78 7% 53%	66 6% 45%	65 7% 44%	107 6% 72%	42 6% 28%
Several times a year	(6) 77 3%	12 3% 16%	65 3% 84%	30 3% 39%	39 4% 51%	6 3% 8%	26 4% 34%	40 3% 52%	34 3% 45%	39 3% 50%	29 3% 38%	55 3% 71%	22 3% 29%
Less often	(1) 180 8%	30 8% 17%	150 8% 83%	80 8% 44%	60 6% 34%	23 10% 13% <b>df</b>	35 6% 20%	116 8% 64%	76 7% 42%	95 8% 53%	65 7% 36%	140 8% 78%	40 6% 22%
Never	(0) 640 27%	106 27% 17%	534 27% 83%	232 22% 36%	277 27% 43% <b>c</b>	49 22% 8%	194 31% 30% <b>ceq</b>	358 25% 56%	243 22% 38%	370 31% 58% <b>hj</b>	196 20% 31%	403 24% 63%	237 35% 37% <b>k</b>
Don't know	60 3%	8 2% 13%	52 3% 87%	30 3% 49% <b>df</b>	14 1% 24%	1 * 2%	7 1% 12%	33 2% 55%	20 2% 33%	30 2% 50%	16 2% 27%	43 3% 72%	17 2% 28%
Net: Ever listen	1686 71%	285 71% 17%	1401 70% 83%	796 75% 47% <b>f</b>	741 72% 44%	171 77% 10% <b>f</b>	427 68% 25%	1068 73% 63% <b>f</b>	856 77% 51% <b>l</b>	789 66% 47%	760 78% 45% <b>l</b>	1258 74% 75% <b>l</b>	428 63% 25%
Mean	156.31	152.06	157.16	166.46	162.38	169.75	153.85	160.74	170.32 <b>l</b>	146.49	175.34 <b>l</b>	160.31	146.30
SD	159.10	157.02	159.55	156.28	160.14	162.98	162.18	157.43	157.47	160.03	156.78	157.24	163.35
SE	3.30	7.49	3.67	4.74	5.07	10.82	6.70	4.10	4.69	4.74	4.98	3.80	6.60

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 111

**QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Every day	(365) 784 33%	457 34% 58%	356 37% 45% <b>oq</b>	229 31% 29%	214 38% 27% <b>oqu</b>	156 30% 20%	102 36% 13%	93 31% 12%	63 33% 8%	562 33% 72%	165 37% 21% <b>z</b>	181 36% 23%	88 44% 11% <b>z</b>	277 37% 35% <b>z</b>	507 31% 65%
Several times a week	(150) 496 21%	318 24% 64%	245 25% 49%	198 27% 40%	145 26% 29%	141 27% 28%	81 29% 16% <b>tu</b>	75 25% 15%	38 20% 8%	395 23% 80%	100 22% 20%	108 21% 22%	34 17% 7%	160 21% 32%	336 21% 68%
At least once a month	(15) 149 6%	89 7% 60%	65 7% 44%	51 7% 34%	35 6% 23%	37 7% 25%	12 4% 8%	28 9% 19% <b>r</b>	18 9% 12% <b>r</b>	107 6% 72%	23 5% 15%	36 7% 24%	17 8% 11%	47 6% 32%	101 6% 68%
Several times a year	(6) 77 3%	38 3% 49%	29 3% 38%	20 3% 26%	18 3% 23%	13 2% 16%	7 2% 9%	12 4% 16%	12 6% 15% <b>mnoqu</b>	55 3% 71%	15 3% 20%	14 3% 18%	3 1% 4%	20 3% 27%	56 3% 73%
Less often	(1) 180 8%	109 8% 61%	65 7% 36%	54 7% 30%	42 7% 23%	46 9% 26%	17 6% 9%	22 7% 12%	20 10% 11%	140 8% 78%	29 7% 16%	40 8% 22%	18 9% 10%	55 7% 31%	125 8% 69%
Never	(0) 640 27%	297 22% 46% <b>p</b>	196 20% 31%	160 22% 25%	101 18% 16%	107 21% 17%	50 18% 8%	59 20% 9%	33 18% 5%	403 24% 63% <b>pr</b>	111 25% 17%	121 24% 19%	39 19% 6%	183 24% 29%	457 28% 71% <b>x</b>
Don't know	60 3%	34 3% 56%	16 2% 27%	22 3% 36%	9 2% 16%	15 3% 24%	11 4% 19% <b>np</b>	11 4% 18%	5 3% 9%	43 3% 72%	3 1% 6%	5 1% 8%	- - -	8 1% 14%	52 3% 86% <b>vwxxy</b>
Net: Ever listen	1686 71%	1010 75% 60%	760 78% 45% <b>u</b>	552 75% 33%	453 80% 27% <b>mou</b>	392 76% 23%	218 78% 13%	229 77% 14%	151 80% 9%	1258 74% 75%	331 74% 20% <b>z</b>	378 75% 22% <b>z</b>	160 81% 10% <b>z</b>	560 74% 33% <b>z</b>	1126 69% 67%
Mean	156.31	165.28	175.34 <b>qu</b>	160.60	181.35 <b>oqu</b>	157.31	184.62 <b>oqu</b>	158.17	158.66	160.31	170.79 <b>z</b>	165.84	189.12 <b>z</b>	169.60 <b>z</b>	150.07
SD	159.10	157.28	156.78	153.06	156.52	152.13	152.76	154.26	159.66	157.24	159.97	160.22	165.29	160.65	158.03
SE	3.30	4.29	4.98	5.63	6.34	6.74	9.10	8.80	11.64	3.80	7.71	7.12	11.78	5.91	3.96

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 112

**QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Every day	(365) <b>441</b> <b>18%</b>	202 17% 46%	239 20% 54%	258 22% 59% <b>b</b>	183 15% 41%	34 10% 8%	52 13% 12%	69 17% 16% <b>c</b>	77 19% 17% <b>cd</b>	78 23% 18% <b>cd</b>	129 27% 29% <b>cd</b>	160 30% 36% <b>kl</b>	139 19% 31% <b>l</b>	76 15% 17%	66 11% 15%	299 24% 68% <b>n</b>	142 13% 32%	112 14% 25%	329 21% 75% <b>o</b>	102 15% 23%	339 20% 77% <b>q</b>	236 20% 53%	205 17% 47%
Several times a week	(150) <b>417</b> <b>17%</b>	249 21% 60%	168 14% 40%	231 20% 55% <b>b</b>	187 15% 45%	67 19% 16%	80 21% 19% <b>h</b>	76 19% 18%	66 16% 16%	60 17% 14%	68 14% 16%	118 22% 28% <b>kl</b>	141 19% 34% <b>l</b>	84 16% 20%	75 12% 18%	259 20% 62% <b>n</b>	158 14% 38%	149 18% 36%	268 17% 64%	131 19% 31%	286 17% 69%	252 21% 60% <b>t</b>	165 14% 40%
At least once a month	(15) <b>213</b> <b>9%</b>	147 12% 69%	66 6% 31%	103 9% 48%	110 9% 52%	40 11% 19% <b>g</b>	52 13% 25% <b>efgh</b>	32 8% 15%	30 7% 14%	20 6% 9%	39 8% 18%	37 7% 17%	77 10% 36% <b>l</b>	49 10% 23%	51 8% 24%	114 9% 53%	99 9% 47%	81 10% 38%	133 8% 62%	68 10% 32%	145 9% 68%	116 10% 54%	97 8% 46%
Several times a year	(6) <b>87</b> <b>4%</b>	65 5% 74%	22 2% 26%	32 3% 37%	55 4% 63% <b>a</b>	24 7% 27% <b>fgh</b>	18 5% 21% <b>h</b>	15 4% 17%	12 3% 14%	8 2% 9%	10 2% 11%	21 4% 25%	22 3% 26%	16 3% 19%	27 4% 31%	44 3% 51%	43 4% 49%	38 5% 44%	49 3% 56%	27 4% 68%	59 4% 49%	43 4% 49%	44 4% 51%
Less often	(1) <b>212</b> <b>9%</b>	131 11% 62%	81 7% 38%	80 7% 38%	132 11% 62% <b>a</b>	24 7% 11%	32 8% 15%	52 13% 25% <b>cdg</b>	43 11% 20% <b>g</b>	16 5% 8%	45 9% 21% <b>g</b>	34 6% 16%	72 10% 34% <b>l</b>	51 10% 24%	55 9% 26%	106 8% 50%	106 9% 50%	86 11% 41% <b>p</b>	126 8% 59%	72 10% 34%	140 8% 66%	116 10% 55%	94 8% 44%
Never	(0) <b>295</b> <b>12%</b>	120 10% 41%	175 15% 59%	123 11% 42%	171 14% 58% <b>a</b>	31 9% 10%	48 12% 16%	50 12% 17%	67 16% 23% <b>ch</b>	50 15% 17% <b>c</b>	49 10% 16%	45 9% 15%	66 9% 22%	81 16% 28% <b>ij</b>	103 17% 35% <b>ij</b>	111 9% 38%	184 16% 62% <b>m</b>	103 13% 35%	192 12% 65%	98 14% 33%	197 12% 67%	127 11% 43%	168 14% 57% <b>s</b>
Don't know	<b>21</b> <b>1%</b>	8 1% 40%	12 1% 60%	8 1% 37%	13 1% 63%	4 1% 22%	4 1% 20%	1 * 7%	4 1% 20%	3 1% 15%	3 1% 16%	* 1% 2%	7 1% 34%	4 1% 19%	9 1% 45% <b>l</b>	8 1% 37%	13 1% 63%	6 1% 31%	14 1% 69%	6 1% 27%	15 1% 73%	10 1% 47%	11 1% 53%
Net: Ever listen	<b>1370</b> <b>57%</b>	793 67% 58%	577 48% 42%	704 61% 51% <b>b</b>	666 54% 49%	189 54% 14%	235 60% 17%	245 60% 18%	229 56% 17%	182 53% 13%	291 60% 21%	371 70% 27% <b>kl</b>	451 61% 33% <b>kl</b>	276 54% 20% <b>l</b>	273 45% 20%	822 65% 60% <b>n</b>	549 49% 40%	466 58% 34%	904 57% 66%	401 57% 29%	969 57% 71%	763 64% 56% <b>t</b>	606 51% 44%
Mean	<b>136.61</b>	124.42	151.42	<b>157.80b</b>	115.67	106.43	113.07	126.88	130.90	<b>163.20c</b> <b>def</b>	<b>171.04c</b> <b>def</b>	<b>184.50j</b> <b>kl</b>	<b>141.62k</b> <b>l</b>	115.68	96.60	<b>160.75n</b>	105.89	113.79	<b>148.47o</b>	116.44	<b>145.24q</b>	141.60	131.22
SD	<b>149.34</b>	141.83	156.80	151.52	144.20	128.47	135.15	145.56	151.01	155.66	161.60	153.52	148.23	143.11	136.58	152.04	140.03	138.60	153.34	139.97	152.41	147.25	151.63
SE	<b>3.65</b>	4.50	6.00	5.37	4.86	8.82	8.08	8.05	8.70	10.15	9.05	7.21	6.54	7.95	6.98	4.89	5.27	5.70	4.66	6.11	4.50	4.62	5.93

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 112

**QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations****IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.****SINGLE CODE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Every day	(365) 441 18%	410 19%	31 7%	327 20%	114 15%	366 19%	75 16%	379 19%	28 13%	29 21%	5 9%	17 18%	59 22%	36 18%	30 18%	39 19%	40 19%	48 24%	74 23%	35 12%
		93%b		74%d		83%	17%	86%hj	6%	7%h	1%	4%	13%sa	8%	7%	9%sa	9%	11%sa	17%sa	8%
Several times a week	(150) 417 17%	388 18%	30 7%	329 20%	88 21%	369 19%	48 10%	357 18%	31 14%	23 16%	6 11%	13 14%	52 20%	38 19%	35 21%	27 13%	41 19%	40 20%	53 17%	57 19%
		93%b		79%d		85%f	12%	85%	7%	6%	1%	3%	12%	9%	8%	6%	10%	10%	13%	14%
At least once a month	(15) 213 9%	196 9%	16 6%	165 10%	49 23%	197 10%	17 4%	176 9%	18 8%	15 11%	4 8%	8 8%	17 7%	17 9%	15 9%	14 7%	24 11%	20 10%	23 7%	38 13%
		92%		77%d		92%f	8%	83%	8%	7%	2%	4%	8%	8%	7%	7%	11%	10%	11%	18%lr
Several times a year	(6) 87 4%	81 4%	5 2%	66 4%	20 3%	80 4%	7 1%	71 4%	7 3%	8 5%	1 3%	1 1%	13 5%	7 3%	3 2%	7 4%	7 3%	5 6%	8 3%	20 6%
		93%		76%		92%l	8%	82%	8%	9%	2%	1%	15%	8%	3%	8%	8%	6%	10%	22%ln
Less often	(1) 212 9%	189 9%	21 9%	155 10%	57 27%	184 10%	28 6%	174 9%	25 12%	7 5%	6 11%	9 9%	32 12%	18 9%	11 7%	25 12%	10 5%	8 4%	23 7%	37 12%
		89%		73%		87%f	13%	82%	12%l	3%	3%l	4%	15%pd	9%	5%	12%pd	5%	4%	11%	18%pqr
Never	(0) 295 12%	261 12%	32 13%	184 11%	111 14%	221 12%	74 16%	235 12%	38 17%	14 10%	8 14%	14 14%	34 13%	37 19%	22 13%	11 5%	26 12%	23 12%	35 11%	33 11%
		88%		62%		75%	25%ae	80%	13%gi	5%	3%	5%o	12%o	12%ors	7%o	4%	9%o	8%o	12%o	11%o
Don't know	21 1%	17 1%	4 19%	9 2%	11 1%	15 7%	6 28%	16 77%	2 10%	2 11%	* 2%	1 7%	- -	3 17%ll	1 6%	1 4%	5 22%r	3 14%	- -	2 7%
Net: Ever listen	1370 57%	1264 59%	103 8%	1042 65%	328 24%	1196 62%	175 37%	1157 59%	108 50%	82 58%	23 41%	48 4%	173 66%	115 59%	94 56%	113 54%	123 57%	122 61%	182 57%	187 62%
		92%b		76%d		87%l	13%	84%hj	8%	6%j	2%	4%	13%kor	8%	7%	8%	9%	9%	13%	14%k
Mean	136.61	138.60	119.72	140.04	127.03	135.95	140.39	140.25h	104.14	148.24h	89.25	135.30	143.17s	125.22	143.07s	150.68s	142.50s	165.47ms	163.59ms	100.76
SD	149.34	149.52	147.34	148.32	151.89	147.84	157.84	149.85	140.04	153.67	133.19	154.14	152.09	146.57	146.13	157.08	148.27	152.96	156.36	131.27
SE	3.65	3.79	13.68	4.19	7.39	3.89	10.43	4.30	10.94	11.65	11.96	20.98	11.24	12.30	14.61	14.65	15.21	14.02	11.53	8.85

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 112

**QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations**

**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**

**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Every day	(365) 441 18%	67 17% 15%	374 19% 85%	189 18% 43%	208 20% 47%	61 27% 14% <i>cd/f/g</i>	127 20% 29%	261 18% 59%	217 19% 49%	214 18% 49%	196 20% 44%	316 19% 72%	125 18% 28%
Several times a week	(150) 417 17%	67 17% 16%	350 18% 84%	208 20% 50% <i>f</i>	182 18% 44%	43 19% 10%	96 15% 23%	277 19% 66%	236 21% 56% <i>h</i>	173 15% 41%	217 22% 52% <i>i</i>	326 19% 78% <i>l</i>	92 13% 22%
At least once a month	(15) 213 9%	43 11% 20%	170 9% 80%	103 10% 48%	95 9% 44%	21 9% 10%	50 8% 23%	137 9% 64%	114 10% 53%	93 8% 44%	100 10% 47%	165 10% 77%	48 7% 23%
Several times a year	(6) 87 4%	18 4% 21%	69 3% 79%	37 3% 43%	47 5% 54%	7 3% 8%	27 4% 31%	43 3% 50%	51 5% 68% <i>h</i>	32 3% 37%	40 4% 47%	63 4% 73%	24 3% 27%
Less often	(1) 212 9%	35 9% 17%	177 9% 83%	104 10% 49%	86 8% 41%	17 8% 8%	49 8% 23%	140 10% 66%	98 9% 46%	109 9% 52%	85 9% 40%	161 9% 76%	51 7% 24%
Never	(0) 295 12%	52 13% 18%	243 12% 82%	145 14% 49%	112 11% 38%	21 10% 7%	70 11% 24%	200 14% 68%	133 12% 45%	156 13% 53%	116 12% 39%	216 13% 73%	79 12% 27%
Don't know	21 1%	2 * 9%	19 1% 91%	9 1% 46%	11 1% 52%	1 1% 6%	9 1% 43%	10 1% 51%	9 1% 43%	12 1% 57%	7 1% 32%	11 1% 54%	9 1% 46%
Net: Ever listen	1370 57%	231 58% 17%	1140 57% 83%	641 61% 47%	618 60% 45%	149 67% 11% <i>fg</i>	348 55% 25%	858 59% 63%	715 64% 52% <i>h</i>	621 52% 45%	638 66% 47% <i>i</i>	1031 60% 75% <i>l</i>	339 50% 25%
Mean	136.61	125.11	138.97	129.95	144.06	170.48 <i>cg</i>	147.78	131.50	137.62	136.19	140.35	134.03	144.33
SD	149.34	146.40	149.87	145.57	151.50	156.14	154.69	146.53	146.54	152.48	146.42	147.31	155.14
SE	3.65	8.30	4.06	5.08	5.60	11.80	7.72	4.45	4.98	5.50	5.26	4.12	7.82

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 112

**QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Every day	(365) 441 18%	261 19%	196 20%	113 15%	105 19%	87 17%	61 22%	49 16%	35 18%	316 19%	108 24%	108 21%	49 24%	177 24%	264 16%
		59%o	44%o	26%	24%	20%	14%o	11%	8%	72%	25%z	25%z	11%z	40%z	60%
Several times a week	(150) 417 17%	272 20%	217 22%	169 23%	140 25%	129 25%	63 22%	63 21%	44 23%	326 19%	84 19%	107 21%	42 21%	138 18%	279 17%
		65%	52%	41%u	34%mu	31%mu	15%	15%	11%	78%	20%	26%*	10%	33%	67%
At least once a month	(15) 213 9%	127 9%	100 10%	81 11%	53 9%	57 11%	30 11%	41 14%	18 10%	165 77%	36 8%	53 10%	20 10%	72 10%	142 9%
		60%	47%	38%	25%	27%	14%	19%mu	9%	77%	17%	25%	9%	34%	66%
Several times a year	(6) 87 4%	41 3%	40 4%	33 5%	27 5%	21 4%	13 5%	17 6%	12 6%	63 4%	21 5%	21 4%	10 5%	35 5%	52 3%
		48%	47%	38%	32%	24%	15%	19%*m	14%*m	73%	24%	24%	12%	40%	60%
Less often	(1) 212 9%	127 9%	85 9%	63 9%	56 10%	46 9%	24 9%	27 9%	20 11%	161 9%	32 7%	45 9%	19 9%	58 8%	154 9%
		60%	40%	29%	26%	22%	11%	13%	9%	76%	15%	21%	9%	27%	73%
Never	(0) 295 12%	175 13%	116 12%	89 12%	67 12%	47 9%	25 9%	31 10%	20 11%	216 13%	49 11%	41 8%	19 10%	78 10%	217 13%
		59%q	39%	30%	23%	16%	9%	10%	7%	73%q	17%	14%	7%	26%	74%w
Don't know	21 1%	8 1%	7 1%	4 1%	5 1%	5 1%	2 1%	1 *	1 1%	11 1%	1 *	3 1%	1 1%	3 *	18 1%
		37%	32%	20%	23%	24%	10%	6%	6%	54%	4%	14%	6%	14%	86%
Net: Ever listen	1370 57%	828 62%	638 66%	459 63%	381 68%	341 66%	191 68%	197 66%	129 68%	1031 60%	281 63%	334 66%	140 70%	479 64%	891 55%
		60%	47%u	33%	28%mu	25%u	14%u	14%	9%u	75%	21%z	24%z	10%z	35%z	65%
Mean	136.61	137.86	140.35	124.09	134.65	134.80	148.13o	122.89	130.98	134.03	159.87z	150.75z	153.66z	155.41z	127.17
SD	149.34	147.62	146.42	137.91	142.09	139.25	148.28	140.53	143.00	147.31	154.54	149.18	152.55	154.18	146.00
SE	3.65	4.62	5.26	5.76	6.40	6.99	9.86	8.96	11.49	4.12	8.49	7.56	12.02	6.49	4.38

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 113  
**QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base		2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base		2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Every day	(365)	147 6%	76 6%	71 6%	73 6%	74 6%	11 3%	20 5%	22 5%	21 5%	25 7%	48 10%	44 8%	42 6%	26 5%	35 6%	85 7%	61 5%	44 5%	103 7%	40 6%	107 6%	76 6%	69 6%
			52%	48%	50%	50%	7%	14%	15%	15%	17% <b>c</b>	33% <b>cdef</b>	30%	28%	18%	24%	58%	42%	30%	70%	27%	73%	52%	47%
Several times a week	(150)	268 11%	143 12%	125 11%	154 13%	114 9%	34 10%	48 12%	40 10%	46 11%	36 10%	65 13%	71 13%	87 12%	47 9%	63 10%	157 12%	111 10%	84 10%	184 12%	74 11%	194 12%	154 13%	114 10%
			53%	47%	58% <b>b</b>	42%	13%	18%	15%	17%	13%	24%	26%	32%	18%	24%	59%	41%	31%	69%	27%	73%	57% <b>t</b>	43%
At least once a month	(15)	213 9%	138 12%	75 6%	114 10%	99 8%	28 8%	40 10%	34 8%	35 9%	37 11%	39 8%	43 8%	55 8%	55 11%	60 10%	98 8%	115 10%	74 9%	139 9%	63 9%	150 9%	106 9%	106 9%
			65%	35%	53%	47%	13%	19%	16%	16%	17%	18%	20%	26%	26%	28%	46%	54%	35%	65%	30%	70%	50%	50%
Several times a year	(6)	94 4%	72 6%	21 2%	45 4%	49 4%	16 4%	23 6%	17 4%	11 3%	14 3%	13 3%	24 4%	38 5%	13 3%	19 3%	62 5%	32 3%	32 4%	62 4%	26 4%	67 4%	57 5%	36 3%
			77%	23%	48%	52%	17%	25% <b>fh</b>	18%	12%	15%	14%	25%	41% <b>k</b>	14%	20%	66% <b>n</b>	34%	34%	66%	28%	72%	61% <b>t</b>	39%
Less often	(1)	297 12%	205 17%	92 8%	136 12%	161 13%	34 10%	45 12%	68 17%	68 17%	24 7%	58 12%	64 12%	106 14%	74 15%	54 9%	170 13%	128 11%	114 14%	183 12%	104 15%	193 11%	181 15%	117 10%
			69%	31%	46%	54%	12%	15% <b>g</b>	23% <b>cdg</b>	23% <b>cg</b>	8%	19% <b>g</b>	21%	36% <b>l</b>	25% <b>l</b>	18%	57%	43%	38%	62%	35% <b>r</b>	65%	61% <b>t</b>	39%
Never	(0)	639 27%	273 23%	366 31%	304 26%	335 27%	95 27%	107 27%	113 28%	114 28%	91 27%	117 24%	166 31%	188 26%	139 27%	145 24%	354 28%	284 25%	219 27%	420 27%	189 27%	450 27%	309 26%	330 28%
			43%	57%	48%	52%	15%	17%	18%	18%	14%	18%	26% <b>jl</b>	29%	22%	23%	55%	45%	34%	66%	30%	70%	48%	52%
Don't know		28 1%	14 1%	14 1%	9 1%	19 2%	6 2%	4 1%	3 1%	4 1%	9 3%	2 *	5 1%	8 1%	6 1%	9 1%	14 1%	15 1%	9 1%	19 1%	8 1%	20 1%	16 1%	12 1%
			50%	50%	33%	67%	20%	16%	11%	15%	31% <b>h</b>	8%	19%	29%	21%	31%	48%	52%	32%	68%	29%	71%	57%	43%
Net: Ever listen		1019 43%	634 53%	385 32%	522 51% <b>b</b>	497 41%	123 35%	176 45%	180 44%	181 44%	136 39%	223 46%	245 46%	327 45%	215 43%	231 38%	572 45%	447 40%	348 43%	671 43%	307 44%	712 42%	574 48%	443 37%
			62%	38%	51% <b>b</b>	49%	12%	17% <b>c</b>	18% <b>c</b>	18% <b>c</b>	13%	22% <b>c</b>	24% <b>l</b>	32% <b>l</b>	21%	23%	56% <b>n</b>	44%	34%	66%	30%	70%	56% <b>t</b>	43%
Mean		59.01	57.14	61.27	62.74	55.31	44.17	53.74	49.67	51.92	66.41 <b>c</b>	82.19 <b>cd</b>	66.74	56.87	49.68	62.29	61.25	56.18	53.06	62.11	54.03	61.14	60.07	57.49
											ef													
SD		109.49	107.15	112.29	109.79	109.14	90.91	101.74	102.63	102.48	117.29	128.14	116.89	106.46	102.11	111.62	111.26	107.23	104.48	111.93	105.74	111.04	108.95	109.77
SE		2.68	3.41	4.31	3.90	3.69	6.26	6.08	5.69	5.91	7.73	7.19	5.51	4.70	5.70	5.71	3.59	4.04	4.31	3.41	4.63	3.28	3.42	4.30

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 113  
**QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Every day (365)	147 6%	132 6%	15 6%	96 6%	51 7%	112 6%	34 7%	126 6%	11 5%	5 3%	5 9%	2 2%	24 9%	12 6%	15 9%	7 3%	18 8%	23 12%	18 6%	7 2%
		90%	10%	66%	34%	77%	23%	86%	7%	3%	3% <b>l</b>	2%	<b>17%kos</b>	<b>8%ks</b>	<b>10%kos</b>	5%	<b>12%ks</b>	<b>16%kors</b>	12%	5%
Several times a week (150)	268 11%	243 11%	25 9%	201 12%	67 9%	221 12%	47 10%	226 11%	21 10%	13 9%	7 14%	10 10%	33 12%	25 13%	24 14%	22 11%	24 11%	20 10%	25 8%	42 14%
		91%	9%	<b>75%<b>d</b></b>	25%	82%	18%	85%	8%	5%	3%	4%	12%	10%	<b>9%<b>r</b></b>	8%	9%	8%	9%	<b>16%<b>r</b></b>
At least once a month (15)	213 9%	191 9%	21 9%	155 10%	59 8%	187 10%	26 5%	177 9%	16 7%	15 10%	6 11%	8 9%	29 11%	13 7%	12 7%	14 7%	16 7%	23 11%	21 7%	41 14%
		89%	10%	72%	28%	<b>88%<b>f</b></b>	12%	83%	7%	7%	3%	4%	13%	6%	5%	7%	8%	11%	10%	<b>19%<b>mnor</b></b>
Several times a year (6)	94 4%	88 4%	5 2%	77 5%	17 2%	88 5%	5 1%	79 4%	7 3%	7 5%	1 2%	4 4%	8 3%	11 6%	6 4%	10 5%	3 1%	6 3%	15 5%	15 5%
		94%	6%	<b>82%<b>d</b></b>	18%	<b>94%<b>f</b></b>	6%	84%	7%	7%	1%	4%	9%	<b>12%<b>p</b></b>	7%	11%	3%	6%	16%	16%
Less often (1)	297 12%	283 13%	14 5%	243 15%	55 7%	272 14%	25 5%	248 13%	31 14%	13 10%	4 8%	16 16%	40 15%	22 11%	17 10%	30 15%	25 12%	21 10%	33 10%	44 14%
		<b>95%<b>b</b></b>	5%	<b>82%<b>d</b></b>	18%	<b>92%<b>f</b></b>	8%	83%	10%	5%	2%	5%	13%	7%	6%	10%	9%	7%	11%	15%
Never (0)	639 27%	578 27%	58 9%	448 28%	191 25%	524 27%	115 24%	527 27%	62 28%	43 31%	6 12%	23 24%	73 28%	69 35%	41 24%	39 19%	64 30%	50 25%	103 32%	64 21%
		90%	9%	70%	30%	82%	18%	<b>83%<b>j</b></b>	<b>10%<b>j</b></b>	<b>7%<b>j</b></b>	1%	4%	<b>11%<b>o</b></b>	<b>11%<b>nos</b></b>	6%	6%	<b>10%<b>c</b></b>	8%	<b>16%<b>os</b></b>	10%
Don't know	28 1%	27 1%	1 4%	17 1%	11 1%	27 1%	1 *	24 1%	1 *	4 3%	* 1%	- -	- -	3 2%	3 2%	2 1%	3 2%	4 2%	2 1%	7 2%
		96%	4%	60%	40%	97%	3%	83%	2%	<b>13%<b>h</b></b>	2%	- -	- -	11% 9%	9%	6%	12%	<b>16%<b>i</b></b>	6%	<b>25%<b>i</b></b>
Net: Ever listen	1019 43%	936 44%	80 8%	771 48%	248 32%	881 46%	138 14%	857 43%	86 40%	52 37%	24 44%	40 41%	134 51%	84 43%	74 44%	83 40%	86 40%	93 46%	112 35%	150 50%
		<b>92%<b>b</b></b>	8%	<b>76%<b>d</b></b>	24%	<b>86%<b>f</b></b>	14%	84%	8%	5%	2%	4%	<b>13%<b>opr</b></b>	8%	7%	8%	8%	<b>9%<b>r</b></b>	11%	<b>15%<b>or</b></b>
Mean	59.01	58.23	69.81	56.03	67.31	55.35	<b>79.33e</b>	<b>60.31i</b>	50.74	40.52	<b>97.83qti</b>	38.99	<b>68.97s</b>	55.87	<b>80.47krs</b>	49.83	68.93	<b>83.68kors</b>	49.53	45.82
SD	109.49	108.84	117.88	105.49	119.66	105.72	126.76	110.68	102.94	89.22	132.94	83.18	120.44	106.34	124.28	95.49	120.89	134.57	106.01	83.94
SE	2.68	2.77	10.90	2.99	5.84	2.79	8.30	3.19	7.99	6.80	11.94	11.22	8.90	8.92	12.49	8.94	12.40	12.44	7.84	5.72

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 113  
**QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Every day	(365) 147 6%	24 6% 17%	123 6% 83%	62 6% 42%	68 7% 46%	28 13% 19% <b>cdfg</b>	41 6% 28%	96 7% 65%	66 6% 45%	78 7% 53%	63 7% 43%	101 6% 69%	46 7% 31%
Several times a week	(150) 268 11%	33 8% 12%	235 12% 88%	127 12% 47%	123 12% 46%	31 14% 11%	74 12% 28%	173 12% 64%	159 14% 69% <b>hi</b>	107 9% 40%	144 15% 54% <b>hi</b>	208 12% 78% <b>hi</b>	60 9% 22%
At least once a month	(15) 213 9%	40 10% 19%	173 9% 81%	110 10% 51% <b>e</b>	97 9% 46% <b>e</b>	10 5% 5%	51 8% 24%	132 9% 62% <b>e</b>	108 10% 51%	97 8% 46%	95 10% 45%	151 9% 71%	63 9% 29%
Several times a year	(6) 94 4%	22 5% 23%	72 4% 77%	42 4% 45%	48 5% 51%	12 5% 13%	22 3% 23%	56 4% 60%	53 5% 67% <b>hi</b>	34 3% 36%	48 5% 62% <b>hi</b>	74 4% 79%	20 3% 21%
Less often	(1) 297 12%	39 10% 13%	258 13% 87%	140 13% 47%	132 13% 44%	38 17% 13% <b>f</b>	70 11% 24%	190 13% 64%	153 14% 51%	136 11% 46%	141 14% 47%	242 14% 81% <b>hi</b>	55 8% 19%
Never	(0) 639 27%	123 31% 19%	516 26% 81%	306 29% 48%	259 25% 40%	50 23% 8%	160 25% 25%	408 28% 64%	304 27% 48%	324 27% 51%	258 27% 40%	462 27% 72%	177 26% 28%
Don't know	28 1%	3 1% 11%	25 1% 89%	10 1% 35%	14 1% 50%	2 1% 9%	9 1% 33%	14 1% 50%	13 1% 46%	13 1% 47%	10 1% 36%	21 1% 75%	7 1% 25%
Net: Ever listen	1019 43%	158 40% 16%	860 43% 84%	481 45% 47%	468 45% 46%	119 54% 12% <b>cdfg</b>	258 41% 25%	647 44% 63%	540 48% 63% <b>hi</b>	452 38% 44%	492 51% 48% <b>hi</b>	775 45% 76% <b>hi</b>	243 36% 24%
Mean	59.01	51.95	60.46	55.52	62.07	89.22 <b>cdfg</b>	64.52	60.07	59.38	59.79	62.19	57.41	63.74
SD	109.49	107.32	109.92	105.25	111.51	135.18	113.37	110.48	105.93	114.04	108.47	106.80	117.07
SE	2.68	6.11	2.98	3.68	4.14	10.25	5.67	3.36	3.61	4.12	3.91	3.00	5.90

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 113  
**QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Every day (365)	147 6%	90 7%	63 7%	46 6%	36 6%	37 7%	26 9%	27 9%	14 7%	101 6%	45 10%	47 9%	29 15%	70 9%	77 5%
Several times a week (150)	268 11%	176 13%	144 15%	112 15%	83 15%	84 16%	45 16%	50 17%	37 20%	208 12%	65 15%	73 15%	37 19%	100 13%	168 10%
At least once a month (15)	213 9%	119 9%	95 10%	69 9%	63 11%	64 12%	25 9%	32 11%	24 13%	151 9%	35 8%	67 13%	23 12%	85 11%	128 8%
Several times a year (6)	94 4%	57 4%	48 5%	33 5%	27 5%	21 4%	9 3%	16 6%	11 6%	74 4%	19 4%	24 5%	5 3%	30 4%	63 4%
Less often (1)	297 12%	184 14%	141 14%	99 13%	98 17%	63 12%	40 14%	38 13%	24 13%	242 14%	60 13%	74 15%	27 14%	107 14%	190 12%
Never (0)	639 27%	371 28%	258 27%	188 29%	143 22%	118 18%	69 11%	63 10%	35 6%	462 72%st	103 16%	89 14%	37 6%	162 25%	477 75%vwxy
Don't know	28 1%	13 1%	10 1%	5 1%	3 1%	5 1%	5 2%	4 1%	4 2%	21 1%	4 1%	4 1%	1 1%	6 1%	22 1%
Net: Ever listen	1019 43%	626 47%	492 51%	359 49%	306 54%	269 52%	145 52%	163 54%	111 59%	775 45%	224 50%	284 56%	122 61%	392 52%	627 38%
Mean	59.01	61.68	62.19	63.99	59.24	70.68u	77.24u	80.04mnpul	76.41	57.41	82.23z	78.42z	105.05wyz	75.91z	50.54
SD	109.49	110.51	108.47	108.74	106.03	112.95	121.53	121.74	113.33	106.80	126.89	122.60	137.71	123.14	100.97
SE	2.68	3.47	3.91	4.54	4.77	5.67	8.14	7.79	9.19	3.00	7.01	6.22	10.85	5.19	3.04

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 114

**QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base		2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base		2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Every day	(365)	208 9%	117 10%	91 8%	106 9%	102 8%	17 5%	32 8%	50 12%	40 10%	28 8%	40 8%	53 10%	65 9%	46 9%	44 7%	118 9%	90 8%	72 9%	136 9%	69 10%	139 8%	126 11%	82 7%
			56%	44%	51%	49%	8%	16%	24% <b>c</b>	19% <b>c</b>	13%	19%	25%	31%	22%	21%	57%	43%	35%	65%	33%	67%	61% <b>t</b>	39%
Several times a week	(150)	380 16%	230 19%	151 13%	208 18%	172 14%	67 19%	69 18%	78 19%	70 17%	44 13%	52 11%	95 18%	129 18%	76 15%	80 13%	225 18%	156 14%	146 39%	234 61%	126 33%	254 67%	223 59% <b>t</b>	157 41%
			60%	40%	55% <b>b</b>	45%	18% <b>gh</b>	18% <b>h</b>	20% <b>gh</b>	18% <b>h</b>	12%	14%	25% <b>l</b>	34% <b>l</b>	20%	21%	59% <b>n</b>	41%	39%	61%	33%	67%	59% <b>t</b>	41%
At least once a month	(15)	218 9%	148 12%	71 6%	108 9%	111 9%	48 14%	46 12%	27 7%	37 9%	28 8%	32 7%	46 9%	73 10%	51 10%	48 8%	119 9%	99 9%	86 11%	133 8%	74 11%	144 9%	122 10%	96 8%
			68%	32%	49%	51%	22% <b>egh</b>	21% <b>eh</b>	13%	17%	13%	15%	21%	34%	23%	22%	55%	45%	39%	61%	34%	66%	56%	44%
Several times a year	(6)	100 4%	76 6%	24 2%	48 4%	52 4%	11 3%	21 5%	18 4%	13 3%	18 5%	19 4%	33 6%	29 4%	19 4%	19 3%	62 5%	38 3%	31 4%	69 4%	23 3%	77 5%	59 5%	41 3%
			76%	24%	48%	52%	11%	21%	18%	13%	18%	19%	33% <b>l</b>	29%	19%	19%	62%	38%	31%	69%	23%	77%	59%	41%
Less often	(1)	222 9%	146 12%	76 6%	78 7%	144 12%	26 8%	44 11%	45 11%	19 11%	42 6%	42 9%	49 9%	70 10%	51 10%	119 8%	103 9%	85 10%	137 9%	73 11%	149 9%	128 11%	92 8%	
			66%	34%	35%	65% <b>a</b>	12%	20% <b>g</b>	20% <b>g</b>	20% <b>g</b>	9%	19%	22%	32%	23%	23%	54%	46%	38%	62%	33%	67%	58% <b>t</b>	41%
Never	(0)	523 22%	191 16%	333 28%	275 24%	248 20%	50 14%	70 18%	76 19%	87 21%	151 26%	137 31%	148 26%	110 22%	127 21%	286 23%	237 21%	147 18%	377 24%	130 19%	393 23%	225 19%	298 25%	
			36%	64%	53%	47%	10%	13%	14%	17% <b>c</b>	17% <b>cde</b>	29% <b>cdef</b>	26% <b>i</b>	28%	21%	24%	55%	45%	28%	72% <b>o</b>	25%	75% <b>q</b>	43%	57% <b>ks</b>
Don't know		34 1%	15 1%	19 2%	13 1%	21 2%	4 1%	6 1%	3 1%	6 1%	9 3%	7 1%	3 1%	8 1%	8 1%	15 2%	23 1%	10 2%	24 2%	9 1%	25 1%	15 1%	19 2%	
			43%	57%	37%	63%	13%	17%	8%	18%	25%	19%	9%	24%	22%	45% <b>l</b>	33%	67% <b>m</b>	28%	72%	26%	74%	44%	56%
Net: Ever listen		1128 47%	716 60%	412 35%	548 47%	581 47%	170 48%	212 54%	218 54%	206 51%	137 40%	185 38%	276 52%	367 50%	243 48%	242 39%	643 51%	486 43%	419 52%	709 45%	365 52%	763 45%	659 55%	468 39%
			63%	37%	49%	51%	15% <b>gh</b>	19% <b>gh</b>	19% <b>gh</b>	18% <b>gh</b>	12%	16%	24% <b>l</b>	33% <b>l</b>	22% <b>l</b>	21%	57% <b>n</b>	43%	37% <b>p</b>	63%	32% <b>r</b>	68%	58% <b>t</b>	41%
Mean		82.91	88.08	76.62	87.26	78.60	78.40	81.88	103.86 <b>cd</b> <b>gh</b>	88.20	76.49	68.14	83.23	86.29	82.57	78.19	84.92	80.33	87.89	80.32	91.54	79.22	82.37 <b>t</b>	72.20
SD		122.90	123.08	122.45	123.53	122.18	106.81	119.26	134.13	126.30	122.38	120.94	123.53	122.76	124.49	121.17	123.05	122.74	122.78	122.93	126.29	121.28	127.07	117.13
SE		3.02	3.92	4.71	4.40	4.14	7.34	7.14	7.44	7.32	8.07	6.80	5.81	5.43	6.97	6.23	3.97	4.65	5.06	3.75	5.53	3.59	4.00	4.61

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 114

Absolutes/col percents/row percents 19 Apr 2018

**QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Every day (365)	208 9%	194 9%	14 6%	168 10%	40 5%	184 10%	24 5%	175 8%	15 7%	16 11%	2 4%	6 6%	31 12%	12 6%	11 7%	17 8%	31 14%	17 9%	28 9%	22 7%
Several times a week (150)	380 16%	349 16%	28 11%	309 19%	71 9%	341 18%	39 8%	320 16%	34 16%	19 14%	6 12%	12 12%	47 18%	36 19%	16 9%	25 12%	28 13%	37 19%	50 15%	69 23%
At least once a month (15)	218 9%	207 10%	11 4%	176 11%	42 5%	200 10%	18 4%	186 9%	16 8%	12 9%	3 6%	11 11%	18 7%	15 8%	12 7%	20 9%	19 9%	24 12%	24 7%	43 14%
Several times a year (6)	100 4%	96 4%	4 2%	80 5%	20 3%	93 5%	7 2%	87 4%	6 3%	5 4%	2 4%	4 4%	10 4%	14 7%	15 9%	5 3%	11 5%	3 2%	8 3%	17 6%
Less often (1)	222 9%	202 9%	19 8%	166 10%	56 7%	201 11%	21 4%	185 9%	25 12%	7 5%	5 10%	9 9%	31 12%	20 10%	16 9%	23 11%	14 6%	19 9%	17 5%	37 12%
Never (0)	523 22%	463 22%	59 24%	316 20%	207 27%	385 20%	138 29%	427 22%	52 24%	35 25%	10 19%	22 23%	70 27%	53 27%	44 26%	32 15%	46 21%	43 22%	87 27%	30 10%
Don't know	34 1%	30 1%	4 1%	20 2%	14 2%	27 1%	7 1%	28 1%	1 *	4 3%	1 2%	- -	1 *	6 3%	4 2%	2 1%	6 3%	4 2%	3 1%	2 1%
Net: Ever listen	1128 47%	1047 49%	77 31%	899 56%	229 30%	1019 53%	109 23%	953 48%	96 44%	60 43%	19 35%	42 4%	136 52%	97 50%	70 41%	91 44%	102 47%	100 50%	127 39%	188 63%
Mean	82.91	84.09	69.60	81.26d	59.66	86.93f	60.10	83.69	72.90	94.24	60.50	65.31	90.19	66.62	60.04	84.82	108.16mn	84.89	84.40	88.18n
SD	122.90	123.63	115.73	125.85	111.13	124.12	113.26	123.21	114.95	135.02	104.60	112.14	129.82	106.73	113.87	127.91	144.94	120.65	124.67	114.26
SE	3.02	3.15	10.75	3.57	5.42	3.28	7.50	3.55	8.92	10.32	9.55	15.12	9.62	9.02	11.50	11.98	14.95	11.11	9.24	7.70

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 114

**QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Every day	(365) 208 9%	33 8% 16%	175 9% 84%	102 10% 49%	85 8% 41%	31 14% 15%df	50 8% 24%	140 10% 67%	118 11% 57%l	89 7% 43%	107 11% 51%l	168 10% 81%l	40 6% 19%
Several times a week	(150) 380 16%	63 16% 17%	317 16% 83%	200 19% 53%f	172 17% 45%	33 15% 9%	84 13% 22%	265 18% 70%f	226 20% 69%l	146 12% 38%	203 21% 54%l	305 18% 80%l	75 11% 20%
At least once a month	(15) 218 9%	31 8% 14%	188 9% 86%	96 9% 44%	101 10% 46%	26 12% 12%	48 8% 22%	139 10% 64%	126 11% 57%l	87 7% 40%	113 12% 52%l	180 11% 82%l	39 6% 18%
Several times a year	(6) 100 4%	21 5% 21%	79 4% 79%	42 4% 42%	50 5% 50%	13 6% 13%	32 5% 32%	54 4% 54%	44 4% 44%	51 4% 51%	42 4% 42%	76 4% 76%	24 4% 24%
Less often	(1) 222 9%	35 9% 16%	187 9% 84%	100 9% 45%	97 9% 44%	23 11% 11%	55 9% 25%	139 9% 62%	117 10% 53%	100 8% 45%	103 11% 46%	172 10% 77%	50 7% 23%
Never	(0) 523 22%	99 25% 19%	424 21% 81%	242 23% 46%	220 21% 42%	43 19% 8%	148 24% 28%	312 21% 60%	214 19% 41%	294 25% 56%hj	181 19% 35%	336 20% 64%	187 27% 36%k
Don't know	34 1%	3 1% 10%	31 2% 90%	15 1% 45%	15 1% 43%	2 1% 7%	11 2% 33%	19 1% 55%	12 1% 35%	21 2% 61%	11 1% 33%	21 1% 63%	13 2% 37%
Net: Ever listen	1128 47%	182 46% 16%	947 48% 84%	539 51% 48%f	506 49% 45%f	126 57% 11%df	268 43% 24%	737 51% 65%f	631 56% 56%l	473 40% 42%	568 58% 50%l	901 53% 80%l	228 33% 20%
Mean	82.91	78.15	83.89	88.23	81.04	98.99	76.23	89.05	93.63l	73.08	95.46l	89.19l	64.19
SD	122.90	120.33	123.43	123.97	120.28	138.53	121.19	124.85	125.91	120.09	126.63	125.36	113.33
SE	3.02	6.86	3.36	4.34	4.46	10.50	6.07	3.80	4.29	4.36	4.57	3.52	5.73

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 114

**QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations****IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.****SINGLE CODE****Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

		Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)					
		Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base		2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base		2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base		2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Every day	(365)	208 9%	133 10% 64%	107 11% 51%	79 11% 38%	71 13% 34%	49 10% 24%	34 12% 16%	35 12% 17%	14 7% 7%	168 10% 81%	48 11% 23%	49 10% 24%	31 15% 15%	74 10% 36%	133 8% 64%
Several times a week	(150)	380 16%	254 19% 67%	203 21% 54%	154 21% 41%	126 22% 33%u	119 23% 31%u	68 24% 18%u	66 20% 17%	38 22% 10%	305 18% 80%	70 16% 18%	100 20% 26%z	32 16% 8%	129 17% 34%	251 15% 66%
At least once a month	(15)	218 9%	142 11% 65%	113 12% 52%	95 13% 43%	79 14% 36%mu	69 13% 32%	31 11% 14%	45 15% 21%mu	24 13% 11%	180 11% 82%	49 11% 22%z	70 14% 32%z	29 15% 13%z	91 12% 42%z	127 8% 58%
Several times a year	(6)	100 4%	57 4% 57%	42 4% 42%	32 4% 32%	23 4% 23%	28 5% 28%	12 4% 12%	13 4% 13%	16 8% 16%mnopu	76 4% 76%	21 5% 21%	28 5% 28%	7 4% 7%	37 5% 37%	63 4% 63%
Less often	(1)	222 9%	136 10% 61%	103 11% 46%	68 9% 31%	65 12% 29%	50 10% 22%	22 8% 10%	24 8% 11%	33 17% 15%mnopqrsu	172 10% 77%	42 9% 19%	51 10% 23%	23 12% 10%	73 10% 33%	149 9% 67%
Never	(0)	523 22%	274 20% 52%opqst	181 19% 35%qt	114 16% 22%	83 15% 16%	73 14% 14%	46 16% 9%	43 12% 8%	22 20% 4%	336 20% 64%opqst	96 21% 18%w	76 15% 15%	34 17% 7%	147 20% 28%	376 23% 72%w
Don't know		34 1%	14 1% 41%	11 1% 33%	10 1% 29%	6 1% 17%	4 1% 13%	5 2% 10%	4 1% 11%	5 3% 14%	21 1% 63%	6 1% 17%	4 1% 13%	4 2% 12%	7 1% 21%	27 2% 79%
Net: Ever listen		1128 47%	723 54% 64%	568 58% 50%mu	428 58% 38%u	364 65% 32%mnou	315 61% 28%mu	168 60% 15%u	182 61% 16%mu	124 65% 11%mu	901 53% 80%	230 52% 20%z	298 59% 26%vz	122 61% 11%vz	406 54% 36%z	723 44% 64%
Mean		82.91	89.69	95.46	99.20	103.35t	95.49	108.31t	104.16t	76.40	89.19	88.52	91.48	105.33z	87.30	80.71
SD		122.90	124.74	126.63	127.03	130.08	121.32	129.22	128.68	112.22	125.36	128.82	123.33	140.57	125.17	121.74
SE		3.02	3.91	4.57	5.33	5.87	6.09	8.67	8.26	9.13	3.52	7.16	6.27	11.18	5.29	3.67

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 115

**QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base		2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base		2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Every day	(365)	213 9%	116 10%	97 8%	105 9%	108 9%	24 7%	44 11%	42 10%	35 10%	27 6%	27 13%	40 19%	59 28%	59 28%	55 26%	99 47%	114 53%	86 40%	127 60%	83 39%	130 61%	132 62%	80 38%
Several times a week	(150)	349 15%	197 17%	152 13%	168 14%	181 15%	55 16%	74 19%	72 18%	69 17%	43 12%	35 7%	80 15%	117 16%	79 16%	73 12%	197 16%	152 14%	154 19%	195 12%	137 20%	212 13%	214 18%	135 11%
At least once a month	(15)	202 8%	133 11%	70 6%	94 8%	108 9%	42 12%	42 11%	34 8%	25 9%	24 5%	24 12%	48 9%	64 9%	42 8%	48 9%	112 9%	90 8%	81 10%	121 8%	69 10%	134 8%	103 9%	98 8%
Several times a year	(6)	96 4%	72 6%	24 2%	39 3%	56 5%	14 4%	22 6%	13 3%	14 3%	17 5%	16 3%	18 3%	32 4%	27 5%	19 3%	50 4%	46 4%	24 3%	72 5%	19 3%	76 5%	54 5%	42 4%
Less often	(1)	248 10%	163 14%	85 7%	121 10%	127 10%	28 8%	39 10%	44 11%	24 12%	64 7%	64 13%	73 14%	77 14%	45 9%	52 9%	151 72%	98 9%	81 10%	167 11%	67 10%	181 11%	138 12%	110 9%
Never	(0)	541 23%	224 19%	318 27%	292 25%	249 20%	56 16%	60 15%	89 22%	86 21%	168 24%	168 35%	153 29%	166 23%	101 20%	122 20%	318 25%	223 20%	140 17%	402 25%	120 17%	421 25%	240 20%	302 25%
Don't know		37 2%	17 1%	20 2%	16 1%	21 2%	6 2%	6 1%	2 1%	5 1%	9 2%	9 2%	5 1%	8 1%	7 1%	16 3%	13 1%	23 2%	10 1%	27 2%	9 1%	28 2%	19 2%	17 1%
Net: Ever listen		1108 46%	681 57%	427 36%	527 45%	581 47%	162 46%	222 57%	206 51%	209 51%	143 42%	166 34%	259 49%	349 48%	252 50%	247 40%	608 48%	499 45%	427 53%	681 43%	375 54%	732 43%	640 54%	466 39%
Mean		81.15	82.22	79.85	79.57	82.71	80.26h	99.30h	91.31h	89.03h	86.66h	46.80	66.85	78.26	96.50i	86.44i	73.20	91.36m	98.77p	71.94	105.17r	70.83	93.33t	66.93
SD		124.09	123.40	125.00	123.96	124.28	116.86	130.19	127.91	127.50	131.46	104.69	113.83	119.56	133.76	130.06	117.13	131.88	129.02	120.48	132.63	118.82	129.33	116.02
SE		3.05	3.94	4.81	4.42	4.21	8.05	7.79	7.08	7.36	8.71	5.92	5.37	5.28	7.48	6.72	3.78	5.00	5.32	3.69	5.80	3.53	4.07	4.56

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 115

Absolutes/col percents/row percents 19 Apr 2018

**QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Every day	(365) 213 9%	202 10%	10 4%	180 11%	32 5%	190 10%	23 5%	165 8%	28 13%	13 9%	6 12%	7 7%	25 9%	25 13%	11 7%	23 11%	17 8%	15 7%	32 10%	11 3%
		95%b		85% <b>d</b>		89% <b>f</b>		77% <b>g</b>	13% <b>g</b>			3%	12% <b>s</b>	12% <b>s</b>		11% <b>s</b>		7%	15% <b>s</b>	5%
Several times a week	(150) 349 15%	324 15%	22 6%	274 17%	75 21%	305 16%	44 13%	286 15%	35 16%	20 14%	7 13%	13 13%	52 20%	31 16%	24 14%	16 8%	29 14%	22 11%	57 18%	42 14%
		93% <b>b</b>		79% <b>d</b>		87% <b>f</b>		82% <b>g</b>	10% <b>g</b>	6% <b>g</b>	2%	4%	15% <b>oq</b>	9% <b>c</b>		5%	8%	6%	15% <b>o</b>	12% <b>o</b>
At least once a month	(15) 202 8%	190 9%	13 5%	155 10%	47 6%	179 9%	23 5%	170 9%	19 9%	10 7%	3 6%	8 8%	20 7%	10 5%	13 8%	17 8%	11 5%	21 11%	24 12%	46 23% <b>lmnopr</b>
		94% <b>b</b>		77% <b>d</b>		88% <b>f</b>		84% <b>g</b>	10% <b>g</b>	5% <b>g</b>	2%	4%	10% <b>g</b>	5% <b>g</b>	6% <b>g</b>	9% <b>g</b>	5% <b>g</b>	11% <b>g</b>	12% <b>g</b>	
Several times a year	(6) 96 4%	85 4%	9 4%	70 4%	26 3%	87 5%	8 2%	84 4%	5 2%	6 4%	1 2%	1 1%	9 3%	16 8%	10 6%	5 3%	13 6%	6 3%	7 2%	16 5%
		89% <b>b</b>		73% <b>d</b>		91% <b>f</b>		87% <b>g</b>	5% <b>g</b>	6% <b>g</b>	1%	1%	9% <b>g</b>	17% <b>kloqr</b>	10% <b>g</b>	6% <b>g</b>	14% <b>g</b>	7% <b>g</b>	7% <b>g</b>	16% <b>g</b>
Less often	(1) 248 10%	232 11%	14 6%	193 12%	55 7%	231 12%	18 4%	211 11%	21 10%	11 8%	5 9%	13 13%	25 9%	12 6%	17 10%	28 14%	22 10%	23 12%	22 7%	48 16%
		94% <b>b</b>		78% <b>d</b>		93% <b>f</b>		85% <b>g</b>	8% <b>g</b>	4% <b>g</b>	2%	5%	10% <b>g</b>	5% <b>g</b>	7% <b>g</b>	11% <b>mr</b>	9% <b>g</b>	9% <b>g</b>	9% <b>g</b>	20% <b>lmr</b>
Never	(0) 541 23%	474 22%	67 12%	343 21%	199 26%	410 21%	132 28%	461 23%	38 17%	36 25%	7 13%	22 22%	76 29%	56 28%	39 23%	32 15%	57 26%	54 27%	73 23%	53 18%
		88% <b>b</b>		63% <b>d</b>	37% <b>c</b>	76% <b>e</b>	24% <b>ae</b>	85% <b>j</b>	7% <b>h</b>		1%	4%	14% <b>os</b>	10% <b>os</b>	7% <b>g</b>	6% <b>g</b>	11% <b>os</b>	10% <b>os</b>	13% <b>g</b>	10% <b>g</b>
Don't know	37 2%	33 2%	4 11%	21 1%	16 2%	30 2%	7 1%	31 2%	2 1%	3 2%	1 1%	- -	1 *	6 3%	3 2%	2 1%	4 11%	6 17%	2 7%	6 16%
		89% <b>b</b>		57% <b>d</b>	43% <b>d</b>	82% <b>f</b>	18% <b>f</b>	85% <b>g</b>	4% <b>g</b>	8% <b>g</b>	2%	-	3% <b>g</b>	16% <b>l</b>	9% <b>g</b>	7% <b>g</b>	11% <b>g</b>	17% <b>g</b>	7% <b>g</b>	
Net: Ever listen	1108 46%	1034 49%	69 28%	872 54%	236 30%	992 52%	116 25%	916 46%	109 50%	60 43%	23 42%	42 43%	130 50%	94 48%	75 44%	90 43%	92 43%	87 44%	142 44%	163 54%
		93% <b>b</b>		79% <b>d</b>		90% <b>f</b>		83% <b>g</b>	10% <b>g</b>	5% <b>g</b>	2%	4%	12% <b>g</b>	9% <b>g</b>	7% <b>g</b>	8% <b>g</b>	8% <b>g</b>	8% <b>g</b>	13% <b>g</b>	15% <b>opqr</b>
Mean	81.15	83.62 <b>b</b>	54.32	90.42 <b>d</b>	55.23	84.49 <b>f</b>	62.27	77.24	108.95 <b>g</b>	83.81	116.20 <b>g</b>	71.24	83.68 <b>s</b>	93.05 <b>s</b>	70.22	90.77 <b>s</b>	72.73	63.78	96.04 <b>qs</b>	51.13
SD	124.09	125.57	104.89	129.29	104.10	125.80	112.32	121.24	139.75	127.16	145.01	117.42	121.79	134.95	115.24	140.68	119.98	115.78	129.04	91.67
SE	3.05	3.20	9.74	3.67	5.09	3.33	7.42	3.50	10.88	9.67	13.13	15.83	9.03	11.41	11.64	13.23	12.31	10.75	9.57	6.24

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 115

**QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Every day	(365) 213 9%	29 7%	184 9%	109 10%	88 9%	27 12%	44 7%	155 11%	120 11%	92 8%	108 11%	175 10%	38 6%
		13%	87%	51% <b>f</b>	41%	12% <b>f</b>	21%	73% <b>f</b>	56% <b>i</b>	43%	51% <b>i</b>	82% <b>i</b>	18%
Several times a week	(150) 349 15%	54 14%	295 15%	178 17%	152 15%	37 17%	72 12%	241 17%	215 19%	128 11%	191 20%	286 17%	63 9%
		15%	85%	51% <b>f</b>	43%	11%	21%	69% <b>f</b>	62% <b>i</b>	37%	55% <b>i</b>	82% <b>i</b>	18%
At least once a month	(15) 202 8%	36 9%	166 8%	100 9%	88 9%	20 9%	42 7%	132 9%	117 10%	76 6%	103 11%	158 9%	44 7%
		18%	82%	49%	43%	10%	21%	65%	58% <b>i</b>	38%	51% <b>i</b>	78%	22%
Several times a year	(6) 96 4%	17 4%	78 4%	44 4%	47 5%	7 3%	28 4%	52 4%	44 4%	49 4%	42 4%	71 4%	25 4%
		18%	82%	46%	49%	7%	29%	54%	46%	51%	44%	74%	26%
Less often	(1) 248 10%	36 9%	212 11%	113 11%	106 11%	31 14%	58 9%	164 11%	128 10%	114 10%	116 12%	199 12%	50 7%
		15%	85%	46%	43%	13%	23%	66%	52%	46%	47%	80% <b>i</b>	20%
Never	(0) 541 23%	109 27%	433 22%	234 22%	245 24%	47 21%	170 21%	301 21%	214 19%	311 26%	186 19%	346 20%	195 29%
		20% <b>b</b>	80%	43%	45%	9%	31% <b>cg</b>	56%	40%	57% <b>hj</b>	34%	64%	36% <b>k</b>
Don't know	37 2%	4 1%	33 2%	18 2%	15 1%	3 1%	12 2%	22 2%	18 2%	18 1%	14 1%	24 1%	12 2%
		10%	90%	48%	42%	7%	33%	60%	48%	49%	40%	66%	34%
Net: Ever listen	1108 46%	172 43%	936 47%	545 51%	480 47%	122 55%	245 39%	745 51%	624 56%	460 39%	560 58%	888 52%	220 32%
		16%	84%	49% <b>df</b>	43% <b>f</b>	11% <b>df</b>	22%	67% <b>df</b>	56% <b>i</b>	42%	51% <b>i</b>	80% <b>i</b>	20%
Mean	81.15	68.60	83.73	87.72 <b>f</b>	77.92	92.60 <b>f</b>	67.11	91.00 <b>df</b>	93.25 <b>i</b>	70.75	93.63 <b>i</b>	88.92 <b>i</b>	58.08
SD	124.09	115.43	125.68	126.92	121.72	132.18	116.94	129.17	127.21	121.51	127.53	127.43	110.58
SE	3.05	6.58	3.42	4.45	4.52	10.05	5.88	3.94	4.35	4.40	4.60	3.58	5.59

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 115

**QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Every day	(365) 213 9%	148 11% 70%	108 11% 51%	79 11% 37%	75 13% 35%	51 10% 24%	29 10% 14%	32 11% 15%	20 10% 9%	175 10% 82%	32 7% 15%	46 9% 21%	26 13% 12% <b>v</b>	70 9% 33%	143 9% 67%
Several times a week	(150) 349 15%	232 17% 67%	191 20% 55%	162 22% 46% <b>mu</b>	118 21% 34% <b>u</b>	107 21% 31%	65 23% 19% <b>mu</b>	67 23% 19% <b>mu</b>	36 19% 10%	286 17% 82%	71 16% 20%	90 18% 26% <b>x</b>	38 19% 11% <b>x</b>	125 17% 36%	224 14% 64%
At least once a month	(15) 202 8%	127 9% 63%	103 11% 51%	82 11% 40%	62 11% 31%	63 12% 31%	30 11% 15%	43 15% 21% <b>mu</b>	27 14% 13% <b>mu</b>	158 9% 78%	37 8% 18%	67 13% 33% <b>vz</b>	24 12% 12% <b>xz</b>	82 11% 40% <b>z</b>	121 7% 60%
Several times a year	(6) 96 4%	54 4% 57%	42 4% 44%	32 4% 33%	24 4% 26%	24 5% 25% <b>r</b>	5 2% 5%	9 3% 10%	12 6% 13% <b>r</b>	71 4% 74%	19 4% 20%	21 4% 22%	10 5% 11%	28 4% 29%	68 4% 71%
Less often	(1) 248 10%	161 12% 65%	116 12% 47%	67 9% 27%	72 13% 29% <b>o</b>	63 12% 25%	32 12% 13%	33 11% 13%	30 16% 12% <b>o</b>	199 12% 80%	55 12% 22%	69 14% 28% <b>x</b>	22 11% 9%	94 12% 38% <b>xz</b>	155 9% 62%
Never	(0) 541 23%	271 20% 50% <b>oqst</b>	186 19% 34% <b>st</b>	120 16% 22%	95 17% 18%	79 15% 15%	53 19% 10%	41 14% 8%	23 12% 4%	346 20% 64% <b>oqst</b>	113 25% 21% <b>w</b>	81 16% 15%	36 18% 7%	155 21% 29%	387 24% 71% <b>w</b>
Don't know	37 2%	17 1% 45%	14 1% 40%	11 1% 30%	6 1% 16%	6 1% 16%	5 2% 13%	3 1% 9%	4 2% 10%	24 1% 66%	5 1% 14%	4 1% 12%	4 2% 12%	7 1% 20%	29 2% 80%
Net: Ever listen	1108 46%	723 54% 65%	560 58% 51% <b>u</b>	421 57% 38% <b>u</b>	352 63% 32% <b>mu</b>	307 60% 28% <b>mu</b>	161 58% 15%	185 62% 17% <b>mu</b>	124 66% 11% <b>mnou</b>	888 52% 80%	213 48% 19%	293 58% 26% <b>vz</b>	120 61% 11% <b>vz</b>	398 53% 36% <b>z</b>	710 43% 64%
Mean	81.15	91.79	93.63	100.85	103.74 <u></u>	92.24	97.09	99.09	88.86	88.92	70.19	84.08	99.84 <u>v</u>	82.81	80.32
SD	124.09	129.28	127.53	126.75	133.06	123.56	124.27	125.08	124.52	127.43	113.73	121.38	132.74	123.18	124.60
SE	3.05	4.06	4.60	5.32	6.00	6.22	8.34	8.04	10.10	3.58	6.30	6.16	10.56	5.21	3.76

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Absolutes/col percents/row percents 19 Apr 2018

Table 116

**QG1: (SHOW SCREEN) How often, if at all do you listen to the following types of radio?**  
**IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.**  
**SINGLE CODE**

**Base: All respondents**

		Any radio station in general	BBC national radio stations	BBC local radio stations for your local area	National commercial radio stations	Local commercial radio stations
Unweighted base		2386	2386	2386	2386	2386
Weighted base		2386	2386	2386	2386	2386
Effective base		2007	2007	2007	2007	2007
Every day	(365)	784 33%	441 18%	147 6%	208 9%	213 9%
Several times a week	(150)	496 21%	417 17%	268 11%	380 16%	349 15%
At least once a month	(15)	149 6%	213 9%	213 9%	218 9%	202 8%
Several times a year	(6)	77 3%	87 4%	94 4%	100 4%	96 4%
Less often	(1)	180 8%	212 9%	297 12%	222 9%	248 10%
Never	(0)	640 27%	295 12%	639 27%	523 22%	541 23%
Don't know		60 3%	21 1%	28 1%	34 1%	37 2%
Net: Ever listen		1686 71%	1370 57%	1019 43%	1128 47%	1108 46%
Mean		156.31	136.61	59.01	82.91	81.15
SD		159.10	149.34	109.49	122.90	124.09
SE		3.30	3.65	2.68	3.02	3.05

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 117

## **QG1: SUMMARY OF RADIO LISTENING**

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
TOTAL																							
ANY RADIO STATION (any of codes 1-5 at row A)	1686 71%	921 77% 55%	764 64% 45%	835 72% 50%	851 69% 50%	224 64% 13%	288 74% 17% <b>c</b>	297 73% 18% <b>c</b>	299 73% 18% <b>c</b>	236 69% 14%	343 70% 20%	417 79% 25% <b>kl</b>	523 71% 31% <b>l</b>	361 71% 21% <b>l</b>	385 63% 23%	940 74% 56% <b>n</b>	746 67% 44%	576 71% 34%	1110 70% 66%	504 72% 30%	1182 70% 70%	899 76% 53% <b>t</b>	785 66% 47%
ANY NATIONAL RADIO STATIONS (any of codes 1-5 at rows B or D)	1454 61%	822 69% 57%	632 53% 43%	746 64% 51% <b>l</b>	708 58% 49%	189 54% 13%	242 62% 17% <b>c</b>	257 63% 18% <b>c</b>	248 61% 17%	198 58% 14%	320 66% 22% <b>cg</b>	382 72% 26% <b>kl</b>	472 64% 32% <b>kl</b>	293 58% 20% <b>l</b>	307 50% 21%	854 67% 59% <b>n</b>	600 54% 41%	488 60% 34%	966 61% 66%	423 61% 29%	1031 61% 71%	790 66% 54% <b>t</b>	662 56% 46%
ANY LOCAL RADIO STATIONS (any of codes 1-5 at rows C or E)	1308 55%	774 65% 59%	533 45% 41%	633 55% 48%	675 55% 52%	175 50% 13%	241 62% 18% <b>cgh</b>	231 57% 18%	234 57% 18%	176 51% 13%	251 51% 19%	304 57% 23% <b>l</b>	415 56% 32% <b>l</b>	291 57% 22% <b>l</b>	298 49% 23%	718 57% 55%	589 53% 45%	470 58% 36% <b>p</b>	837 53% 64%	414 59% 32% <b>r</b>	894 53% 68%	723 61% 55% <b>t</b>	583 49% 45%
NO NATIONAL NOR COMMERCIAL RADIO STATIONS (code 6 at row A)	640 27%	233 19% 36%	408 34% 64%	301 26% 47%	339 28% 53%	109 31% 17% <b>de</b>	92 24% 14%	97 24% 15%	99 24% 15%	102 30% 16%	142 29% 22%	109 21% 17%	184 25% 29%	132 26% 21%	215 35% 34% <b>ijk</b>	294 23% 46%	347 31% 54% <b>m</b>	209 26% 33%	431 27% 67%	176 25% 28%	464 27% 72%	257 22% 40%	383 32% 60% <b>s</b>
BBC RADIO																							
ANY BBC RADIO STATIONS (any of codes 1-5 at rows B OR C)	1454 61%	822 69% 57%	632 53% 43%	746 64% 51% <b>l</b>	708 58% 49%	189 54% 13%	242 62% 17% <b>c</b>	257 63% 18% <b>c</b>	248 61% 17%	198 58% 14%	320 66% 22% <b>cg</b>	382 72% 26% <b>kl</b>	472 64% 32% <b>kl</b>	293 58% 20% <b>l</b>	307 50% 21%	854 67% 59% <b>n</b>	600 54% 41%	488 60% 34%	966 61% 66%	423 61% 29%	1031 61% 71%	790 66% 54% <b>t</b>	662 56% 46%
ANY BBC NATIONAL RADIO STATIONS (any of codes 1-5 at row B)	1370 57%	793 67% 58%	577 48% 42%	704 61% 51% <b>l</b>	666 54% 49%	189 54% 14%	235 60% 17%	245 60% 18%	229 56% 17%	182 53% 13%	291 60% 21%	371 70% 27% <b>kl</b>	451 61% 33% <b>kl</b>	276 54% 20% <b>l</b>	273 45% 20%	822 65% 60% <b>n</b>	549 49% 40%	466 58% 34%	904 57% 66%	401 57% 29%	969 57% 71%	763 64% 56% <b>t</b>	606 51% 44%
ANY BBC LOCAL RADIO STATIONS (any of codes 1-5 at row C)	1019 43%	634 53% 62%	385 32% 38%	522 45% 51% <b>l</b>	497 41% 49%	123 35% 12%	176 45% 17% <b>c</b>	180 44% 18% <b>c</b>	181 44% 18% <b>c</b>	136 39% 13%	223 46% 22% <b>c</b>	245 46% 24% <b>l</b>	327 45% 32% <b>l</b>	215 43% 21%	231 38% 23%	572 45% 56% <b>n</b>	447 40% 44%	348 43% 34%	671 43% 66%	307 44% 30%	712 42% 70%	574 48% 56% <b>t</b>	443 37% 43%
NO BBC RADIO STATIONS (none of codes 1-5 at rows B AND C)	872 37%	332 28% 38%	540 45% 62%	391 34% 45%	481 39% 55% <b>a</b>	144 41% 17% <b>e</b>	138 35% 16%	136 33% 16%	151 37% 17%	139 40% 16%	165 34% 19%	144 27% 17%	235 32% 23% <b>ij</b>	200 48% 34% <b>ijk</b>	293 48% 34% <b>ijk</b>	380 30% 44%	492 44% 56% <b>m</b>	296 37% 34%	576 37% 66%	257 37% 29%	615 36% 71%	366 31% 42%	506 42% 58% <b>s</b>
COMMERCIAL RADIO																							
ANY COMMERCIAL RADIO STATIONS (any of codes 1-5 at rows D OR E)	1314 55%	786 66% 60%	528 44% 40%	622 54% 47%	691 56% 53%	191 55% 15% <b>h</b>	248 63% 19% <b>cgh</b>	247 61% 19% <b>gh</b>	247 60% 19% <b>gh</b>	170 49% 13%	211 43% 16%	312 59% 24% <b>l</b>	415 56% 32% <b>l</b>	290 57% 22% <b>l</b>	297 48% 23%	727 57% 55% <b>n</b>	587 52% 45%	490 61% 37% <b>p</b>	824 52% 63%	431 62% 33% <b>r</b>	883 52% 67%	746 63% 57% <b>t</b>	566 47% 43%
ANY NATIONAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row D)	1128 47%	716 60% 63%	412 35% 37%	548 47% 49%	581 47% 51%	170 48% 15% <b>gh</b>	212 54% 19% <b>gh</b>	218 54% 19% <b>gh</b>	206 51% 18% <b>gh</b>	137 40% 12%	185 38% 16%	276 52% 24% <b>l</b>	367 50% 33% <b>l</b>	243 48% 22% <b>l</b>	242 39% 21%	643 51% 57% <b>n</b>	486 43% 43%	419 52% 37% <b>p</b>	709 45% 63%	365 52% 32% <b>r</b>	763 45% 68%	659 55% 58% <b>t</b>	468 39% 41%
ANY LOCAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row E)	1108 46%	681 57% 61%	427 36% 39%	527 45% 48%	581 47% 52%	162 46% 16% <b>h</b>	222 57% 20% <b>cgh</b>	206 51% 19% <b>gh</b>	209 51% 19% <b>gh</b>	143 42% 13% <b>h</b>	166 34% 15%	259 49% 23% <b>l</b>	349 48% 32% <b>l</b>	252 50% 23% <b>l</b>	247 40% 22%	608 48% 55%	499 45% 45%	427 53% 39% <b>p</b>	681 43% 61%	375 54% 34% <b>r</b>	732 43% 66%	640 54% 58% <b>t</b>	466 39% 42%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 117

**QG1: SUMMARY OF RADIO LISTENING**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2386	1193	1193	1161	1225	351	391	406	408	344	487	530	736	506	614	1266	1120	809	1577	698	1688	1188	1192
NO COMMERCIAL RADIO STATIONS (none of codes 1-5 at rows D AND E)	42%	50%	50%	49%	51%	15%	16%	17%	17%	14%	20%	22%	31%	21%	26%	53%	47%	34%	66%	29%	71%	50%	50%
		368	644	514	498	141	132	146	152	168	274	214	293	202	304	507	506	294	718	249	763	410	602
		31%	54%	44%	41%	40%	34%	36%	37%	49%	56%	40%	40%	40%	49%	40%	45%	36%	46%	36%	45%	34%	51%
Don't know	60	36%	64%	51%	49%	14%	13%	14%	15%	17% <sup>cdef</sup>	27% <sup>cdef</sup>	21%	29%	20%	30% <sup>ijk</sup>	50%	50% <sup>m</sup>	29%	71% <sup>o</sup>	25%	75% <sup>q</sup>	40%	59% <sup>s</sup>
		39	21	24	36	18	12	12	10	6	2	4	28	14	14	32	28	25	35	18	42	33	24
		3%	2%	2%	3%	5%	3%	3%	2%	2%	*	1%	4%	3%	2%	3%	2%	3%	2%	3%	3%	3%	2%
		65%	35%	40%	60%	30% <sup>gh</sup>	19% <sup>h</sup>	21% <sup>h</sup>	16% <sup>h</sup>	10%	3%	7%	46% <sup>i</sup>	24% <sup>i</sup>	23%	53%	47%	41%	59%	30%	70%	54%	40%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 117

**QG1: SUMMARY OF RADIO LISTENING**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
TOTAL																				
ANY RADIO STATION (any of codes 1-5 at row A)	1686 71%	1541 72%	139 56%	1236 77%	450 58%	1432 75%	254 54%	1408 71%	148 68%	99 70%	31 56%	64 65%	207 79%	156 80%	117 69%	124 60%	154 71%	148 74%	217 67%	221 74%
		91%b	8%	73%d	27%	85%f	15%	84%j	9%j	6%j	2%	4%	12%knor	9%knor	7%	7%	9%o	9%o	13%	13%o
ANY NATIONAL RADIO STATIONS (any of codes 1-5 at rows B or D)	1454 61%	1332 63%	118 48%	1083 67%	371 48%	1246 65%	208 44%	1220 62%	122 56%	85 60%	27 49%	51 52%	187 71%	124 63%	101 59%	119 57%	129 60%	131 65%	190 59%	189 63%
		92%b	8%	74%d	26%	86%f	14%	84%j	8%	6%j	2%	3%	13%knopr	9%	7%	8%	9%	9%	13%	13%
ANY LOCAL RADIO STATIONS (any of codes 1-5 at rows C or E)	1308 55%	1209 57%	93 38%	993 62%	314 41%	1138 59%	170 36%	1088 55%	119 55%	73 52%	28 51%	48 49%	162 62%	112 57%	92 54%	97 47%	116 54%	113 56%	172 53%	176 59%
		92%b	7%	76%d	24%	87%f	13%	83%	9%	6%	2%	4%	12%o	9%o	7%	7%	9%	9%	13%	13%o
NO NATIONAL NOR COMMERCIAL RADIO STATIONS (code 6 at row A)	640 27%	534 25%	105 42%	353 22%	287 37%	449 23%	191 41%	511 26%	65 30%	40 28%	24 43%	33 34%	46 18%	38 19%	51 30%	77 37%	58 27%	49 24%	96 30%	63 21%
		83%	16%a	55%	45%e	70%	30%e	80%	10%	6%	4%ghi	5%lms	7%	6%	8%lms	12%lmqs	9%	8%	15%lms	10%
BBC RADIO																				
ANY BBC RADIO STATIONS (any of codes 1-5 at rows B OR C)	1454 61%	1332 63%	118 48%	1083 67%	371 48%	1246 65%	208 44%	1220 62%	122 56%	85 60%	27 49%	51 52%	187 71%	124 63%	101 59%	119 57%	129 60%	131 65%	190 59%	189 63%
		92%b	8%	74%d	26%	86%f	14%	84%j	8%	6%j	2%	3%	13%knopr	9%	7%	8%	9%	9%	13%	13%
ANY BBC NATIONAL RADIO STATIONS (any of codes 1-5 at row B)	1370 57%	1264 59%	103 42%	1042 65%	328 42%	1196 62%	175 37%	1157 59%	108 50%	82 58%	23 41%	48 50%	173 66%	115 59%	94 56%	113 54%	123 57%	122 61%	182 57%	187 62%
		92%b	8%	76%d	24%	87%f	13%	84%hi	8%	6%j	2%	4%	13%kor	8%	7%	8%	9%	9%	13%	14%k
ANY BBC LOCAL RADIO STATIONS (any of codes 1-5 at row C)	1019 43%	936 44%	80 32%	771 48%	248 32%	881 46%	138 29%	857 43%	86 40%	52 37%	24 44%	40 41%	134 51%	84 43%	74 44%	83 40%	86 40%	93 46%	112 35%	150 50%
		92%b	8%	76%d	24%	86%f	14%	84%	8%	5%	2%	4%	13%opr	8%	7%	8%	8%	9%r	11%	15%or
NO BBC RADIO STATIONS (none of codes 1-5 at rows B AND C)	872 37%	743 35%	126 51%	506 31%	366 47%	634 33%	238 50%	699 35%	91 42%	54 38%	28 51%	46 47%	67 25%	69 35%	68 40%	83 40%	82 38%	65 33%	123 38%	95 32%
		85%	14%a	58%	42%e	73%	27%e	80%	10%	6%	3%gi	5%lqs	8%	8%l	8%l	9%l	9%l	8%	14%l	11%
COMMERCIAL RADIO																				
ANY COMMERCIAL RADIO STATIONS (any of codes 1-5 at rows D OR E)	1314 55%	1223 57%	85 34%	1037 64%	276 36%	1174 61%	140 30%	1096 56%	122 56%	71 51%	25 45%	47 48%	159 61%	114 58%	84 50%	101 49%	117 54%	112 56%	169 52%	192 64%
		93%b	6%	79%d	21%	89%f	11%	83%j	9%	5%	2%	4%	12%no	9%	6%	8%	9%	9%	13%	15%knor
ANY NATIONAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row D)	1128 47%	1047 49%	77 31%	899 56%	229 30%	1019 53%	109 23%	953 48%	96 44%	60 43%	19 35%	42 42%	136 52%	97 50%	70 41%	91 44%	102 47%	100 50%	127 39%	188 63%
		93%b	7%	80%d	20%	90%f	10%	84%j	9%	5%	2%	4%	12%knr	9%r	6%	8%	9%	9%r	11%	17%klmnopqr
ANY LOCAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row E)	1108 46%	1034 49%	69 28%	872 54%	236 30%	992 52%	116 25%	916 46%	109 50%	60 43%	23 42%	42 43%	130 50%	94 48%	75 44%	90 43%	92 43%	87 44%	142 44%	163 54%
		93%b	6%	79%d	21%	90%f	10%	83%	10%	5%	2%	4%	12%	9%	7%	8%	8%	8%	13%	15%opqr

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 117  
**QG1: SUMMARY OF RADIO LISTENING**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%	
NO COMMERCIAL RADIO STATIONS (none of codes 1-5 at rows D AND E)	1012	852	159	551	461	706	306	823	92	67	30	50	94	79	84	100	94	84	145	93	
	42%	40% 84%	64% 16%a	34% 54%	59% 46%c	37% 70%	65% 30%e	42% 81%	42% 9%	48% 7%	54% 3%gh	51% 5%ls	36% 9%	40% 8% <b>s</b>	50% 8%ls	48% 10%ls	44% 9% <b>s</b>	42% 8% <b>s</b>	45% 14% <b>s</b>	31% 9%	
Don't know	60	53	3	22	38	34	26	54	4	2	*	1	9	2	1	6	6	4	9	16	
	3%	2% 88%	1% 6%	1% 36%	5% 64% <b>c</b>	2% 56%	6% 44% <b>e</b>	3% 90%	2% 6%	2% 4%	1% 1%	1% 2%	3% 15%	1% 4%	* 1%	3% 10%	3% 9%	2% 7%	3% 15%	5% 27% <b>mn</b>	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 117

**QG1: SUMMARY OF RADIO LISTENING****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
TOTAL													
ANY RADIO STATION (any of codes 1-5 at row A)	1686 71%	285 71% 17%	1401 70% 83%	796 75% 47%f	741 72% 44%	171 77% 10%f	427 68% 25%	1068 73% 63%f	856 77% 51%l	789 66% 47%	760 78% 45%l	1258 74% 75%l	428 63% 25%
ANY NATIONAL RADIO STATIONS (any of codes 1-5 at rows B or D)	1454 61%	244 61% 17%	1210 61% 83%	685 65% 47%	658 64% 45%	153 69% 11%f	375 60% 26%	909 62% 63%	741 66% 51%l	677 57% 47%	663 68% 46%l	1082 63% 74%l	372 55% 26%
ANY LOCAL RADIO STATIONS (any of codes 1-5 at rows C or E)	1308 55%	204 51% 16%	1104 56% 84%	624 59% 48%f	578 56% 44%f	143 64% 11%df	314 50% 24%	853 58% 65%f	700 62% 53%l	577 49% 44%	628 65% 48%l	1007 59% 77%l	301 44% 23%
NO NATIONAL NOR COMMERCIAL RADIO STATIONS (code 6 at row A)	640 27%	106 27% 17%	534 27% 83%	232 22% 36%	277 27% 43%c	49 22% 8%	194 31% 30%ceg	358 25% 56%	243 22% 38%	370 31% 58%hj	196 20% 31%	403 24% 63%	237 35% 37%k
BBC RADIO													
ANY BBC RADIO STATIONS (any of codes 1-5 at rows B OR C)	1454 61%	244 61% 17%	1210 61% 83%	685 65% 47%	658 64% 45%	153 69% 11%f	375 60% 26%	909 62% 63%	741 66% 51%l	677 57% 47%	663 68% 46%l	1082 63% 74%l	372 55% 26%
ANY BBC NATIONAL RADIO STATIONS (any of codes 1-5 at row B)	1370 57%	231 58% 17%	1140 57% 83%	641 61% 47%	618 60% 45%	149 67% 11%fg	348 55% 25%	858 59% 63%	715 64% 52%l	621 52% 45%	638 66% 47%l	1031 60% 75%l	339 50% 25%
ANY BBC LOCAL RADIO STATIONS (any of codes 1-5 at row C)	1019 43%	158 40% 16%	860 43% 84%	481 45% 47%	468 45% 46%	119 54% 12%cdfg	258 41% 25%	647 44% 63%	540 48% 53%l	452 38% 44%	492 51% 48%l	775 45% 76%l	243 36% 24%
NO BBC RADIO STATIONS (none of codes 1-5 at rows B AND C)	872 37%	147 37% 17%	725 36% 83%	344 32% 39%	360 35% 41%	67 30% 8%	246 39% 28%ce	517 35% 59%	359 32% 41%	481 41% 55%hj	294 30% 34%	580 34% 66%	292 43% 34%k
COMMERCIAL RADIO													
ANY COMMERCIAL RADIO STATIONS (any of codes 1-5 at rows D OR E)	1314 55%	211 53% 16%	1103 55% 84%	636 60% 48%f	578 56% 44%f	142 64% 11%df	304 48% 23%	873 60% 66%f	722 65% 55%l	567 48% 43%	644 66% 49%l	1043 61% 79%l	271 40% 21%
ANY NATIONAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row D)	1128 47%	182 46% 16%	947 48% 84%	539 51% 48%f	506 49% 45%f	126 57% 11%df	268 43% 24%	737 51% 65%f	631 56% 56%l	473 40% 42%	568 58% 50%l	901 53% 80%l	228 33% 20%
ANY LOCAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row E)	1108 46%	172 43% 16%	936 47% 84%	545 51% 49%df	480 47% 43%f	122 55% 11%df	245 39% 22%	745 51% 67%df	624 56% 56%l	460 39% 42%	560 58% 51%l	888 52% 80%l	220 32% 20%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 117

**QG1: SUMMARY OF RADIO LISTENING**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
NO COMMERCIAL RADIO STATIONS (none of codes 1-5 at rows D AND E)	1012 42%	179 45%	833 42%	392 37%	440 43%	79 36%	317 51%	554 38%	378 34%	592 50%	313 32%	618 36%	394 58%
		18%	82%	39%	43%cg	8%	31%cddeg	55%	37%	58%hj	31%	61%	39%k
Don't know	60 3%	8 2%	52 3%	30 3%	14 1%	1 *	7 1%	33 2%	20 2%	30 2%	16 2%	43 3%	17 2%
		13%	87%	49%df	24%	2%	12%	55%	33%	50%	27%	72%	28%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 117

## **QG1: SUMMARY OF RADIO LISTENING**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
TOTAL															
ANY RADIO STATION (any of codes 1-5 at row A)	1686 71%	1010 75% 60%	760 78% 45%u	552 75% 33%	453 80% 27%kmou	392 76% 23%	218 78% 13%	229 77% 14%	151 80% 9%	1258 74% 75%	331 74% 20%z	378 75% 22%z	160 81% 10%z	560 74% 33%z	1126 69% 67%
ANY NATIONAL RADIO STATIONS (any of codes 1-5 at rows B or D)	1454 61%	866 65% 60%	663 68% 46%u	479 65% 33%	393 70% 27%mu	356 69% 24%u	195 70% 13%	200 67% 14%	134 71% 9%	1082 63% 74%	297 67% 20%z	350 69% 24%z	149 75% 10%z	507 67% 35%z	947 58% 65%
ANY LOCAL RADIO STATIONS (any of codes 1-5 at rows C or E)	1308 55%	813 61% 62%	628 65% 48%u	460 63% 35%	384 68% 29%mu	330 64% 25%	178 64% 14%	200 67% 15%mu	130 69% 10%mu	1007 59% 77%	267 60% 20%z	332 66% 25%z	137 69% 11%vz	467 62% 36%z	841 51% 64%
NO NATIONAL NOR COMMERCIAL RADIO STATIONS (code 6 at row A)	640 27%	297 22% 46%p	196 20% 31%	160 22% 25%	101 18% 16%	107 21% 17%	50 18% 8%	59 20% 9%	33 18% 5%	403 24% 63%pr	111 25% 17%	121 24% 19%	39 19% 6%	183 24% 29%	457 28% 71%x
BBC RADIO															
ANY BBC RADIO STATIONS (any of codes 1-5 at rows B OR C)	1454 61%	866 65% 60%	663 68% 46%u	479 65% 33%	393 70% 27%mu	356 69% 24%u	195 70% 13%	200 67% 14%	134 71% 9%	1082 63% 74%	297 67% 20%z	350 69% 24%z	149 75% 10%z	507 67% 35%z	947 58% 65%
ANY BBC NATIONAL RADIO STATIONS (any of codes 1-5 at row B)	1370 57%	828 62% 60%	638 66% 47%u	459 63% 33%	381 68% 28%mu	341 66% 25%u	191 68% 14%u	197 66% 14%	129 68% 9%u	1031 60% 75%	281 63% 21%z	334 66% 24%z	140 70% 10%z	479 64% 35%z	891 55% 65%
ANY BBC LOCAL RADIO STATIONS (any of codes 1-5 at row C)	1019 43%	626 47% 61%	492 51% 48%u	359 49% 35%	306 54% 30%mu	269 52% 26%mu	145 52% 14%	163 54% 16%mu	111 59% 11%mu	775 45% 76%	224 50% 22%z	284 56% 28%z	122 61% 12%vyz	392 52% 38%z	627 38% 62%
NO BBC RADIO STATIONS (none of codes 1-5 at rows B AND C)	872 37%	442 33% 51%r	294 30% 34%	232 32% 27%	161 29% 18%	144 28% 17%	74 26% 8%	88 29% 10%	50 26% 6%	580 34% 66%pqpr	145 33% 17%	149 30% 17%	50 25% 6%	236 31% 27%	636 39% 73%vwxy
COMMERCIAL RADIO															
ANY COMMERCIAL RADIO STATIONS (any of codes 1-5 at rows D OR E)	1314 55%	842 63% 64%	644 66% 49%u	482 66% 37%u	404 72% 31%kmnou	347 68% 26%u	191 68% 15%u	207 69% 16%mu	134 71% 10%mu	1043 61% 79%	251 56% 19%	324 64% 25%vz	134 67% 10%vz	451 60% 34%z	863 53% 66%
ANY NATIONAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row D)	1128 47%	723 54% 64%	568 58% 50%mu	428 58% 38%u	364 65% 32%kmnou	315 61% 28%mu	168 60% 15%u	182 61% 16%mu	124 65% 11%mu	901 53% 80%	230 52% 20%z	298 59% 26%vz	122 61% 11%vz	406 54% 36%z	723 44% 64%
ANY LOCAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row E)	1108 46%	723 54% 65%	560 58% 51%u	421 57% 38%u	352 63% 32%mu	307 60% 28%mu	161 58% 15%	185 62% 17%mu	124 66% 11%mnou	888 52% 80%	213 48% 19%	293 58% 26%vz	120 61% 11%vz	398 53% 36%z	710 43% 64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 117

**QG1: SUMMARY OF RADIO LISTENING**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
NO COMMERCIAL RADIO STATIONS (none of codes 1-5 at rows D AND E)	1012	465	313	229	149	152	77	81	50	618	191	176	65	292	720
	42%	35%	32%	31%	27%	30%	28%	27%	26%	36%	43%	35%	33%	39%	44%
		46%prst	31%p	23%	15%	15%	8%	8%	5%	61%nopqrst	19%wx	17%	6%	29%	71%wxy
Don't know	60	34	16	22	9	15	11	11	5	43	3	5	-	8	52
	3%	3%	2%	3%	2%	3%	4%	3%	3%	1%	1%	-	1%	3%	
		56%	27%	36%	16%	24%	19%np	18%	9%	72%	6%	8%	-	14%	86%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 118

**QG4: (SHOW SCREEN) 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: All who ever listen to commercial radio**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1337	851 64%	486 36%	609 46%	728 54%	184 14%	245 18%	273 20%	252 19%	173 13%	210 16%	349 26%	417 31%	269 20%	302 23%	766 57%	571 43%	507 38%	830 62%	453 34%	884 66%	851 64%	484 36%
Weighted base	1314	786 60%	528 40%	622 47%	691 53%	191 15%	248 19%	247 19%	247 19%	170 13%	211 16%	312 24%	415 32%	290 22%	297 23%	727 55%	587 45%	490 37%	824 63%	431 33%	883 67%	746 57%	566 43%
Effective base	1148	739	418	517	634	160	216	245	218	148	167	303	360	228	263	661	490	445	704	397	753	754	420
It could go up quite a bit before it bothered me	49 4%	40 5%	9 2%	23 4%	26 4%	10 5%	18 7%	9 4%	5 2%	4 2%	3 1%	19 6%	12 3%	11 4%	7 2%	31 4%	18 3%	30 6%	19 2%	27 6%	22 3%	37 5%	12 2%
A little more would not bother me	144 11%	109 14%	35 7%	74 12%	70 10%	21 11%	36 14%	29 12%	25 10%	11 6%	23 11%	33 23%	49 34%	35 24%	28 19%	82 57%	62 43%	63 43%	81 57%	58 40%	86 60%	95 66%	49 34%
The present levels don't bother me, but I would not want any more	708 54%	374 48%	334 63%	349 56%	358 52%	88 46%	111 45%	132 53%	140 57%	98 58%	138 66%	168 54%	210 51%	160 55%	171 58%	378 52%	330 56%	250 51%	458 56%	213 49%	495 56%	366 49%	341 60%
There is already more than I am really happy with	357 27%	225 29%	133 25%	153 25%	204 30%	65 34%	72 29%	66 27%	70 28%	46 27%	38 18%	80 25%	127 31%	70 24%	81 27%	207 28%	151 26%	125 25%	233 28%	111 26%	246 28%	218 29%	139 24%
		63%	37%	43%	57%	18%h	20%h	19%h	20%h	13%	11%	22%	36%	19%	23%	58%	42%	35%	65%	31%	69%	61%	39%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 118

Absolutes/col percents/row percents 19 Apr 2018

**QG4: (SHOW SCREEN) 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: All who ever listen to commercial radio**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1337	1259 94%	74 6%	1062 79%	275 21%	1207 90%	130 10%	968 72%	140 10%	131 10%	98 7%	41 3%	143 11%	108 8%	75 6%	95 7%	75 6%	92 7%	148 11%	191 14%
Weighted base	1314	1223 93%	85* 6%*	1037 79%	276 21%	1174 89%	140 11%	1096 83%	122 9%	71 5%	25* 2%*	47* 4%*	159 12%	114 9%	84* 6%*	101* 8%*	117* 9%*	112* 9%*	169 13%	192 15%
Effective base	1148	1083	64	917	231	1040	109	900	129	121	55	39	135	102	71	92	70	86	139	182
It could go up quite a bit before it bothered me	49 4%	48 4%	1 1%	40 4%	9 3%	44 4%	5 3%	44 4%	2 2%	2 3%	* 2%	2 5%	8 5%	4 3%	3 3%	6 6%	6 5%	5 4%	5 3%	6 3%
A little more would not bother me	144 11%	134 11%	9 10%	125 12%	19 7%	135 11%	9 7%	126 12%	11 9%	4 5%	4 14%	6 12%	19 12%	17 15%	8 9%	9 9%	10 8%	4 4%	14 9%	39 20%
The present levels don't bother me, but I would not want any more	708 54%	657	49	535	173	622	86	585	69	42	11	20	92	54	40	48	65	65	100	102
		54% 93%	58% 7%	52% 76%	63% 24% <b>c</b>	53% 88%	61% 12%	53% 83%	57% 10%	60% 6%	45% 2%	41% 3%	58% 13%	47% 8%	47% 6%	47% 7%	56% 9%	58% 9%	59% 14%	53% 14%
There is already more than I am really happy with	357 27%	333 27%	21 24%	296 29%	62 22%	325 28%	32 23%	297 27%	34 28%	21 29%	6 25%	16 34%	33 21%	32 28%	31 37%	29 29%	33 29%	35 31%	48 29%	39 20%
		93%	6%	83%	17%	91%	9%	83%	10%	6%	2%	5%	9%	9%	<b>9%<b>is</b></b>	8%	9%	10%	13%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 118

**QG4: (SHOW SCREEN) 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: All who ever listen to commercial radio**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1337	237 18%	1100 82%	678 51%	580 43%	151 11%	289 22%	909 68%	744 56%	568 42%	667 50%	1078 81%	259 19%
Weighted base	1314	211 16%	1103 84%	636 48%	578 44%	142 11%	304 23%	873 66%	722 55%	567 43%	644 49%	1043 79%	271 21%
Effective base	1148	195	954	580	503	126	254	777	650	479	584	929	220
It could go up quite a bit before it bothered me	49 4%	9 4%	39 4%	31 5%	19 3%	13 9%	2 1%	39 4%	35 5%	12 2%	35 5%	44 4%	5 2%
		19%	81%	64%f	39%f	26%dfg		80%f	72%l	25%	72%l	91%	9%
A little more would not bother me	144 11%	28 13%	116 10%	87 14%	52 9%	14 10%	24 8%	101 12%	104 14%	38 7%	95 15%	126 12%	18 6%
		20%	80%	60%df	36%	9%	17%	70%	72%l	27%	66%l	88%l	12%
The present levels don't bother me, but I would not want any more	708 54%	106 50%	602 55%	317 50%	335 58%	81 57%	177 58%	462 53%	365 51%	331 58%	320 50%	540 52%	167 62%
		15%	85%	45%	47%c		25%g	65%	52%	47%hj	45%	76%	24%k
There is already more than I am really happy with	357 27%	59 28%	298 27%	169 27%	149 26%	33 23%	87 29%	235 27%	189 26%	159 28%	167 26%	287 28%	70 26%
		17%	83%	47%	42%	9%	24%	66%	53%	44%	47%	80%	20%

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

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Absolutes/col percents/row percents 19 Apr 2018

Table 118

**QG4: (SHOW SCREEN) 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: All who ever listen to commercial radio**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1337	868 65%	667 50%	504 38%	438 33%	357 27%	198 15%	221 17%	137 10%	1078 81%	256 19%	337 25%	137 10%	462 35%	875 65%
Weighted base	1314	842 64%	644 49%	482 37%	404 31%	347 26%	191 15%	207 16%	134 10%	1043 79%	251 19%	324 25%	134 10%	451 34%	863 66%
Effective base	1148	747	584	441	375	313	172	192	123	929	219	293	120	400	748
It could go up quite a bit before it bothered me	49 4%	40	35	31	27	34	12	15	11	44	17	28	15	32	17
		5%	5%	6%	7%	10%	7%	7%	8%	4%	7%	9%	11%	7%	2%
A little more would not bother me	144 11%	82%	72%	64%	56%	69%mmu	25%	31%	23%u	91%	35%z	58%z	31%z	65%z	35%
		110	95	76	64	53	22	32	23	126	39	58	29	72	72
		13%	15%	16%	16%	15%	12%	16%	17%	12%	15%	18%	22%	16%	8%
The present levels don't bother me, but I would not want any more	708 54%	77%	66%	53%	44%	37%	15%	22%	16%	88%	27%z	40%z	20%z	50%z	50%
		438	320	229	177	152	95	88	61	540	121	136	64	214	493
		52%	50%	47%	44%	44%	50%	43%	45%	52%	48%	42%	48%	48%	57%
There is already more than I am really happy with	357 27%	62%pqe	45%	32%	25%	21%	13%	12%	9%	76%pqe	17%	19%	9%	30%	70%vwxy
		220	167	122	120	93	52	60	29	287	67	92	25	121	236
		26%	26%	25%	30%	27%	27%	29%	22%	28%	27%	28%	19%	27%	27%
		62%	47%	34%	34%	26%	15%	17%	8%	80%	19%	26%x	7%	34%	66%x

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 119

Absolutes/col percents/row percents 19 Apr 2018

**QG8: In the last 12 months, have you personally heard anything on the radio you found offensive?**  
**SINGLE CODE**

**Base: All who ever listen to radio**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1695	1003 59%	692 41%	804 47%	891 53%	216 13%	285 17%	329 19%	305 18%	239 14%	321 19%	455 27%	522 31%	328 19%	390 23%	977 58%	718 42%	599 35%	1096 65%	531 31%	1164 69%	1032 61%	661 39%
Weighted base	1686	921 55%	764 45%	835 50%	851 50%	224 13%	288 17%	297 18%	299 18%	236 14%	343 20%	417 25%	523 31%	361 21%	385 23%	940 56%	746 44%	576 34%	1110 66%	504 30%	1182 73%	899 53%	785 47%
Effective base	1440	866	589	675	769	189	250	293	262	204	254	392	448	273	335	838	605	519	923	459	984	910	569
Yes	76 4%	55 6%	20 3%	35 4%	41 5%	11 5%	22 8%	14 5%	16 5%	7 3%	5 2%	22 29%	32 42%k	9 12%	13 18%	53 70%a	22 30%	39 52%p	37 48%	38 50%r	38 50%	53 70%t	23 30%
No	1583 94%	844 92%	739 97%	789 94%	794 93%	208 93%	259 90%	278 94%	278 93%	227 97%	332 97%	385 92%	486 93%	349 97%	363 94%	872 93%	712 95%	527 92%	1056 95%	458 91%	1125 95%	835 93%	746 95%
		53%	47%	50%	50%	13%	16%	18%	18%	14%d	21%dh	24%	31%	22%ij	23%	55%	45%am	33%	67%o	29%	71%q	53%	47%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 119

**QG8: In the last 12 months, have you personally heard anything on the radio you found offensive?**

**SINGLE CODE**

**Base: All who ever listen to radio**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1695	1573 93%	118 7%	1261 74%	434 26%	1461 86%	234 14%	1224 72%	167 10%	178 11%	126 7%	55 3%	183 11%	145 9%	101 6%	116 7%	97 6%	121 7%	184 11%	222 13%
Weighted base	1686	1541 91%	139* 8%*	1236 73%	450 27%	1432 85%	254 15%	1408 84%	148 9%	99 6%	31* 2%*	64* 4%*	207 12%	156 9%	117* 7%*	124 7%	154* 9%*	148 9%	217 13%	221 13%
Effective base	1440	1341	100	1084	359	1252	192	1128	153	163	76	52	172	136	95	111	90	111	170	211
Yes	76 4%	73 5%	2 2%	63 5%	12 3%	71 5%	5 2%	67 5%	3 2%	4 4%	1 3%	2 3%	5 2%	1 1%	8 7%	8 7%	9 6%	6 4%	8 4%	20 9%
		97%	3%	83%		94%	6%	89%	4%	6%	1%	3%	7%	1%	11% <b>m</b>	11% <b>m</b>	11% <b>m</b>	8%	11%	26% <b>lmr</b>
No	1583 94%	1443 94%	135 97%	1152 93%	431 96%	1338 93%	245 96%	1319 94%	142 96%	94 95%	29 93%	60 94%	200 97%	153 98%	106 91%	111 89%	144 93%	141 95%	208 96%	198 89%
		91%	9%	73%	27%	85%	15%	83%	9%	6%	2%	4%	13% <b>nos</b>	10% <b>nos</b>	7%	7%	9%	9%	13% <b>os</b>	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 119

Absolutes/col percents/row percents 19 Apr 2018

**QG8: In the last 12 months, have you personally heard anything on the radio you found offensive?**  
**SINGLE CODE**

**Base: All who ever listen to radio**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1695	313 18%	1382 82%	832 49%	740 44%	176 10%	408 24%	1098 65%	876 52%	779 46%	782 46%	1294 76%	401 24%
Weighted base	1686	285 17%	1401 83%	796 47%	741 44%	171 10%	427 25%	1068 63%	856 51%	789 47%	760 45%	1258 75%	428 25%
Effective base	1440	257	1185	702	632	145	354	930	755	652	675	1109	335
Yes	76 4%	23 8%	53 4%	43 5%	32 4%	12 7%	13 3%	55 5%	53 6%	19 2%	51 7%	65 5%	11 2%
		30% <b>b</b>	70%	57%	43%	16% <b>f</b>	17%	73%	70% <b>h</b>	26%	68% <b>j</b>	86% <b>l</b>	14%
No	1583 94%	258 91%	1325 95%	741 93%	696 94%	159 93%	404 95%	1001 94%	788 92%	758 96%	696 92%	1169 93%	414 97%
		16%	84% <b>a</b>	47%	44%	10%	26%	63%	50%	48% <b>h,j</b>	44%	74%	26% <b>k</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 119

**QG8: In the last 12 months, have you personally heard anything on the radio you found offensive?**  
**SINGLE CODE**

**Base: All who ever listen to radio**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1695	1032 61%	782 46%	579 34%	498 29%	403 24%	229 14%	248 15%	156 9%	1294 76%	332 20%	392 23%	162 10%	568 34%	1127 66%
Weighted base	1686	1010 60%	760 45%	552 33%	453 27%	392 23%	218 13%	229 14%	151 9%	1258 75%	331 20%	378 22%	160 10%	560 33%	1126 67%
Effective base	1440	881	675	503	421	352	196	213	138	1109	282	340	141	489	952
Yes	76 4%	59 6%	51 7%	41 7%	35 8%	36 9%	15 7%	21 9%	12 8%	65 5%	43 13%	50 13%	35 22%	60 11%	15 1%
		77%	68%	54%	47%u	48%mu	20%	28%u	15%	86%	57%z	66%z	46%vwyz	80%z	20%
No	1583 94%	931 92%	696 92%	504 91%	406 90%	348 89%	197 90%	203 89%	138 92%	1169 93%	279 84%	314 83%	119 75%	483 86%	1100 98%
		59%q	44%	32%	26%	22%	12%	13%	9%	74%pqg	18%x	20%x	8%	31%xx	69%vwxx

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 120

**Q11:As far as you know, is the radio regulated in terms of what can be broadcast?**  
**IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Yes	1348 57%	704 59%	644 54%	690 59%	659 54%	178 51%	205 52%	225 55%	255 63%	222 64%	264 54%	362 68%	453 62%	254 50%	280 46%	814 64%	534 48%	431 53%	917 58%	378 54%	971 58%	709 60%	639 54%
		52%	48%	51% <b>b</b>	49%	13%	15%	17%	19% <b>cdeh</b>	16% <b>cdeh</b>	20%	27% <b>ijkl</b>	34% <b>kl</b>	19%	21%	60% <b>n</b>	40%	32%	68% <b>o</b>	28%	72%	53% <b>t</b>	47%
No	427 18%	173 14%	254 21%	205 18%	222 18%	70 20%	87 22%	97 24%	66 16%	38 11%	69 14%	71 13%	113 15%	108 21%	135 22%	184 15%	243 22%	173 21%	254 16%	148 21%	279 17%	229 19%	198 17%
		40%	60%	48%	52%	16% <b>g</b>	20% <b>fgh</b>	23% <b>fgh</b>	15%	9%	16%	17%	26%	25% <b>ij</b>	32% <b>ij</b>	43%	57% <b>m</b>	41% <b>p</b>	59%	35% <b>r</b>	65%	54%	46%
Don't know	611 26%	316 26%	295 25%	266 23%	345 28%	103 29%	99 25%	84 21%	87 21%	153 25%	153 31%	97 18%	170 23%	144 29%	199 32%	267 21%	343 31%	205 25%	406 26%	172 25%	438 26%	250 21%	355 30%
		52%	48%	44%	56% <b>a</b>	17% <b>cd</b>	16%	14%	14%	14%	29% <b>cd</b>	16%	28%	24% <b>kl</b>	33% <b>kl</b>	44%	56% <b>mn</b>	34%	66%	28%	72%	41%	58% <b>s</b>

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 120

**Q11:As far as you know, is the radio regulated in terms of what can be broadcast?****IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast****SINGLE CODE****Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Yes	1348	1254 59%	90 36%	1014 63%	334 43%	1168 61%	180 38%	1130 57%	99 46%	88 62%	31 57%	41 42%	144 55%	113 58%	106 63%	105 51%	143 66%	120 60%	207 64%	152 50%
	57%	93% <b>b</b>	7%	75% <b>d</b>	25%	87% <b>f</b>	13%	84% <b>h</b>	7%	7% <b>h</b>	2% <b>h</b>	3%	11%	8% <b>k</b>	8% <b>kos</b>	8%	11% <b>kos</b>	9% <b>k</b>	15% <b>kios</b>	11%
No	427	362 17%	63 25%	246 15%	180 23%	314 16%	113 24%	352 18%	43 20%	23 16%	9 16%	20 21%	47 18%	40 20%	21 12%	43 21%	40 18%	20 10%	43 13%	78 26%
	18%	85%	15% <b>e</b>	58%	42% <b>c</b>	74%	25% <b>e</b>	82%	10%	5%	2%	5% <b>q</b>	11% <b>q</b>	9% <b>q</b>	5%	10% <b>q</b>	9% <b>q</b>	5%	10%	18% <b>lnq</b>
Don't know	611	512 24%	95 38%	350 22%	260 34%	432 23%	179 38%	491 25%	75 34%	30 21%	15 27%	36 37%	71 27%	44 22%	42 25%	60 29%	35 16%	61 31%	71 22%	71 24%
	26%	84%	16% <b>e</b>	57%	43% <b>c</b>	71%	29% <b>e</b>	80%	12% <b>gi</b>	5%	2%	6% <b>mprs</b>	12% <b>p</b>	7%	7%	10% <b>p</b>	6%	10% <b>p</b>	12%	12%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 120

**Q11:As far as you know, is the radio regulated in terms of what can be broadcast?**  
**IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Yes	1348 57%	211 53%	1137 57%	590 56%	596 58%	148 67%	346 55%	848 58%	670 60%	636 54%	592 61%	1005 59%	343 50%
		16%	84%	44%	44%	11%cdtfg	26%	63%	50%l	47%	44%l	75%l	25%
No	427 18%	75 19%	352 18%	208 20%	155 15%	36 16%	105 17%	274 19%	206 18%	212 18%	172 18%	309 18%	118 17%
		18%	82%	49%d	36%	9%	25%	64%d	48%	50%	40%	72%	28%
Don't know	611 26%	112 28%	498 25%	260 25%	281 27%	38 17%	177 28%	337 23%	243 22%	340 29%	208 21%	391 23%	220 32%
		18%	82%	43%e	46%eg	6%	29%eg	55%	40%	56%hj	34%	64%	36%k

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 120

**Q11:As far as you know, is the radio regulated in terms of what can be broadcast?**  
**IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Yes	1348 57%	790 59%	592 61%	433 59%	361 64%	310 60%	181 65%	192 65%	109 58%	1005 59%	282 63%	307 61%	139 70%	457 61%	892 55%
		59%	44%	32%	27%mu	23%	13%	14%	8%	75%	21%z	23%z	10%wyz	34%z	66%
No	427 18%	258 19%	172 18%	146 20%	88 16%	95 19%	41 15%	50 17%	43 22%	309 18%	55 12%	85 17%	26 13%	115 15%	312 19%
		60%	40%	34%	21%	22%	10%	12%	10%pr	72%	13%	20%	6%	27%	73%vxy
Don't know	611 26%	293 22%	208 21%	154 21%	114 20%	109 21%	57 20%	55 19%	38 20%	391 23%	109 24%	112 22%	34 17%	179 24%	431 26%
		48%	34%	25%	19%	18%	9%	9%	6%	64%	18%	18%	6%	29%	71%xx

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 121

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)****Base: Those who believe that radio programmes are regulated or don't know if they are regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1965	1102 56%	863 44%	915 47%	1050 53%	260 13%	310 16%	344 18%	352 18%	300 15%	399 20%	500 25%	623 32%	356 18%	486 25%	1123 57%	842 43%	662 34%	1303 66%	585 30%	1380 70%	1114 57%	845 43%
Weighted base	1959	1020 52%	939 48%	956 49%	1003 51%	281 14%	304 16%	308 16%	342 17%	306 16%	418 21%	459 23%	623 32%	398 20%	479 24%	1082 55%	877 45%	636 32%	1323 68%	550 28%	1409 72%	959 49%	994 51%
Effective base	1650	952	715	758	899	228	267	299	297	257	313	426	534	293	408	959	697	566	1087	499	1154	967	723
Ofcom/ Office of Communications	473 24%	236 23%	237 25%	276 29%	196 20%	41 15%	68 22%	94 30%	101 30%	79 26%	89 21%	139 30%	175 28%	81 20%	77 16%	314 29%	158 18%	140 22%	333 25%	126 23%	347 25%	278 29%	193 19%
		50%	50%	58%b	42%	9%	14%c	20%cdh	21%ch	17%c	19%c	29%kl	37%kl	17%	16%	66%n	34%	30%	70%	27%	73%	59%l	41%
BSC/ Broadcasting Standards Commission	219 11%	186 18%	33 3%	101 11%	118 12%	18 7%	23 8%	29 10%	42 12%	47 15%	59 14%	73 16%	70 11%	43 11%	33 7%	143 13%	76 9%	56 9%	163 12%	54 10%	165 12%	107 11%	112 11%
		85%	15%	46%	54%	8%	11%	13%	19%c	21%cd	27%cd	33%jl	32%l	20%	15%	65%n	35%	26%	74%o	25%	75%	49%	51%
Radio Authority	125 6%	89 9%	35 4%	61 6%	64 6%	21 8%	17 6%	28 9%	24 7%	18 6%	16 4%	19 4%	44 7%	32 8%	30 6%	63 6%	61 7%	60 9%	65 5%	49 9%	76 5%	58 6%	66 7%
		72%	28%	49%	51%	17%	14%	22%h	19%	14%	13%	15%	36%	25%l	24%	51%	49%	48%p	52%	39%r	61%	47%	53%
BBC	83 4%	32 3%	51 5%	44 5%	39 4%	12 4%	18 6%	11 4%	11 3%	10 3%	21 5%	16 4%	26 4%	20 5%	21 4%	42 4%	41 5%	25 4%	57 4%	24 4%	59 4%	37 4%	46 5%
		39%	61%	54%	46%	15%	21%	14%	13%	12%	25%	20%	31%	24%	25%	51%	49%	31%	69%	29%	71%	45%	55%
ASA/ Advertising Standards Authority	73 4%	51 5%	22 2%	31 3%	42 4%	8 3%	12 4%	10 3%	14 4%	15 5%	15 4%	20 4%	22 4%	20 5%	11 2%	42 4%	31 4%	26 4%	46 4%	25 4%	48 3%	37 4%	36 4%
		70%	30%	43%	57%	11%	17%	14%	19%	20%	21%	27%	31%	27%	15%	58%	42%	36%	64%	34%	66%	51%	49%
Radio stations themselves	63 3%	34 3%	28 3%	23 2%	40 4%	12 4%	11 4%	12 4%	14 4%	6 2%	7 2%	14 3%	15 2%	15 4%	18 4%	30 3%	33 4%	31 5%	32 2%	25 5%	37 3%	36 4%	27 3%
		55%	45%	36%	64%	19%	18%	19%	22%	10%	11%	23%	24%	24%	29%	47%	53%	49%p	51%	40%r	60%	57%	43%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	62 3%	23 2%	40 4%	33 3%	30 3%	16 6%	13 4%	6 2%	1 *	12 4%	15 4%	10 2%	24 4%	11 3%	18 4%	34 3%	29 3%	10 2%	52 4%	10 2%	53 4%	26 3%	36 4%
		36%	64%	53%	47%	25%ef	20%f	9%	2%	19%f	24%f	16%	39%	17%	28%	54%	46%	17%	83%o	16%	84%q	42%	58%
MediaWatch/ National Viewers and Listeners Association	22 1%	18 2%	4 *	8 1%	13 1%	3 1%	3 1%	5 2%	4 1%	1 *	6 1%	4 1%	4 1%	2 1%	12 2%	8 1%	14 2%	11 2%	11 1%	11 2%	11 1%	9 1%	12 1%
		83%	17%	39%	61%	14%	13%	24%	17%	4%	28%	17%	19%	10%	54%jk	36%	64%	49%	51%	49%r	51%	44%	56%
BBFC/ British Board of Film Classification	15 1%	9 1%	7 1%	7 1%	9 1%	3 1%	3 1%	2 1%	5 2%	1 *	1 *	3 1%	5 1%	3 1%	4 1%	8 1%	8 1%	6 1%	9 1%	5 1%	10 1%	10 1%	6 1%
		57%	43%	44%	56%	22%	19%	11%	34%	9%	6%	22%	30%	20%	28%	51%	49%	40%	60%	33%	67%	63%	37%
ITC/ Independent Television Commission	7 *	5 *	3 *	4 *	4 *	2 1%	1 *	- *	2 1%	1 *	2 *	3 1%	2 *	- *	3 1%	5 *	3 *	2 *	5 *	2 *	5 *	4 *	3 *
		66%	34%	48%	52%	26%	17%	-	24%	12%	22%	41%	22%	-	37%	63%	37%	29%	71%	29%	71%	53%	47%
Other response – WRITE IN	14 1%	1 *	13 1%	11 1%	4 *	3 1%	1 *	1 *	1 *	3 1%	5 1%	3 1%	2 *	1 *	8 2%	5 *	9 1%	4 1%	10 1%	3 *	12 1%	3 *	11 1%
		10%	90%	74%	26%	19%	7%	10%	8%	19%	37%	23%	12%	10%	55%j	35%	65%	29%	71%	18%	82%	23%	77%
Don't know	803 41%	336 33%	468 50%	357 37%	446 44%	141 50%	133 44%	110 36%	125 36%	114 37%	180 43%	154 34%	235 36%	169 43%	246 51%	388 36%	415 47%	264 42%	539 41%	217 39%	586 42%	353 37%	445 45%
		42%	58%	44%	56%a	18%efg	17%e	14%	16%	14%	22%	19%	29%	21%l	31%ijk	48%	52%am	33%	67%	27%	73%	44%	56%as

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 121

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that radio programmes are regulated or don't know if they are regulated**

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1965		1803 92%	156 8%	1397 71%	568 29%	1641 84%	324 16%	1385 70%	188 10%	209 11%	183 9%	64 3%	187 10%	146 7%	127 6%	148 8%	113 6%	144 7%	231 12%	225 11%
1959		1766 90%	185 9%	1364 70%	595 30%	1600 82%	359 18%	1621 83%	174 9%	118 6%	46* 2%*	78* 4%*	215 11%	156 8%	148 8%	165 8%	177 9%	181 9%	279 14%	223 11%
1650		1520	131	1188	466	1389	267	1278	173	193	99	61	175	136	120	140	107	131	214	214
473		457	15	385	88	431	42	393	39	33	8	14	55	47	27	37	54	45	56	59
24%		26%	8%	28%	15%	27%	12%	24%	22%	28%	18%	18%	26%	30%	18%	22%	30%	25%	20%	27%
		97% <b>b</b>		81% <b>d</b>	19%	91% <b>f</b>	9%	83%	8%	7%	2%	3%	12%	10% <b>nr</b>	6%	8%	11% <b>nr</b>	10%	12%	13%
219		214	4	172	47	201	18	183	19	14	2	15	27	13	7	18	19	26	30	27
11%		12%	2%	13%	8%	13%	5%	11%	11%	12%	5%	19%	13%	8%	5%	11%	11%	15%	11%	12%
		98% <b>b</b>		78% <b>d</b>	22%	92% <b>f</b>	8%	84%	9%	7%	1%	7% <b>mn</b>	12% <b>n</b>	6%	3%	8%	9%	12% <b>n</b>	14%	12% <b>n</b>
125		118	6	92	32	111	13	103	15	5	1	8	16	9	8	11	6	10	18	16
6%		7%	3%	7%	5%	7%	4%	6%	9%	4%	3%	11%	7%	6%	6%	7%	3%	6%	7%	7%
		95%	5%	74%	26%	89% <b>f</b>	11%	83%	12%	4%	1%	7% <b>p</b>	12%	7%	7%	9%	5%	8%	15%	13%
83		62	21	45	38	56	27	69	8	5	*	1	6	8	12	6	8	3	16	8
4%		4%	11%	3%	6%	3%	8%	4%	5%	4%	1%	1%	3%	5%	8%	4%	5%	2%	6%	3%
		75%	25% <b>a</b>	54%	46% <b>c</b>	67%	33% <b>e</b>	83%	10%	6%	*	1%	8%	10%	14% <b>lq</b>	8%	10%	4%	20%	9%
73		69	2	57	16	62	11	57	9	4	2	-	6	6	1	5	7	9	10	13
4%		4%	1%	4%	3%	4%	3%	4%	5%	4%	4%	-	3%	4%	1%	3%	4%	5%	4%	6%
		95%	3%	78%	22%	85%	15%	79%	13%	6%	2%	-	9%	9%	1%	7%	9%	12%	14%	18% <b>kn</b>
63		60	3	41	21	53	9	54	3	5	1	2	13	7	9	4	5	1	4	9
3%		3%	1%	3%	4%	3%	3%	3%	2%	4%	2%	3%	6%	4%	6%	2%	3%	1%	2%	4%
		96%	4%	66%	34%	85%	15%	86%	5%	8%	1%	3%	21% <b>qr</b>	11% <b>q</b>	15% <b>qr</b>	6%	8%	1%	7%	15% <b>q</b>
62		51	12	33	29	44	19	53	4	4	*	2	4	-	9	7	5	6	5	15
3%		3%	6%	2%	5%	3%	5%	3%	3%	4%	1%	3%	2%	-	6%	4%	3%	4%	2%	7%
		81%	19% <b>a</b>	53%	47% <b>c</b>	70%	30% <b>e</b>	85%	7%	7%	1%	3%	6%	-	15% <b>lmr</b>	11% <b>m</b>	7%	10% <b>m</b>	8%	24% <b>lmn</b>
22		21	1	18	4	20	2	17	1	2	1	1	2	1	1	1	2	1	4	5
1%		1%	*	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	*	1%	2%
		96%	4%	82%	18%	91%	9%	80%	4%	11%	6%	4%	9%	4%	4%	5%	9%	3%	16%	25%
15		15	-	13	2	13	2	15	-	1	-	-	2	3	1	1	2	1	4	2
1%		1%	-	1%	*	1%	1%	1%	-	*	-	-	1%	2%	1%	1%	1%	*	1%	1%
		100%	-	84%	16%	84%	16%	96%	-	4%	-	-	13%	18%	7%	6%	11%	6%	25%	11%
7		6	2	5	2	6	1	7	-	-	1	-	2	2	1	-	-	-	2	1
*		*	1%	*	*	*	*	*	-	-	1%	-	1%	1%	1%	-	-	-	1%	*
		78%	22%	66%	34%	88%	12%	93%	-	-	7%	-	22%	25%	12%	-	-	-	22%	12%
14		12	2	8	7	8	7	14	-	-	-	-	3	-	5	-	-	2	4	-
1%		1%	1%	1%	1%	*	2%	1%	-	-	-	-	1%	-	3%	-	-	1%	2%	-
		86%	14%	53%	47%	53%	47% <b>c</b>	100%	-	-	-	-	20%	-	34% <b>mops</b>	-	-	15%	32%	-
803		680	118	495	308	596	207	656	75	44	29	35	80	60	67	75	70	76	126	67
41%		39%	64%	36%	52%	37%	58%	40%	43%	37%	63%	45%	37%	39%	45%	45%	40%	42%	45%	30%
		85%	15% <b>a</b>	62%	38% <b>c</b>	74%	26% <b>e</b>	82%	9%	5%	4% <b>ghi</b>	4% <b>s</b>	10%	8%	8% <b>s</b>	9% <b>s</b>	9%	10% <b>s</b>	16% <b>s</b>	8%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 121

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)****Base: Those who believe that radio programmes are regulated or don't know if they are regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1965	368 19%	1597 81%	905 46%	858 44%	194 10%	494 25%	1227 62%	935 48%	965 49%	825 42%	1443 73%	522 27%
Weighted base	1959	323 17%	1636 83%	850 43%	877 45%	185 9%	523 27%	1185 60%	913 47%	976 50%	801 41%	1396 71%	563 29%
Effective base	1650	295	1357	748	722	160	417	1027	802	794	707	1221	435
Ofcom/ Office of Communications	473 24%	66 21% 14%	406 25% 86%	212 25% 45%f	209 24% 44%	56 30% 12%f	102 19% 22%	312 26% 66%f	257 28% 54%h	202 21% 43%	229 29% 49%h	379 27% 80%h	94 17% 20%
BSC/ Broadcasting Standards Commission	219 11%	42 13% 19%	177 11% 81%	99 12% 45%	109 12% 50%	23 12% 10%	64 12% 29%	142 12% 65%	106 12% 49%	108 11% 49%	95 12% 44%	174 12% 80%h	45 8% 20%
Radio Authority	125 6%	24 7% 19%	101 6% 81%	59 7% 48%	53 6% 43%	15 8% 12%	26 5% 21%	85 7% 68%	61 7% 49%	59 6% 47%	53 7% 43%	96 7% 77%	29 5% 23%
BBC	83 4%	15 5% 18%	68 4% 82%	32 4% 39%	45 5% 54%	6 3% 7%	30 6% 36%	44 4% 53%	41 5% 50%	38 4% 46%	34 4% 41%	46 3% 55%	37 7% 45%k
ASA/ Advertising Standards Authority	73 4%	15 4% 20%	58 4% 80%	32 4% 44%	34 4% 46%	15 8% 21%cdh	11 2% 15%	51 4% 70%h	37 4% 50%	33 3% 45%	33 4% 45%	56 4% 77%	17 3% 23%
Radio stations themselves	63 3%	12 4% 19%	51 3% 81%	30 4% 48%	24 3% 38%	6 3% 9%	16 3% 26%	35 3% 57%	28 3% 44%	32 3% 51%	27 3% 43%	42 3% 68%	20 4% 32%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	62 3%	4 1% 6%	59 4% 94%a	17 2% 27%	28 3% 45%	6 3% 9%	19 4% 30%	32 3% 51%	28 3% 44%	27 3% 43%	24 3% 39%	35 2% 55%	28 5% 45%k
MediaWatch/ National Viewers and Listeners Association	22 1%	4 1% 16%	18 1% 84%	5 1% 24%	13 2% 61%	2 1% 9%	7 1% 34%	13 1% 61%	12 1% 57%	8 1% 37%	11 1% 50%	17 1% 81%	4 1% 19%
BBFC/ British Board of Film Classification	15 1%	4 1% 24%	12 1% 76%	11 1% 69%d	1 * 8%	1 1% 7%	1 * 8%	14 1% 92%d	9 1% 59%	6 1% 41%	9 1% 59%	12 1% 78%	3 1% 22%
ITC/ Independent Television Commission	7 *	1 * 19%	6 * 81%	3 * 40%	4 * 49%	2 1% 25%	3 * 34%	4 * 59%	3 * 44%	4 * 56%	3 * 44%	3 * 44%	4 1% 56%
Other response – WRITE IN	14 1%	1 * 7%	13 1% 93%	8 1% 54%	8 1% 57%	1 1% 10%	6 1% 46%	8 1% 54%	5 * 32%	10 1% 68%	5 32%	9 1% 63%	5 1% 37%
Don't know	803 41%	137 42% 17%	667 41% 83%	341 40% 42%e	348 40% 43%e	53 29% 7%	237 45% 30%eg	444 37% 55%e	327 36% 41%	449 46% 56%hj	278 35% 35%	526 38% 66%	277 49% 34%k

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 121

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that radio programmes are regulated or don't know if they are regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1965	1118 57%	825 42%	608 31%	519 26%	426 22%	249 13%	264 13%	148 8%	1443 73%	380 19%	428 22%	175 9%	634 32%	1331 68%
Weighted base	1959	1083 55%	801 41%	587 30%	475 24%	419 21%	238 12%	248 13%	147 7%	1396 71%	391 20%	419 21%	173 9%	636 32%	1323 68%
Effective base	1650	939	707	528	436	372	209	225	131	1221	322	368	154	541	1110
Ofcom/ Office of Communications	473 24%	300 28% 64%	229 29% 49%	144 25% 30%	122 26% 26%	114 27% 24%	64 27% 13%	64 26% 13%	46 31% 10%	379 27% 80%	103 26% 22%	95 23% 20%	42 24% 9%	159 25% 34%	314 24% 66%
BSC/ Broadcasting Standards Commission	219 11%	130 12% 59%	95 12% 44%	64 11% 29%	65 14% 30%	60 14% 27%	28 12% 13%	28 11% 13%	16 12% 7%	174 12% 80%	64 16% 29% <b>z</b>	59 14% 27% <b>z</b>	22 13% 10%	89 14% 41% <b>z</b>	130 10% 59%
Radio Authority	125 6%	70 6% 56%	53 7% 43%	42 7% 34%	41 9% 33%	37 9% 30%	20 8% 16%	16 6% 13%	11 8% 9%	96 7% 77%	15 4% 12%	34 8% 28% <b>vv</b>	15 8% 12% <b>vv</b>	44 7% 36% <b>vv</b>	80 6% 64%
BBC	83 4%	38 4% 46%	34 4% 41%	26 4% 32%	20 4% 25%	21 5% 26%	14 6% 16%	13 5% 16%	8 6% 10%	46 3% 55%	20 5% 24%	30 7% 36% <b>z</b>	19 11% 23% <b>vvvz</b>	34 5% 41%	49 4% 59%
ASA/ Advertising Standards Authority	73 4%	50 5% 69%	33 4% 45%	27 5% 37%	22 5% 30%	14 3% 20%	11 5% 15%	12 5% 16%	10 7% 13%	56 4% 77%	10 3% 14%	13 3% 18%	8 4% 10%	19 3% 27%	53 4% 73%
Radio stations themselves	63 3%	30 3% 48%	27 3% 43%	28 5% 44%	23 5% 37% <b>m</b>	13 3% 21%	10 4% 17%	12 5% 19%	4 3% 7%	42 3% 68%	12 3% 19%	12 3% 20%	6 4% 10%	21 3% 33%	42 3% 67%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	62 3%	28 3% 44%	24 3% 39%	17 3% 27%	14 3% 22%	9 2% 14%	5 2% 8%	7 3% 11%	5 4% 8%	35 2% 55%	11 3% 18%	19 4% 30%	6 4% 10%	25 4% 39%	38 3% 61%
MediaWatch/ National Viewers and Listeners Association	22 1%	14 1% 65%	11 1% 50%	10 2% 44%	8 2% 38%	8 2% 35%	5 2% 23%	4 2% 20%	2 1% 9%	17 1% 81%	7 2% 32%	7 2% 32%	4 2% 18%	10 2% 45%	12 1% 55%
BBFC/ British Board of Film Classification	15 1%	10 1% 68%	9 1% 59%	9 2% 57%	4 1% 29%	4 1% 29%	2 1% 12%	3 1% 18%	- 1% -	12 1% 78%	3 1% 17%	5 1% 30%	3 2% 17%	5 1% 30%	11 1% 70%
ITC/ Independent Television Commission	7 *	3 * 44%	3 * 44%	3 1% 44%	3 1% 41%	2 1% 27%	1 * 15%	2 1% 28%	* * 3%	3 * 44%	1 * 13%	3 1% 41%	2 1% 29%	3 * 41%	4 * 59%
Other response – WRITE IN	14 1%	8 1% 55%	5 1% 32%	5 1% 37% <b>p</b>	- 1% -	1 * 8%	2 1% 17% <b>p</b>	1 * 8%	- 1% -	9 1% 63%	3 1% 24%	4 1% 30%	- 1% -	6 1% 44%	8 1% 56%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Absolutes/col percents/row percents 19 Apr 2018

Table 121

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that radio programmes are regulated or don't know if they are regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1959	1083 55%	801 41%	587 30%	475 24%	419 21%	238 12%	248 13%	147 7%	1396 71%	391 20%	419 21%	173 9%	636 32%	1323 68%
Don't know	803 41%	402 37%	278 35%	212 36%	151 32%	135 32%	77 32%	86 35%	44 30%	526 38%	143 37%	138 33%	47 27%	222 35%	581 44%
		50%	35%	26%	19%	17%	10%	11%	5%	66%p	18%x	17%	6%	28%	72%vwxyz

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 122

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that radio programmes are regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1369	767 56%	602 44%	670 49%	699 51%	170 12%	212 15%	258 19%	261 19%	214 16%	254 19%	395 29%	455 33%	232 17%	287 21%	850 62%	519 38%	463 34%	906 66%	415 30%	954 70%	833 61%	535 39%
Weighted base	1348	704 52%	644 48%	690 51%	659 49%	178 13%	205 15%	225 17%	255 19%	222 16%	264 20%	362 27%	453 34%	254 19%	280 21%	814 60%	534 40%	431 32%	917 68%	378 28%	971 72%	709 53%	639 47%
Effective base	1143	657	496	553	594	148	183	220	219	184	197	335	388	188	238	722	424	390	755	349	797	717	458
Ofcom/ Office of Communications	421 31%	201 29%	221 34%	252 37%	169 26%	35 20%	62 30%	87 39%	90 35%	68 31%	79 30%	132 37%	157 35%	66 26%	66 24%	289 35%	133 25%	128 30%	293 32%	115 30%	306 32%	249 35%	172 27%
		48%	52%	60% <b>b</b>	40%	8%	15% <b>c</b>	21% <b>c</b>	21% <b>c</b>	16% <b>c</b>	19% <b>c</b>	31% <b>kl</b>	37% <b>kl</b>	16%	16%	69% <b>n</b>	31%	30%	70%	27%	73%	59% <b>t</b>	41%
BSC/ Broadcasting Standards Commission	183 14%	155 22%	28 4%	83 12%	100 15%	18 10%	21 10%	26 11%	35 14%	38 17%	45 17%	59 16%	60 13%	37 15%	26 9%	119 15%	64 12%	48 11%	134 15%	47 12%	135 14%	94 13%	88 14%
		85%	15%	45%	55%	10%	12%	14%	19%	21%	24%	32% <b>l</b>	33%	20%	14%	65%	35%	26%	74%	26%	74%	52%	48%
Radio Authority	88 7%	65 9%	24 4%	47 7%	42 6%	15 8%	9 4%	22 10%	20 8%	12 6%	11 4%	15 4%	35 8%	18 7%	21 8%	50 6%	39 7%	39 9%	49 5%	32 8%	56 6%	45 6%	43 7%
		73%	27%	53%	47%	17%	10%	25% <b>dh</b>	22%	14%	12%	17%	39% <b>l</b>	20%	24%	56%	44%	45% <b>p</b>	55%	36%	64%	51%	49%
BBC	68 5%	28 4%	40 6%	38 6%	30 5%	9 5%	17 8%	10 5%	10 4%	10 5%	11 4%	14 4%	23 5%	15 6%	17 6%	36 4%	32 6%	21 5%	47 5%	21 6%	47 5%	34 5%	34 5%
		41%	59%	56%	44%	13%	24%	15%	15%	15%	17%	20%	33%	22%	24%	53%	47%	32%	68%	32%	68%	50%	50%
ASA/ Advertising Standards Authority	53 4%	36 5%	17 3%	24 3%	30 4%	5 3%	10 5%	5 2%	12 5%	12 5%	10 4%	16 5%	19 4%	11 4%	7 3%	35 4%	18 3%	21 5%	32 4%	20 5%	34 3%	29 4%	25 4%
		68%	32%	45%	55%	9%	18%	10%	23%	22%	18%	31%	35%	21%	13%	66%	34%	40%	60%	37%	63%	54%	46%
Radio stations themselves	49 4%	27 4%	22 3%	15 5%	34 6%	10 6%	8 4%	11 5%	13 5%	4 2%	3 1%	11 3%	10 2%	13 5%	15 3%	21 3%	28 5%	30 7%	20 2%	24 6%	25 3%	27 4%	22 3%
		54%	46%	30%	70% <b>a</b>	20% <b>h</b>	15%	23% <b>h</b>	26% <b>h</b>	9%	7%	23%	21%	27%	30% <b>j</b>	43%	57% <b>m</b>	60% <b>p</b>	40%	49% <b>r</b>	51%	56%	44%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	48 4%	19 3%	29 5%	27 4%	21 3%	13 7%	8 4%	4 2%	* *	9 4%	15 6%	9 2%	18 4%	8 3%	13 5%	27 3%	21 4%	3 1%	45 5%	3 1%	45 5%	19 3%	29 5%
		39%	61%	56%	44%	26% <b>ef</b>	17% <b>f</b>	7%	*	18% <b>f</b>	31% <b>ef</b>	18%	37%	17%	28%	55%	45%	7%	93% <b>o</b>	5%	95% <b>q</b>	40%	60%
MediaWatch/ National Viewers and Listeners Association	19 1%	15 2%	4 1%	8 1%	11 2%	2 1%	3 1%	4 2%	4 1%	- -	6 2%	3 1%	3 1%	2 1%	11 4%	6 1%	13 2%	10 2%	9 1%	10 3%	9 1%	9 1%	10 2%
		80%	20%	41%	59%	10%	15%	22%	20%	-	33% <b>g</b>	15%	16%	12%	58% <b>ijk</b>	30%	70% <b>m</b>	52%	48%	52% <b>r</b>	48%	46%	54%
BBFC/ British Board of Film Classification	13 1%	6 1%	7 1%	5 1%	8 1%	3 2%	2 1%	- -	5 2%	1 1%	1 *	3 1%	4 1%	3 1%	3 1%	7 1%	6 1%	5 1%	8 1%	4 1%	9 1%	9 1%	4 1%
		49%	51%	41%	59%	27% <b>e</b>	15%	-	41% <b>e</b>	10%	7%	26%	28%	24%	22%	54%	46%	40%	60%	32%	68%	68%	32%
ITC/ Independent Television Commission	3 *	2 *	1 *	1 *	2 *	* *	1 1%	- -	1 *	1 *	- -	3 1%	- -	- -	* *	3 *	* *	1 *	2 *	1 *	2 *	3 *	* *
		73%	27%	30%	70%	8%	39%	-	26%	27%	-	92%	-	-	8%	92%	8%	39%	61%	39%	61%	92%	8%
Other response – WRITE IN	14 1%	1 *	13 2%	11 2%	4 1%	3 2%	1 1%	1 1%	1 *	3 1%	5 2%	3 1%	2 *	1 1%	8 3%	5 1%	9 2%	4 1%	10 1%	3 1%	12 1%	3 *	11 2%
		10%	90%	74%	26%	19%	7%	10%	8%	19%	37%	23%	12%	10%	55% <b>j</b>	35%	65%	29%	71%	18%	82%	23%	77% <b>s</b>
Don't know	388 29%	149 21%	240 37%	180 26%	208 32%	65 36%	65 32%	54 24%	64 25%	63 28%	78 30%	94 26%	123 27%	78 33%	93 27%	217 27%	171 32%	120 28%	269 29%	98 26%	290 30%	186 26%	201 32%
		38%	62%	46%	54% <b>a</b>	17% <b>ef</b>	17%	14%	16%	16%	20%	24%	32%	20%	24%	56%	44%	31%	69%	25%	75%	48%	52%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 122

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)****Base: Those who believe that radio programmes are regulated**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)
1369	1290 94%	76 6%	1050 77%	319 23%	1204 88%	165 12%	967 71%	112 8%	161 12%	129 9%	35 3%	129 9%	106 8%	90 7%	95 7%	92 7%	95 7%	170 12%	155 11%
1348	1254 93%	90* 7%*	1014 75%	334 25%	1168 87%	180 13%	1130 84%	99 7%	88 7%	31* 2%*	41* 3%*	144 11%	113* 8%*	106* 8%*	105* 8%*	143* 11%*	120* 9%*	207 15%	152 11%
1143	1077	65	883	262	1011	134	893	103	148	78	33	122	99	85	91	87	87	158	147
421 31%	409 33%	13 14%	350 35%	71 21%	388 33%	33 18%	355 31%	28 29%	31 35%	8 24%	11 28%	47 32%	45 40%	24 22%	33 31%	51 36%	42 35%	52 25%	51 34%
	97% <b>b</b>	3%	83% <b>d</b>	17%	92% <b>f</b>	8%	84%	7%	7%	2%	3%	11%	11% <b>nr</b>	6%	8%	12%	10%	12%	12%
183 14%	178 14%	4 4%	150 15%	33 10%	171 15%	12 7%	152 13%	17 17%	11 12%	2 7%	10 25%	19 13%	12 11%	7 7%	14 14%	18 12%	21 17%	26 12%	25 17%
	97% <b>b</b>	2%	82% <b>d</b>	18%	94% <b>f</b>	6%	84%	9%	6%	1%	6% <b>mn</b>	11%	7%	4%	8%	10%	11% <b>n</b>	14%	14% <b>n</b>
88 7%	85 7%	3 4%	68 7%	21 6%	80 7%	8 4%	77 7%	8 8%	3 3%	1 4%	5 11%	13 9%	5 5%	7 6%	7 8%	4 3%	5 4%	17 8%	13 9%
68 5%	54 4%	14 15%	42 4%	26 8%	51 4%	17 9%	56 5%	8 8%	4 5%	-	1 2%	5 3%	8 7%	10 10%	5 5%	6 4%	2 2%	12 6%	7 4%
	80%	20% <b>a</b>	61%	39% <b>c</b>	75%	25% <b>e</b>	83%	11% <b>j</b>	6%		1%	7%	12%	15% <b>q</b>	8%	9%	3%	17%	10%
53 4%	50 4%	2 2%	43 4%	10 3%	45 4%	8 4%	42 4%	7 7%	3 4%	1 2%	-	4 3%	4 4%	-	5 5%	6 4%	5 4%	7 4%	11 7%
	93%	3%	81%	19%	85%	15%	79%	13%	6%	1%	-	8%	8%	-	9% <b>n</b>	10%	9%	14%	21% <b>n</b>
49 4%	47 4%	3 3%	34 3%	15 4%	43 4%	6 3%	42 4%	2 2%	5 5%	1 2%	1 3%	11 8%	4 4%	7 7%	3 3%	5 4%	1 1%	2 1%	8 5%
	94%	6%	70%	30%	87%	13%	85%	4%	9%	2%	2%	22% <b>qr</b>	9%	15% <b>qr</b>	5%	10%	2%	4%	15% <b>r</b>
48 4%	39 3%	9 10%	25 2%	23 7%	34 3%	14 8%	42 4%	2 2%	3 4%	* 1%	1 3%	4 3%	-	9 9%	3 3%	3 2%	6 5%	4 2%	12 8%
	81%	19% <b>a</b>	52%	48% <b>c</b>	70%	30% <b>e</b>	88%	5%	7%		2%	8%	-	19% <b>lmpr</b>	7%	6%	13% <b>m</b>	8%	24% <b>mr</b>
19 1%	18 1%	1 1%	15 1%	4 1%	17 1%	2 1%	15 1%	-	2 3%	1 4%	1 2%	2 1%	-	1 1%	1 1%	2 1%	1 1%	4 2%	4 3%
	95%	5%	79%	21%	90%	10%	81%	-	12%	6% <b>h</b>	5%	11%	-	4%	6%	10%	4%	19%	22%
13 1%	13 1%	-	10 1%	2 1%	10 1%	2 1%	12 1%	-	1 1%	-	-	2 1%	3 2%	1 1%	1 1%	-	1 1%	4 2%	1 1%
	100%	-	81%	19%	81%	19%	95%	-	5%	-	-	15%	22%	8%	8%	-	7%	29%	6%
3 *	3 *	-	2 *	1 *	2 *	1 *	3 *	-	-	1 2%	-	-	2 2%	1 1%	-	-	-	-	-
	100%	-	73%	27%	73%	27%	84%	-	73%	16% <b>g</b>	-	-	57%	27%	-	-	-	-	-
14 1%	12 1%	2 2%	8 1%	7 2%	8 53%	7 4%	14 1%	-	-	-	-	3 2%	-	5 4%	-	-	2 2%	4 2%	-
	86%	14%	53%	47%	53%	47% <b>e</b>	100%	-	-	-	-	20%	-	34% <b>mops</b>	-	-	15%	32%	-
388 29%	347 28%	40 44%	267 26%	121 36%	319 27%	70 39%	319 28%	26 27%	26 29%	17 54%	11 27%	35 24%	29 26%	34 32%	32 31%	48 34%	34 28%	76 37%	21 14%
	89%	10% <b>a</b>	69%	31% <b>c</b>	82%	18% <b>e</b>	82%	7%	7%	4% <b>ghl</b>	3%	9% <b>s</b>	7% <b>s</b>	9% <b>s</b>	8% <b>s</b>	12% <b>s</b>	9% <b>s</b>	20% <b>ls</b>	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 122

**Q12: Who do you think is responsible for regulating radio?  
SINGLE CODE (FIRST MENTION)****Base: Those who believe that radio programmes are regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1369	245 18%	1124 82%	639 47%	591 43%	152 11%	333 24%	881 64%	692 51%	636 46%	619 45%	1051 77%	318 23%
Weighted base	1348	211 16%	1137 84%	590 44%	596 44%	148 11%	346 26%	848 63%	670 50%	636 47%	592 44%	1005 75%	343 25%
Effective base	1143	192	952	522	497	124	283	733	586	523	523	878	268
Ofcom/ Office of Communications	421 31%	59 28% 14%	362 32% 86%	185 31% 44%	184 31% 44%	52 36% 12%	90 26% 21%	277 33% 66% <b>f</b>	230 34% 55% <b>h</b>	178 28% 42%	204 34% 48% <b>i</b>	337 34% 80% <b>l</b>	84 25% 20%
BSC/ Broadcasting Standards Commission	183 14%	35 17% 19%	147 13% 81%	82 14% 45%	90 15% 49%	22 15% 12%	55 16% 30%	117 14% 64%	93 14% 51%	85 13% 47%	84 14% 46%	147 15% 81%	35 10% 19%
Radio Authority	88 7%	13 6% 14%	76 7% 86%	43 7% 49%	40 7% 45%	9 6% 10%	19 5% 21%	61 7% 69%	43 6% 49%	43 7% 48%	36 6% 41%	67 7% 75%	22 6% 25%
BBC	68 5%	13 6% 19%	55 5% 81%	30 5% 45%	34 6% 51%	6 4% 8%	21 6% 30%	41 5% 61%	36 5% 54%	30 5% 45%	30 5% 44%	42 4% 62%	26 8% 38% <b>k</b>
ASA/ Advertising Standards Authority	53 4%	6 3% 11%	48 4% 89%	21 4% 40%	26 4% 49%	11 7% 20% <b>f</b>	9 3% 17%	36 4% 67%	26 4% 49%	24 4% 45%	23 4% 44%	41 4% 77%	12 4% 23%
Radio stations themselves	49 4%	11 5% 22%	38 3% 78%	27 5% 55%	19 3% 38%	5 4% 11%	12 3% 24%	29 3% 59%	24 4% 49%	24 4% 49%	24 4% 49%	35 3% 71%	14 4% 29%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	48 4%	1 1% 3%	47 4% 97% <b>a</b>	11 2% 23%	21 4% 44%	5 3% 10%	14 4% 30%	23 3% 48%	19 3% 39%	21 3% 44%	18 3% 37%	24 2% 51%	24 7% 49% <b>k</b>
MediaWatch/ National Viewers and Listeners Association	19 1%	4 2% 19%	15 1% 81%	3 1% 19%	13 2% 71% <b>c</b>	2 1% 10%	7 2% 39%	11 1% 61%	11 2% 62%	7 1% 38%	10 2% 53%	16 2% 84%	3 1% 16%
BBFC/ British Board of Film Classification	13 1%	4 2% 29%	9 1% 71%	8 1% 63% <b>d</b>	1 * 9%	1 1% 8%	1 * 9%	12 1% 91% <b>d</b>	8 1% 63%	5 1% 37%	8 1% 63%	9 1% 73%	3 1% 27%
ITC/ Independent Television Commission	3 *	1 * 16%	3 * 84%	1 * 42%	2 * 61%	2 1% 57%	1 * 27%	2 * 57%	2 * 73%	1 * 27%	2 * 73%	2 * 73%	1 * 27%
Other response – WRITE IN	14 1%	1 1% 7%	13 1% 93%	8 1% 54%	8 1% 57%	1 1% 10%	6 2% 46%	8 1% 54%	5 1% 32%	10 2% 68%	5 1% 32%	9 1% 63%	5 2% 37%
Don't know	388 29%	64 30% 17%	324 28% 83%	169 29% 44%	157 26% 40%	32 22% 8%	111 32% 28% <b>e</b>	232 27% 60%	172 26% 44%	208 33% 53% <b>h</b>	148 25% 38%	275 27% 71%	114 33% 29%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 122

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that radio programmes are regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1369	826 60%	619 45%	456 33%	399 29%	316 23%	194 14%	205 15%	110 8%	1051 77%	279 20%	320 23%	145 11%	464 34%	905 66%
Weighted base	1348	790 59%	592 44%	433 32%	361 27%	310 23%	181 13%	192 14%	109* 8%*	1005 75%	282 21%	307 23%	139 10%	457 34%	892 66%
Effective base	1143	685	523	394	331	274	161	173	96	878	236	274	128	394	749
Ofcom/ Office of Communications	421 31%	268 34% 64%	204 34% 48%	132 30% 31%	111 31% 26%	107 34% 25%	57 31% 13%	56 29% 13%	42 39% 10%	337 34% 80%	93 33% 22%	84 27% 20%	40 29% 9%	144 32% 34%	277 31% 66%
BSC/ Broadcasting Standards Commission	183 14%	112 14% 61%	84 14% 46%	58 13% 32%	56 15% 30%	55 15% 30%	27 15% 15%	26 14% 15%	15 13% 8%	147 15% 81%	52 18% 28% <b>z</b>	47 15% 26%	21 15% 11%	71 16% 39%	111 12% 61%
Radio Authority	88 7%	46 6% 52%	36 6% 41%	32 7% 36%	29 8% 33%	24 8% 27%	14 8% 16%	12 6% 14%	6 5% 7%	67 7% 75%	9 3% 11%	22 7% 25% <b>v</b>	9 7% 11%	27 6% 31%	61 7% 69% <b>z</b>
BBC	68 5%	37 5% 55%	30 5% 44%	24 6% 36%	19 5% 27%	20 6% 29%	13 7% 19%	11 6% 17%	8 8% 12%	42 4% 62%	18 7% 27%	28 9% 41% <b>z</b>	17 12% 26% <b>yz</b>	31 7% 46% <b>z</b>	37 4% 54%
ASA/ Advertising Standards Authority	53 4%	36 5% 68%	23 4% 44%	21 5% 40%	20 5% 37%	13 4% 23%	11 6% 21%	12 6% 22%	9 8% 16%	41 4% 77%	8 3% 15%	11 4% 21%	5 3% 9%	16 3% 29%	38 4% 71%
Radio stations themselves	49 4%	27 3% 56%	24 4% 49%	25 6% 51%	19 5% 39%	9 3% 18%	9 5% 18%	11 6% 22%	4 4% 8%	35 3% 71%	7 3% 15%	11 4% 22%	6 5% 13%	15 3% 31%	34 4% 69%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	48 4%	17 2% 36%	18 3% 37%	10 2% 21%	9 2% 18%	6 2% 13%	2 1% 4%	4 2% 9%	4 3% 7%	24 2% 51%	8 3% 16%	11 3% 22%	5 3% 10%	15 3% 31%	33 4% 69%
MediaWatch/ National Viewers and Listeners Association	19 1%	12 2% 66%	10 2% 53%	9 2% 46%	8 2% 44%	7 2% 35%	5 3% 27%	4 2% 23%	1 1% 6%	16 2% 84%	7 2% 37%	7 2% 37%	4 3% 20%	10 2% 53%	9 1% 47%
BBFC/ British Board of Film Classification	13 1%	8 1% 61%	8 1% 63%	6 1% 49%	3 1% 27%	3 1% 27%	2 1% 15%	3 1% 22%	- 1% -	9 1% 73%	3 1% 21%	4 1% 28%	3 2% 21%	4 1% 28%	9 1% 72%
ITC/ Independent Television Commission	3 *	2 * 73%	2 * 73%	2 1% 73%	2 1% 64%	1 * 34%	1 1% 34%	2 1% 64%	* * 8%	2 * 73%	1 * 30%	2 1% 64%	1 1% 38%	2 * 64%	1 * 36%
Other response – WRITE IN	14 1%	8 1% 55%	5 1% 32%	5 1% 37% <b>p</b>	- - -	1 * 8%	2 1% 17% <b>p</b>	1 1% 8%	- - -	9 1% 63%	3 1% 24%	4 1% 30%	- 1% -	6 1% 44%	8 1% 56%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/yz  
 \* small base

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Table 122

**Q12: Who do you think is responsible for regulating radio?**  
**SINGLE CODE (FIRST MENTION)**

**Base: Those who believe that radio programmes are regulated**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1348	790 59%	592 44%	433 32%	361 27%	310 23%	181 13%	192 14%	109* 8%*	1005 75%	282 21%	307 23%	139 10%	457 34%	892 66%
Don't know	388	216 27%	148 25%	107 25%	86 24%	65 21%	39 21%	49 25%	20 19%	275 27%	73 26%	76 25%	29 21%	115 25%	273 31%
	29%	56%q	38%	28%	22%	17%	10%	13%	5%	71%q	19%	19%	7%	30%	70% <b>x</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 123

**Q13: (SHOW SCREEN) 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Too much	<b>71</b> <b>3%</b>	57 5%	14 1%	42 4%	30 2%	18 5%	15 4%	12 3%	14 3%	9 3%	3 1%	14 3%	28 4%	15 3%	15 2%	42 3%	29 3%	25 3%	46 3%	20 3%	51 3%	48 4%	23 2%
		80%	20%	58%	42%	<b>26%h</b>	<b>21%h</b>	<b>17%h</b>	<b>19%h</b>	<b>13%h</b>	4%	19%	39%	21%	20%	59%	41%	35%	65%	28%	72%	<b>67%t</b>	33%
Too little	<b>80</b> <b>3%</b>	60 5%	20 2%	40 3%	40 3%	10 3%	22 6%	11 3%	22 5%	4 1%	9 2%	20 4%	29 4%	11 2%	21 3%	48 4%	32 3%	42 5%	38 2%	33 5%	47 2%	52 4%	28 2%
		75%	25%	50%	50%	13%	<b>28%egh</b>	14%	<b>28%gh</b>	6%	12%	25%	36%	14%	26%	60%	40%	<b>53%p</b>	47%	<b>41%r</b>	59%	<b>65%t</b>	35%
About the right amount	<b>1527</b> <b>64%</b>	733 61%	794 67%	746 64%	781 64%	208 59%	253 65%	267 66%	257 63%	228 66%	315 65%	376 71%	473 64%	327 65%	351 57%	849 67%	678 61%	523 65%	1004 64%	461 66%	1066 63%	801 67%	724 61%
		48%	52%	49%	51%	14%	17%	17%	17%	15%	21%	<b>25%jkl</b>	<b>31%l</b>	<b>21%l</b>	23%	<b>56%n</b>	44%	34%	66%	30%	70%	<b>52%t</b>	47%
Don't know	<b>708</b> <b>30%</b>	343 29%	365 31%	333 29%	374 31%	114 33%	101 26%	115 28%	115 28%	102 30%	160 33%	120 23%	207 28%	153 30%	228 37%	327 26%	381 34%	219 27%	489 31%	184 26%	524 31%	287 41%	417 59%
		48%	52%	47%	53%	16%	14%	16%	16%	14%	<b>23%o</b>	17%	<b>29%l</b>	<b>22%l</b>	<b>32%ljk</b>	46%	<b>54%lm</b>	31%	69%	26%	<b>74%q</b>	41%	<b>59%a</b>

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 123

**Q13: (SHOW SCREEN) 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	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Too much	71 3%	65 3%	4 2%	56 3%	15 2%	67 3%	5 1%	65 3%	3 1%	3 2%	* *	2 2%	7 3%	5 3%	4 3%	3 1%	12 6%	9 5%	8 3%	15 5%
		91%	6%	79%	21%	93% <sup>f</sup>	7%	92%	4%	4%	*	3%	10%	7%	6%	4%	17% <sup>c</sup>	13%	12%	21% <sup>c</sup>
Too little	80 3%	75 4%	5 2%	62 4%	18 2%	71 4%	9 2%	57 3%	12 6%	9 6%	2 3%	3 3%	10 4%	2 1%	8 5%	6 3%	5 2%	5 2%	5 2%	13 4%
		94%	6%	77%	23%	88%	12%	72%	15% <sup>g</sup>	11% <sup>g</sup>	2%	4%	12%	3%	10%	8%	6%	6%	6%	16%
About the right amount	1527 64%	1400 66%	122 49%	1079 67%	448 58%	1273 66%	254 54%	1263 64%	126 58%	97 69%	40 73%	56 57%	173 66%	125 64%	105 62%	133 64%	139 64%	130 65%	220 68%	182 61%
		92% <sup>b</sup>	8%	71% <sup>d</sup>	29%	83% <sup>f</sup>	17%	83%	8%	6% <sup>h</sup>	3% <sup>gh</sup>	4%	11%	8%	7%	9%	9%	9%	14%	12%
Don't know	708 30%	587 28%	117 47%	414 26%	294 38%	504 26%	203 43%	587 30%	76 35%	32 23%	13 23%	37 38%	72 27%	63 32%	52 30%	65 32%	61 28%	56 28%	89 28%	91 30%
		83%	16% <sup>a</sup>	58%	42% <sup>c</sup>	71%	29% <sup>e</sup>	83% <sup>i</sup>	11% <sup>j</sup>	5%	2%	5%	10%	9%	7%	9%	9%	8%	13%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

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Table 123

Absolutes/col percents/row percents 19 Apr 2018

**Q13: (SHOW SCREEN) 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Too much	71 3%	13 3%	58 3%	31 3%	27 3%	9 4%	14 2%	43 3%	40 4%	26 2%	34 4%	61 4%	10 2%
		18%	82%	43%	38%	12%	19%	61%	56%	36%	48%	86% <b>l</b>	14%
Too little	80 3%	25 6%	55 3%	43 4%	28 3%	11 5%	14 2%	57 4%	53 5%	25 2%	48 5%	67 4%	13 2%
		31% <b>b</b>	69%	54%	35%	14% <b>f</b>	17%	71%	66% <b>l</b>	31%	60% <b>l</b>	84% <b>l</b>	16%
About the right amount	1527 64%	265 67%	1262 63%	690 65%	675 65%	149 67%	401 64%	957 66%	740 66%	750 63%	643 66%	1110 65%	417 61%
		17%	83%	45%	44%	10%	26%	63%	48%	49%	42%	73%	27%
Don't know	708 30%	95 24%	612 31%	294 28%	302 29%	52 24%	200 32%	403 28%	287 26%	387 33%	248 25%	466 27%	242 35%
		13%	87% <b>a</b>	42%	43%	7%	28% <b>e</b>	57%	41%	55% <b>h</b> <b>j</b>	35%	66%	34% <b>k</b>

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



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Table 123

**Q13: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Too much	71 3%	48 4%	34 4%	38 5%	34 6%	37 7%	10 4%	18 6%	8 4%	61 4%	17 4%	30 6%	21 11%	34 5%	37 2%
		67%	48%	53%	48% <b>mnu</b>	52% <b>mnu</b>	14%	25%	12%	86%	24%	41% <b>z</b>	29% <b>vwyz</b>	48% <b>z</b>	52%
Too little	80 3%	57 4%	48 5%	39 5%	30 5%	30 6%	14 5%	22 7%	10 5%	67 4%	39 9%	47 9%	26 13%	56 7%	24 1%
		71%	60%	49%	37%	37%	18%	27% <b>mu</b>	12%	84%	49% <b>z</b>	59% <b>z</b>	33% <b>yz</b>	69% <b>z</b>	31%
About the right amount	1527 64%	887 66%	643 66%	479 65%	363 65%	313 61%	180 64%	168 56%	113 60%	1110 65%	263 59%	302 60%	106 53%	462 61%	1065 65%
		58% <b>qs</b>	42% <b>s</b>	31% <b>s</b>	24% <b>s</b>	21%	12%	11%	7%	73% <b>s</b>	17%	20%	7%	30% <b>x</b>	70% <b>vwx</b>
Don't know	708 30%	350 26%	248 25%	178 24%	135 24%	135 26%	76 27%	91 30%	58 31%	466 27%	127 28%	126 25%	46 23%	200 27%	508 31%
		49%	35%	25%	19%	19%	11%	13%	8%	66%	18%	18%	7%	28%	72% <b>wxy</b>

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 19 Apr 2018

Table 124

**QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent**

**Base: All respondents**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Strongly agree	(+2) <b>181</b> 8%	103 9%	78 7%	112 10%	69 6%	33 9%	35 9%	38 9%	21 5%	33 10%	22 5%	40 7%	50 7%	38 7%	54 9%	90 7%	91 8%	65 8%	116 7%	57 8%	124 7%	107 9%	74 6%
		57%	43%	62% <b>b</b>	38%	18% <b>fh</b>	19% <b>fh</b>	21% <b>fh</b>	11%	18% <b>fh</b>	12%	22%	28%	21%	30%	50%	50%	36%	64%	32%	68%	59% <b>t</b>	41%
Slightly agree	(+1) <b>332</b> 14%	182 15%	149 13%	199 17%	133 11%	48 14%	62 16%	56 14%	59 14%	40 12%	66 14%	77 15%	114 16%	57 11%	84 14%	191 15%	140 13%	105 13%	227 14%	96 14%	236 14%	170 14%	161 14%
		55%	45%	60% <b>b</b>	40%	14%	19%	17%	18%	12%	20%	23%	34%	17%	25%	58%	42%	32%	68%	29%	71%	51%	49%
Neither agree nor disagree	(0) <b>439</b> 18%	235 20%	204 17%	228 20%	211 17%	61 14%	75 19%	84 21%	78 19%	67 15%	75 17%	94 22%	137 31%	96 22%	112 25%	231 53%	208 47%	157 36%	282 64%	137 31%	302 69%	241 20%	198 17%
		53%	47%	52%	48%	14%	17%	19%	18%	15%	17%	22%	31%	22%	25%	53%	47%	36%	64%	31%	69%	55% <b>t</b>	45%
Slightly disagree	(-1) <b>472</b> 20%	242 20%	230 19%	208 18%	265 22%	81 23%	75 19%	73 18%	82 20%	71 21%	90 19%	109 21%	157 21%	112 22%	95 15%	266 21%	207 18%	155 19%	318 20%	130 19%	342 20%	250 21%	221 19%
		51%	49%	44%	56% <b>a</b>	17%	16%	15%	17%	15%	19%	23% <b>l</b>	33% <b>l</b>	24% <b>l</b>	20%	56%	44%	33%	67%	28%	72%	53%	47%
Strongly disagree	(-2) <b>699</b> 29%	282 24%	417 35%	287 25%	412 34%	81 23%	91 23%	109 27%	132 32%	95 28%	191 39%	178 34%	183 25%	145 29%	193 31%	362 29%	337 30%	226 28%	473 30%	197 28%	502 30%	305 26%	394 33%
		40%	60%	41%	59% <b>a</b>	12%	13%	16%	19% <b>cd</b>	14%	27% <b>cddeg</b>	26% <b>l</b>	26%	21%	28% <b>l</b>	52%	48%	32%	68%	28%	72%	44%	56% <b>s</b>
No opinion	<b>263</b> 11%	149 13%	113 9%	127 11%	136 11%	48 14%	53 14%	46 11%	36 9%	38 11%	43 9%	31 6%	94 13%	60 12%	77 13%	126 10%	137 12%	101 13%	161 10%	81 12%	181 11%	116 10%	143 12%
		57%	43%	48%	52%	18% <b>h</b>	20% <b>h</b>	17%	14%	16%	14%	12%	36% <b>l</b>	23% <b>l</b>	29% <b>l</b>	48%	52%	39%	61%	31%	69%	44%	54%
Net: Agree	<b>513</b> 21%	285 24%	228 19%	311 27%	202 16%	81 23%	97 25%	94 23%	80 19%	73 21%	88 18%	117 22%	165 32%	94 18%	137 27%	281 55%	232 45%	169 33%	344 67%	153 30%	360 70%	276 54%	236 46%
		56%	44%	61% <b>b</b>	39%	16%	19% <b>h</b>	18%	16%	14%	17%	23%	32%	18%	27%	55%	45%	33%	67%	30%	70%	54%	46%
Net: Disagree	<b>1171</b> 49%	524 44%	647 54%	495 43%	676 55%	161 46%	166 43%	182 45%	214 53%	166 48%	281 58%	287 54%	340 46%	256 51%	288 47%	628 50%	544 49%	381 47%	790 50%	327 47%	845 50%	555 47%	615 52%
		45%	55%	42%	58% <b>a</b>	14%	14%	16%	18% <b>de</b>	14%	24% <b>cddeg</b>	25% <b>l</b>	29%	22%	25%	54%	46%	33%	67%	28%	72%	47%	53% <b>s</b>
Net: Neither/no opinion	<b>702</b> 29%	384 32%	318 27%	354 31%	347 28%	109 31%	128 33%	129 32%	114 28%	104 30%	117 24%	126 24%	231 31%	156 31%	189 31%	357 28%	345 31%	259 32%	443 28%	218 31%	483 29%	357 30%	341 29%
		55%	45%	51%	49%	15%	18% <b>h</b>	18% <b>h</b>	16%	15%	17%	18%	33% <b>l</b>	22% <b>l</b>	27% <b>l</b>	51%	49%	37%	63%	31%	69%	51%	49%
Mean	<b>-0.55</b>	-0.40	-0.70	-0.35 <b>b</b>	-0.75	-0.42 <b>fh</b>	-0.37 <b>fh</b>	-0.44 <b>fh</b>	-0.66	-0.50 <b>h</b>	-0.81	-0.62	-0.48	-0.60	-0.54	-0.54	-0.57	-0.53	-0.57	-0.51	-0.57	-0.44 <b>t</b>	-0.67
SD	<b>1.32</b>	1.31	1.30	1.35	1.25	1.32	1.33	1.34	1.26	1.34	1.27	1.32	1.28	1.29	1.37	1.30	1.33	1.32	1.31	1.33	1.31	1.32	1.31
SE	<b>0.03</b>	0.04	0.04	0.04	0.04	0.08	0.07	0.07	0.06	0.08	0.06	0.06	0.05	0.06	0.06	0.04	0.04	0.05	0.04	0.05	0.03	0.04	0.04

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 124

**QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Strongly agree (+2)	181 8%	160 8%	20 8%	137 9%	44 6%	151 8%	30 6%	155 8%	16 7%	8 6%	2 4%	6 7%	13 5%	12 6%	14 8%	19 9%	23 11%	15 8%	24 7%	28 9%
		88%	11%	76% <b>d</b>	24%	83%	17%	85%	9%	5%	1%	4%	7%	6%	8%	10%	13% <b>i</b>	9%	13%	16%
Slightly agree (+1)	332 14%	307 14%	24 10%	259 16%	73 9%	294 15%	38 8%	266 14%	39 18%	19 13%	7 14%	10 11%	34 13%	20 10%	22 13%	26 13%	30 14%	39 20%	42 13%	42 14%
		93%	7%	78% <b>d</b>	22%	89% <b>f</b>	11%	80%	12%	6%	2%	3%	10%	6%	7%	8%	9%	12% <b>m</b>	13%	13%
Neither agree nor disagree (0)	439 18%	396 19%	39 16%	292 18%	147 19%	364 19%	75 16%	365 18%	31 14%	27 19%	16 29%	25 26%	47 18%	28 14%	19 11%	45 21%	35 16%	29 14%	53 16%	84 28%
		90%	9%	67%	33%	83%	17%	83%	7%	6%	4% <b>ghl</b>	18 6% <b>lmnq</b>	11%	6%	4%	10% <b>n</b>	8%	7%	12%	19% <b>lmnpqr</b>
Slightly disagree (-1)	472 20%	425 20%	46 19%	351 22%	121 16%	398 21%	74 16%	395 20%	41 19%	25 18%	11 20%	18 18%	62 23%	50 25%	25 14%	41 20%	39 18%	40 20%	64 20%	56 19%
		90%	10%	74% <b>d</b>	26%	84% <b>f</b>	16%	84%	9%	5%	2%	4%	13% <b>n</b>	11% <b>n</b>	5%	9%	8%	9%	14%	12%
Strongly disagree (-2)	699 29%	624 29%	73 10%	444 28%	255 33%	544 28%	155 33%	586 30%	53 24%	48 34%	12 22%	25 26%	85 32%	62 32%	77 45%	56 27%	73 33%	55 28%	106 33%	48 16%
		89%		64%	36% <b>c</b>	78%	22%	84%	8%	7% <b>h</b>	2%	4% <b>s</b>	12% <b>s</b>	9% <b>s</b>	11% <b>kimopq</b>	8% <b>s</b>	10% <b>s</b>	8% <b>s</b>	15% <b>s</b>	7%
No opinion	263 11%	215 10%	45 18%	127 8%	135 17%	164 9%	98 21%	206 10%	37 17%	14 10%	6 11%	12 13%	23 9%	24 12%	13 8%	21 10%	17 8%	21 11%	33 10%	42 14%
		82%	17% <b>a</b>	48%	52% <b>c</b>	63%	37% <b>e</b>	78%	14% <b>ql</b>	5%	2%	5%	9%	9%	5%	8%	6%	8%	12%	16%
Net: Agree	513 21%	467 22%	45 18%	396 25%	117 15%	444 23%	69 15%	421 21%	55 26%	27 19%	9 17%	17 17%	46 18%	32 16%	36 21%	45 22%	54 25%	55 27%	66 20%	71 23%
		91%	9%	77% <b>d</b>	23%	87% <b>f</b>	13%	82%	11%	5%	2%	3%	9%	6%	7%	9%	10%	11% <b>lm</b>	13%	14%
Net: Disagree	1171 49%	1049 49%	119 48%	796 49%	376 48%	942 49%	229 49%	981 50%	94 43%	73 52%	23 43%	43 44%	146 56%	111 57%	101 60%	97 47%	112 52%	96 48%	171 53%	103 34%
		90%	10%	68%	32%	80%	20%	84%	8%	6%	2%	4%	12% <b>s</b>	10% <b>s</b>	9% <b>kops</b>	8% <b>s</b>	10% <b>s</b>	8% <b>s</b>	15% <b>s</b>	9%
Net: Neither/no opinion	702 29%	612 29%	84 34%	419 26%	282 36%	528 28%	174 37%	571 29%	67 31%	41 29%	22 40%	38 39%	70 27%	52 27%	32 19%	65 31%	51 24%	50 25%	86 27%	127 42%
		87%	12%	60%	40% <b>c</b>	75%	25% <b>e</b>	81%	10%	6%	3% <b>g</b>	5% <b>lmnpqr</b>	10%	7%	5%	9% <b>n</b>	7%	7%	12%	18% <b>lmnpqr</b>
Mean	-0.55	-0.55	-0.63	-0.48 <b>d</b>	-0.73	-0.51 <b>f</b>	-0.76	-0.56	-0.42	-0.67	-0.50	-0.52	-0.72	-0.75	-0.82	-0.48 <b>n</b>	-0.54	-0.45 <b>n</b>	-0.65	-0.20 <b>lmnopr</b>
SD	1.32	1.31	1.34	1.32	1.28	1.31	1.31	1.32	1.35	1.29	1.15	1.25	1.23	1.25	1.40	1.32	1.41	1.35	1.32	1.23
SE	0.03	0.03	0.10	0.03	0.05	0.03	0.07	0.03	0.10	0.09	0.08	0.15	0.08	0.10	0.12	0.10	0.13	0.11	0.09	0.08

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 124

**QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent**

**Base: All respondents**

		Total	Location		Home TV service					Smart TV			Any connected TV	
			Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base		2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base		2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base		2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Strongly agree	(+2)	181 8%	33 8%	148 7%	94 9%	79 8%	22 10%	39 6%	116 8%	95 8%	85 7%	89 9%	133 8%	48 7%
Slightly agree	( +1)	332	62	270	168	141	28	81	211	165	156	146	256	75
		14%	16% 19%	14% 81%	16% 51%	14% 43%	12% 8%	13% 24%	14% 63%	15% 50%	13% 47%	15% 44%	15% 77% <b>l</b>	11% 23%
Neither agree nor disagree	(0)	439 18%	67 17%	372 19%	194 18%	178 17%	39 18%	119 19%	267 18%	222 20%	205 17%	195 20%	320 19%	119 17%
Slightly disagree	( -1)	472	71	402	198	223	46	122	301	210	246	191	339	134
		20%	18% 15%	20% 85%	19% 42%	22% 47%	21% 10%	19% 26%	21% 64%	19% 44%	21% 52%	20% 40%	20% 72%	20% 28%
Strongly disagree	( -2)	699 29%	122 31%	577 29%	293 28%	306 30%	66 30%	196 31%	422 29%	317 28%	366 31%	268 28%	489 29%	210 31%
No opinion		263	43	219	111	104	21	72	143	111	131	85	168	95
		11%	11% 16%	11% 84%	10% 42%	10% 40%	9% 8%	11% 27%	10% 55%	10% 42%	11% 50%	9% 32%	10% 64%	14% 36% <b>k</b>
Net: Agree		513 21%	95 24%	418 21%	263 25%	220 21%	50 22%	119 19%	326 22%	260 23%	240 20%	235 24%	389 23%	124 18%
			19%	81%	51% <b>f</b>	43%	10%	23%	64%	51%	47%	46% <b>l</b>	76% <b>l</b>	24%
Net: Disagree		1171 49%	193 48%	978 49%	491 46%	530 51%	112 51%	318 51%	723 50%	527 47%	612 52%	459 47%	828 49%	343 50%
			16%	84%	42%	45% <b>c</b>	10%	27%	62%	45%	52%	39%	71%	29%
Net: Neither/no opinion		702 29%	110 28%	591 30%	305 29%	282 27%	60 27%	191 30%	410 28%	332 30%	335 28%	279 29%	488 29%	214 31%
			16%	84%	43%	40%	9%	27%	58%	47%	48%	40%	69%	31%
Mean		-0.55	-0.53	-0.56	-0.45 <b>f</b>	-0.58	-0.53	-0.64	-0.53	-0.48 <b>l</b>	-0.62	-0.45 <b>l</b>	-0.52	-0.65
SD		1.32	1.36	1.31	1.35	1.31	1.36	1.28	1.32	1.33	1.31	1.33	1.32	1.30
SE		0.03	0.07	0.03	0.04	0.04	0.09	0.06	0.04	0.04	0.04	0.04	0.03	0.06

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 124

**QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent**

**Base: All respondents**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%	
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%	
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367	
181	112	89	74	55	57	19	30	16	133	39	52	30	72	109	
8%	8%	9%	10%	10%	11%	7%	10%	9%	8%	9%	10%	15%	10%	7%	
	62%	49%	41%	30%	31%u	11%	17%	9%	73%	21%	29%z	17%vyz	40%z	60%	
332	193	146	114	104	90	53	57	34	256	66	89	29	113	218	
14%	14%	15%	16%	18%	17%	19%	19%	18%	15%	15%	18%	15%	15%	13%	
	58%	44%	34%	31%u	27%	16%	17%u	10%	77%	20%	27%z	9%	34%	66%	
439	258	195	136	99	93	46	52	44	320	73	93	30	126	313	
18%	19%	20%	19%	18%	18%	16%	17%	23%	19%	16%	18%	15%	17%	19%	
	59%	44%	31%	23%	21%	10%	12%	10%	73%	17%	21%	7%	29%	71%	
472	271	191	139	113	101	64	58	31	339	90	83	27	142	330	
20%	20%	20%	19%	20%	20%	23%	20%	17%	20%	20%	16%	14%	19%	20%	
	57%	40%	29%	24%	21%	13%	12%	7%	72%	19%	18%	6%	30%	70%u	
699	392	268	194	147	121	74	74	48	489	162	150	72	249	450	
29%	29%	28%	26%	26%	24%	27%	25%	25%	29%	36%	30%	36%	33%	28%	
	56%q	38%	28%	21%	17%	11%	11%	7%	70%q	23%wz	21%	10%z	36%z	64%	
263	117	85	76	46	52	24	27	16	168	17	37	11	48	214	
11%	9%	9%	10%	8%	10%	8%	9%	9%	10%	4%	7%	6%	6%	13%	
	44%	32%	29%	17%	20%	9%	10%	6%	64%	6%	14%v	4%	18%	82%vwxy	
513	305	235	188	158	147	72	88	50	389	104	142	59	186	327	
21%	23%	24%	26%	28%	29%	26%	29%	27%	23%	23%	28%	30%	25%	20%	
	59%	46%	37%	31%u	29%u	14%	17%u	10%	76%	20%	28%z	11%z	36%z	64%	
1171	662	459	333	260	222	138	132	79	828	252	233	99	391	780	
49%	49%	47%	45%	46%	43%	49%	44%	42%	49%	56%	46%	50%	52%	48%	
	57%q	39%	28%	22%	19%	12%	11%	7%	71%q	21%wz	20%	8%	33%	67%	
702	374	279	212	145	145	69	79	60	488	90	130	41	175	527	
29%	28%	29%	29%	26%	28%	25%	26%	32%	29%	20%	26%	21%	23%	32%	
	53%	40%	30%	21%	21%	10%	11%	9%	69%	13%	19%	6%	25%	75%vwxy	
-0.55	-0.52	-0.45	-0.40	-0.38mu	-0.30mu	-0.47	-0.32mu	-0.35	-0.52	-0.63	-0.40vz	-0.44	-0.54	-0.56	
1.32	1.32	1.33	1.36	1.36	1.37	1.30	1.36	1.32	1.32	1.36	1.39	1.51	1.38	1.28	
0.03	0.04	0.04	0.05	0.06	0.06	0.08	0.08	0.10	0.03	0.07	0.06	0.11	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 125

**QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent**

**Base: All respondents**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base		2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base		2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Strongly agree	(+2)	313 13%	161 14%	152 13%	184 16%	130 11%	36 10%	53 14%	62 15%	51 13%	55 16%	56 12%	70 13%	75 10%	67 13%	101 16%	145 11%	168 15%	99 12%	214 14%	91 13%	223 13%	159 13%	154 13%
			52%	48%	59%b	41%	12%	17%	20%	16%	17%c	18%	22%	24%	21%	32%j	46%	54%m	32%	68%	29%	71%	51%	49%
Slightly agree	(+1)	473 20%	255 21%	219 18%	275 24%	199 16%	78 22%	80 20%	79 20%	78 19%	68 20%	90 19%	122 23%	163 22%	81 16%	107 18%	285 23%	188 17%	148 18%	325 21%	123 18%	350 21%	250 21%	223 19%
			54%	46%	58%b	42%	17%	17%	17%	16%	14%	19%	26%kl	34%kl	17%	23%	60%n	40%	31%	69%	26%	74%	53%	47%
Neither agree nor disagree	(0)	446 19%	235 20%	211 18%	220 19%	226 18%	65 15%	89 23%	86 21%	57 20%	66 17%	149 14%	91 17%	138 19%	107 21%	111 18%	229 18%	217 19%	172 21%	274 17%	156 22%	290 17%	253 21%	193 16%
			53%	47%	49%	51%	19%	20%h	19%h	18%h	13%	15%	20%	31%	24%	25%	51%	49%	39%p	61%	35%r	65%	57%t	43%
Slightly disagree	(-1)	393 16%	211 18%	182 15%	165 14%	229 19%	64 18%	56 14%	58 14%	74 15%	56 18%	86 16%	96 18%	134 18%	83 16%	80 13%	230 20%	163 15%	129 16%	264 17%	112 16%	281 17%	200 17%	193 16%
			54%	46%	42%	58%a	16%	14%	14%	18%	14%	22%	24%l	34%l	21%	20%	59%n	41%	33%	67%	29%	71%	51%	49%
Strongly disagree	(-2)	514 22%	191 16%	323 27%	206 18%	308 25%	63 18%	63 16%	78 19%	89 22%	73 21%	149 31%	122 23%	136 19%	114 22%	143 23%	258 20%	256 23%	163 20%	351 22%	139 20%	375 22%	220 19%	293 25%
			37%	63%	40%	60%a	12%	12%	15%	17%	14%	29%cdelfg	24%	26%	22%	28%j	50%	50%	32%	68%	27%	73%	43%	57%sa
No opinion		246 10%	139 12%	107 9%	112 10%	134 11%	45 13%	49 13%	43 11%	33 8%	35 10%	41 8%	30 6%	89 12%	56 11%	72 12%	119 9%	128 11%	98 12%	149 9%	78 11%	169 10%	106 9%	137 11%
			56%	44%	46%	54%	18%	20%	17%	14%	14%	17%	12%	36%l	23%l	29%l	48%	52%	40%	60%	32%	68%	43%	56%
Net: Agree		786 33%	416 35%	370 31%	458 39%	328 27%	114 33%	133 34%	141 35%	129 32%	123 36%	146 30%	192 36%	238 32%	148 29%	209 34%	430 34%	356 32%	247 31%	539 34%	214 31%	572 34%	409 34%	376 32%
			53%	47%	58%b	42%	15%	17%	18%	16%	16%	19%	24%k	30%	19%	27%	55%	45%	31%	69%	27%	73%	52%	48%
Net: Disagree		907 38%	403 34%	505 42%	370 32%	537 44%	127 36%	120 31%	135 33%	163 40%	128 37%	234 48%	218 41%	270 37%	197 39%	223 36%	488 39%	419 37%	293 36%	615 39%	251 36%	656 39%	420 35%	486 41%
			44%	56%	41%	59%a	14%	13%	15%	18%cl	14%	26%cdelfg	24%	30%	22%	25%	54%	46%	32%	68%	28%	72%	46%	54%sa
Net: Neither/no opinion		692 29%	374 31%	318 27%	333 29%	360 29%	110 31%	138 35%	129 32%	116 28%	93 27%	107 22%	121 23%	227 31%	162 32%	183 30%	347 27%	345 31%	269 33%	423 27%	233 33%	459 27%	359 30%	330 28%
			54%	46%	48%	52%	16%h	20%fgh	19%h	17%h	13%	15%	17%	33%l	23%l	26%l	50%	50%	39%p	61%	34%r	66%	52%	48%
Mean		-0.15	-0.02	-0.28	0.06b	-0.36	-0.13h	0.01h	-0.03h	-0.19	-0.08h	-0.41	-0.16	-0.14	-0.21	-0.10	-0.15	-0.15	-0.15	-0.15	-0.14	-0.16	-0.07t	-0.24
SD		1.39	1.33	1.43	1.38	1.37	1.32	1.33	1.39	1.37	1.43	1.44	1.39	1.32	1.39	1.46	1.35	1.43	1.36	1.40	1.36	1.40	1.35	1.43
SE		0.03	0.04	0.05	0.04	0.04	0.08	0.07	0.07	0.07	0.08	0.07	0.06	0.05	0.07	0.06	0.04	0.05	0.05	0.04	0.05	0.04	0.04	0.05

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 125

**QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Strongly agree (+2)	313 13%	277 13% 89%	35 14% 11%	232 14% 74% <b>d</b>	81 10% 26%	264 14% 84%	49 10% 16%	254 13% 81%	30 14% 9%	18 13% 6%	11 21% 4% <b>g</b>	15 16% 5%	28 11% 9%	25 13% 8%	26 15% 8%	28 13% 9%	45 21% 14% <b>lqrs</b>	21 11% 7%	39 12% 12%	27 9% 9%
Slightly agree (+1)	473 20%	439 21% 93% <b>b</b>	32 13% 7%	362 22% 76% <b>d</b>	112 12% 24%	418 22% 88% <b>f</b>	56 12% 12%	395 20% 84%	43 20% 9%	23 16% 5%	12 22% 3%	16 16% 3%	65 25% 14% <b>p</b>	36 18% 8%	29 17% 6%	36 18% 8%	35 16% 7%	54 27% 11% <b>nop</b>	60 19% 13%	64 21% 14%
Neither agree nor disagree (0)	446 19%	408 19% 92%	38 15% 8%	310 19% 70%	136 18% 30%	371 19% 83%	75 16% 17%	368 19% 83%	35 16% 8%	28 20% 6%	15 27% 3% <b>gh</b>	24 24% 5% <b>m</b>	43 16% 10%	27 14% 6%	27 16% 6%	46 22% 10% <b>m</b>	43 20% 10%	30 15% 7%	49 15% 11%	79 26% 16% <b>lmnqr</b>
Slightly disagree (-1)	393 16%	359 17% 91%	32 13% 8%	278 17% 71%	115 15% 29%	325 17% 83%	69 15% 17%	332 17% 84% <b>j</b>	37 17% 10% <b>j</b>	21 15% 5% <b>j</b>	4 6% 1%	10 10% 2%	45 17% 11%	40 20% 10% <b>kn</b>	17 10% 4%	35 17% 9%	41 19% 10%	34 17% 9%	56 17% 14%	54 18% 14% <b>n</b>
Strongly disagree (-2)	514 22%	445 21% 87%	67 27% 13%	314 19% 61%	200 26% 39% <b>c</b>	381 20% 74%	133 28% 26% <b>e</b>	429 22% 83%	38 17% 7%	39 28% 8% <b>ghj</b>	8 15% 2%	23 23% 4% <b>s</b>	60 23% 12% <b>s</b>	45 23% 9% <b>s</b>	60 36% 12% <b>lmopqs</b>	43 20% 8% <b>s</b>	38 16% 7%	39 19% 8% <b>s</b>	89 28% 17% <b>ps</b>	32 11% 6%
No opinion	246 10%	200 9% 81%	44 18% 18% <b>a</b>	114 7% 46%	132 17% 54% <b>c</b>	157 8% 64%	90 19% 36% <b>e</b>	195 10% 79%	34 16% 14% <b>ql</b>	12 9% 5%	5 9% 2%	10 10% 4%	21 8% 9%	23 12% 9%	10 6% 4%	20 9% 8%	15 7% 6%	22 11% 9%	30 9% 12%	44 15% 18% <b>lnp</b>
Net: Agree	786 33%	716 34% 91%	67 27% 8%	594 37% 76% <b>d</b>	192 25% 24%	681 36% 87% <b>f</b>	105 22% 13%	650 33% 83%	73 33% 9%	40 29% 5%	24 43% 3% <b>g</b>	31 32% 4%	93 36% 12%	61 31% 8%	55 32% 7%	64 31% 8%	80 37% 10%	76 38% 10%	99 31% 13%	91 30% 12%
Net: Disagree	907 38%	804 38% 89%	99 40% 11%	592 37% 65%	315 41% 35%	706 37% 78%	202 43% 22% <b>e</b>	760 39% 84% <b>j</b>	75 35% 8% <b>j</b>	60 43% 7% <b>j</b>	12 21% 1%	33 33% 4%	104 40% 12% <b>s</b>	85 43% 9% <b>s</b>	78 46% 9% <b>s</b>	78 37% 9%	79 36% 9%	73 36% 8%	145 45% 16% <b>s</b>	87 29% 10%
Net: Neither/no opinion	692 29%	608 29% 88%	82 33% 12%	425 26% 61%	268 35% 39% <b>c</b>	527 28% 76%	165 35% 24% <b>e</b>	563 29% 81%	69 32% 10%	41 29% 6%	20 36% 3%	34 35% 5% <b>n</b>	65 25% 9%	49 25% 7%	37 22% 5%	65 32% 9%	58 27% 8%	52 26% 8%	79 24% 11%	123 41% 16% <b>lmnopqr</b>
Mean	-0.15	-0.13	-0.32	-0.05 <b>d</b>	-0.38	-0.08 <b>f</b>	-0.47	-0.16	-0.06	-0.32	0.30 <b>ghj</b>	-0.10	-0.18	-0.25	-0.36	-0.15	0.03 <b>nr</b>	-0.08	-0.33	*nr
SD	1.39	1.38	1.49	1.37	1.40	1.37	1.42	1.39	1.39	1.42	1.35	1.43	1.37	1.42	1.53	1.37	1.43	1.36	1.43	1.18
SE	0.03	0.03	0.12	0.04	0.06	0.03	0.08	0.04	0.10	0.09	0.10	0.17	0.09	0.11	0.13	0.11	0.13	0.11	0.09	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 125

**QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Strongly agree	(+2) 313 13%	51 13% 16%	262 13% 84%	148 14% 47%	146 14% 47%	30 13% 10%	82 13% 26%	197 13% 63%	147 13% 47%	165 14% 53%	133 14% 43%	233 14% 74%	80 12% 26%
Slightly agree	(+1) 473 20%	70 18% 15%	404 20% 85%	220 21% 46%	191 18% 40%	44 20% 9%	107 17% 23%	307 21% 65%	233 21% 49%	220 19% 47%	210 22% 44%	355 21% 75%	118 17% 25%
Neither agree nor disagree	(0) 446 19%	67 17% 15%	379 19% 85%	204 19% 46%	180 17% 40%	48 22% 11%	116 19% 26%	268 18% 60%	226 20% 51%	208 17% 47%	205 21% 46%	334 20% 75%	112 16% 25%
Slightly disagree	(-1) 393 16%	69 17% 18%	324 16% 82%	177 17% 45%	184 18% 47%	35 16% 9%	106 17% 27%	247 17% 63%	180 16% 46%	200 17% 51%	157 16% 40%	276 16% 70%	118 17% 30%
Strongly disagree	(-2) 514 22%	101 25% 20%	413 21% 80%	204 19% 40%	231 22% 45%	48 22% 9%	151 24% 29%	308 21% 60%	233 21% 45%	269 23% 52%	191 20% 37%	351 21% 68%	163 24% 32%
No opinion	246 10%	40 10% 16%	206 10% 84%	106 10% 43%	100 10% 41%	17 8% 7%	66 11% 27%	132 9% 54%	101 9% 41%	126 11% 51%	77 8% 31%	156 9% 63%	91 13% 37% k
Net: Agree	786 33%	121 30% 15%	666 33% 85%	368 35% 47%	337 33% 43%	73 33% 9%	189 30% 24%	504 35% 64%	380 34% 48%	385 32% 49%	343 35% 44%	588 35% 75% l	198 29% 25%
Net: Disagree	907 38%	170 43% 19% b	737 37% 81%	380 36% 42%	415 40% 46%	84 38% 9%	257 41% 28%	555 38% 61%	413 37% 45%	470 40% 52%	348 36% 38%	627 37% 69%	281 41% 31%
Net: Neither/no opinion	692 29%	107 27% 16%	585 29% 84%	310 29% 45%	280 27% 40%	65 29% 9%	182 29% 26%	401 27% 58%	327 29% 47%	333 28% 48%	282 29% 41%	490 29% 71%	202 30% 29%
Mean	-0.15	-0.28	-0.12	-0.07 f	-0.17	-0.14	-0.24	-0.12	-0.12	-0.18	-0.07	-0.10 l	-0.28
SD	1.39	1.42	1.38	1.37	1.41	1.38	1.41	1.39	1.37	1.41	1.36	1.38	1.40
SE	0.03	0.07	0.03	0.04	0.05	0.09	0.06	0.04	0.04	0.04	0.04	0.03	0.06

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 125

**QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

## **SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent**

**Base: All respondents**

	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
313	185	133	109	85	80	29	34	25	233	67	64	33	104	209
13%	14%	14%	15%	15%	16%	10%	11%	13%	14%	15%	13%	16%	14%	13%
	59%	43%	35%	27%	26%	9%	11%	8%	74%	21%	21%	10%	33%	67%
473	270	210	155	138	117	70	80	45	355	87	117	42	153	320
20%	20%	22%	21%	25%	23%	25%	27%	24%	21%	19%	23%	21%	20%	20%
	57%	44%	33%	29% <b>m</b>	25%	15%	17% <b>mu</b>	9%	75%	18%	25%	9%	32%	68%
446	266	205	147	105	112	57	63	46	334	76	98	33	133	313
19%	20%	21%	20%	19%	22%	20%	21%	24%	20%	17%	19%	16%	18%	19%
	60%	46%	33%	23%	25%	13%	14%	10%	75%	17%	22%	7%	30%	70%
393	222	157	111	91	80	53	44	19	276	80	80	28	128	265
16%	17%	16%	15%	16%	15%	19%	15%	10%	16%	18%	16%	14%	17%	16%
	56% <b>t</b>	40% <b>t</b>	28%	23%	20%	14% <b>t</b>	11%	5%	70% <b>t</b>	20%	20%	7%	33%	67%
514	283	191	140	100	78	47	50	38	351	119	110	55	186	328
22%	21%	20%	19%	18%	15%	17%	17%	20%	21%	22%	22%	27%	25%	20%
	55% <b>q</b>	37% <b>q</b>	27%	19%	15%	9%	10%	7%	68% <b>q</b>	23% <b>z</b>	21%	11% <b>z</b>	36% <b>z</b>	64%
246	114	77	71	44	47	23	27	17	156	18	36	9	47	199
10%	8%	8%	10%	8%	9%	8%	9%	9%	9%	4%	7%	5%	6%	12%
	46%	31%	29%	18%	19%	9%	11%	7%	63%	7%	15% <b>v</b>	4%	19%	81% <b>vwxy</b>
786	455	343	264	223	197	99	114	69	588	153	181	75	258	529
33%	34%	35%	36%	40%	38%	35%	38%	37%	35%	34%	36%	38%	34%	32%
	58%	44%	34%	28% <b>mu</b>	25%	13%	15%	9%	75%	19%	23%	10%	33%	67%
907	506	348	251	191	158	101	94	57	627	199	189	82	314	593
38%	38%	36%	34%	34%	31%	36%	32%	30%	37%	45%	38%	41%	42%	36%
	56% <b>q</b>	38%	28%	21%	17%	11%	10%	6%	69% <b>q</b>	22% <b>wz</b>	21%	9%	35% <b>z</b>	65%
692	380	282	218	149	159	80	90	63	490	94	134	42	180	512
29%	28%	29%	30%	26%	31%	29%	30%	33%	29%	21%	27%	21%	24%	31%
	55%	41%	32%	22%	23%	12%	13%	9%	71%	14%	19%	6%	26%	74% <b>vxy</b>
-0.15	-0.12	-0.07	-0.03	0.03 <b>m</b>	0.09 <b>mu</b>	-0.08	0.01	*	-0.10	-0.23	-0.12	-0.16	-0.20	-0.13
1.39	1.38	1.36	1.38	1.37	1.33	1.29	1.31	1.35	1.38	1.44	1.38	1.48	1.42	1.37
0.03	0.04	0.04	0.05	0.06	0.06	0.08	0.08	0.10	0.03	0.07	0.06	0.11	0.05	0.04

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 126

**QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent**

**Base: All respondents**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Strongly agree	(+2) <b>175</b> 7%	93 8%	82 7%	105 9%	70 6%	26 7%	38 10%	33 8%	18 4%	35 10%	25 5%	35 7%	46 6%	39 8%	54 9%	81 6%	94 8%	60 7%	115 7%	54 8%	121 7%	96 8%	79 7%
		53%	47%	60% <b>b</b>	40%	15%	22% <b>fh</b>	19% <b>f</b>	10%	20% <b>fh</b>	14%	20%	26%	23%	31%	46%	54%	34%	66%	31%	69%	55%	45%
Slightly agree	(+1) <b>373</b> 16%	208 17%	166 14%	227 20%	146 12%	56 16%	58 15%	64 16%	70 17%	54 16%	71 14%	98 18%	130 18%	58 12%	87 14%	228 18%	146 13%	115 14%	259 16%	101 14%	272 16%	195 16%	178 15%
		56%	44%	61% <b>b</b>	39%	15%	16%	17%	19%	14%	19%	26% <b>k</b>	35% <b>k</b>	16%	23%	61% <b>n</b>	39%	31%	69%	27%	73%	52%	48%
Neither agree nor disagree	(0) <b>488</b> 20%	251 21%	237 20%	258 22%	230 19%	68 19%	84 21%	100 25%	85 21%	66 19%	85 17%	106 20%	155 21%	108 21%	119 19%	262 21%	226 20%	177 22%	311 20%	153 22%	335 20%	274 23%	214 18%
		51%	49%	53%	47%	14%	17%	21% <b>h</b>	17%	14%	17%	22%	32%	22%	24%	54%	46%	36%	64%	31%	69%	56% <b>t</b>	44%
Slightly disagree	(-1) <b>455</b> 19%	234 20%	220 18%	202 17%	253 21%	80 23%	71 18%	70 17%	77 19%	63 18%	94 19%	109 21%	146 20%	107 21%	92 15%	255 20%	199 18%	145 18%	310 20%	123 18%	332 20%	236 20%	218 18%
		52%	48%	44%	56%	18%	16%	15%	17%	14%	21%	24% <b>l</b>	32% <b>l</b>	24% <b>l</b>	20%	56%	44%	32%	68%	27%	73%	52%	48%
Strongly disagree	(-2) <b>642</b> 27%	263 22%	379 32%	256 22%	386 32%	77 22%	86 22%	96 24%	123 30%	87 25%	173 36%	152 29%	168 23%	138 27%	184 30%	320 25%	323 29%	214 26%	428 27%	188 27%	454 27%	278 23%	364 31%
		41%	59%	40%	60% <b>a</b>	12%	13%	15%	19% <b>cde</b>	13%	27% <b>cdeg</b>	24% <b>l</b>	26%	22%	29% <b>l</b>	50%	50%	33%	67%	29%	71%	43%	57% <b>s</b>
No opinion	<b>254</b> 11%	144 12%	109 9%	114 10%	140 11%	44 12%	54 14%	42 10%	35 9%	39 11%	39 8%	30 6%	90 12%	56 11%	77 13%	121 10%	133 12%	99 12%	155 10%	80 11%	174 10%	109 9%	141 12%
		57%	43%	45%	55%	17%	21% <b>h</b>	17%	14%	15%	15%	12%	36% <b>l</b>	22% <b>l</b>	30% <b>l</b>	48%	52%	39%	61%	31%	69%	43%	55%
Net: Agree	<b>548</b> 23%	300 25%	247 21%	332 29%	216 18%	81 23%	97 25%	97 24%	88 22%	89 26%	96 20%	133 25%	176 24%	98 19%	142 23%	308 24%	239 21%	175 22%	373 24%	155 22%	393 23%	291 24%	256 21%
		55%	45%	61% <b>b</b>	39%	15%	18%	18%	16%	16%	17%	24% <b>k</b>	32%	18%	26%	56%	44%	32%	68%	28%	72%	53%	47%
Net: Disagree	<b>1097</b> 46%	498 42%	599 50%	457 39%	639 52%	157 45%	157 40%	166 41%	200 49%	149 43%	267 55%	261 49%	314 43%	245 48%	277 45%	575 45%	522 47%	359 44%	738 47%	310 44%	786 47%	514 43%	582 49%
		45%	55%	42%	58% <b>a</b>	14%	14%	15%	18% <b>de</b>	14%	24% <b>cdeg</b>	24% <b>l</b>	29%	22%	25%	52%	48%	33%	67%	28%	72%	47%	53% <b>s</b>
Net: Neither/no opinion	<b>741</b> 31%	395 33%	346 29%	372 32%	370 30%	112 32%	138 35%	143 35%	120 29%	105 31%	124 25%	137 26%	246 33%	164 32%	195 32%	382 30%	359 32%	276 34%	466 30%	233 33%	509 30%	383 32%	354 30%
		53%	47%	50%	50%	15%	19% <b>h</b>	19% <b>h</b>	16%	14%	17%	18%	33% <b>l</b>	22% <b>l</b>	26% <b>l</b>	52%	48%	37% <b>p</b>	63%	31%	69%	52%	48%
Mean	<b>-0.48</b>	-0.35	-0.60	-0.26 <b>b</b>	-0.68	-0.42 <b>h</b>	-0.32 <b>fh</b>	-0.36 <b>h</b>	-0.58	-0.36 <b>h</b>	-0.72	-0.49	-0.40	-0.55	-0.49	-0.44	-0.52	-0.48	-0.48	-0.47	-0.48	-0.38 <b>t</b>	-0.58
SD	<b>1.30</b>	1.29	1.30	1.31	1.26	1.27	1.33	1.29	1.25	1.36	1.28	1.29	1.26	1.28	1.37	1.28	1.33	1.30	1.30	1.31	1.30	1.28	1.31
SE	<b>0.03</b>	0.04	0.04	0.04	0.04	0.07	0.07	0.06	0.06	0.08	0.06	0.06	0.05	0.06	0.06	0.04	0.04	0.05	0.04	0.05	0.03	0.04	0.04

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 126

**QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Strongly agree (+2)	175 7%	155 7%	18 11%	129 8%	45 6%	144 8%	31 7%	146 7%	17 8%	9 6%	3 6%	9 9%	13 5%	10 5%	18 10%	20 10%	17 8%	15 7%	24 8%	20 7%
		89%		74%	26%	82%	18%	83%	10%	5%	2%	5%	8%	6%	10%	12%	10%	8%	14%	11%
Slightly agree (+1)	373 16%	345 16%	28 11%	289 18%	84 23%	335 18%	38 8%	306 82%	41 11%	19 5%	7 2%	8 9%	44 17%	29 15%	20 12%	33 16%	38 17%	41 21%	39 12%	54 18%
		92%		77% <b>d</b>		90% <b>f</b>		82%					12%	8%	5%	9%	10%	11% <b>kr</b>	11%	14% <b>k</b>
Neither agree nor disagree (0)	488 20%	440 21%	45 9%	335 21%	153 20%	400 21%	88 19%	402 20%	36 17%	29 21%	20 36%	31 32%	58 22%	34 17%	23 14%	40 19%	43 20%	28 14%	54 17%	91 30%
		90%		69%	31%	82%	18%	82%	7%	6%	4% <b>ghl</b>	6% <b>lmnopqr</b>	12%	7%	5%	8%	9%	6%	11%	19% <b>lmnopqr</b>
Slightly disagree (-1)	455 19%	414 19%	39 16%	325 20%	130 29%	379 20%	75 16%	382 19%	41 19%	23 16%	9 17%	13 13%	58 22%	44 23%	26 16%	47 23%	43 20%	42 21%	60 19%	48 16%
		91%		71%		83%	17%	84%	9%	5%	2%	3%	13%	10%	6%	10%	9%	9%	13%	11%
Strongly disagree (-2)	642 27%	569 27%	71 11%	407 25%	235 30%	491 26%	151 32%	539 27%	47 21%	48 34%	9 16%	25 25%	69 26%	54 28%	70 41%	46 22%	60 28%	55 27%	115 36%	45 15%
		89%		63%	37% <b>c</b>	77%	23% <b>e</b>	84% <b>j</b>	7%	7% <b>ghj</b>	1%	4% <b>s</b>	11% <b>s</b>	8% <b>s</b>	11% <b>kilmopq</b>	7%	9% <b>s</b>	9% <b>s</b>	18% <b>los</b>	7%
No opinion	254 11%	205 10%	46 19%	125 8%	129 17%	164 9%	89 19%	199 10%	35 16%	13 9%	7 12%	11 12%	21 8%	24 12%	12 7%	22 10%	17 8%	20 10%	30 9%	44 14%
		81%	18% <b>a</b>	49%	51% <b>c</b>	65%	35% <b>e</b>	78%	14% <b>qj</b>	5%	3%	4%	8%	9%	5%	9%	7%	8%	12%	17% <b>lnp</b>
Net: Agree	548 23%	500 23%	46 8%	418 26%	129 17%	479 25%	69 15%	452 23%	58 27%	28 20%	10 19%	17 17%	57 22%	39 20%	38 22%	53 26%	55 25%	56 28%	64 20%	74 24%
		91%		76% <b>d</b>	24%	87% <b>f</b>	13%	82%	11%	5%	2%	3%	10%	7%	7%	10%	10%	10%	12%	13%
Net: Disagree	1097 46%	983 46%	111 45%	732 45%	365 47%	871 45%	226 48%	921 47%	87 40%	71 50%	18 33%	38 39%	127 48%	99 50%	97 57%	93 45%	103 47%	97 48%	175 54%	93 31%
		90%		67%	33%	79%	21%	84% <b>j</b>	8%	6% <b>hj</b>	2%	3%	12% <b>s</b>	9% <b>s</b>	9% <b>kos</b>	8% <b>s</b>	9% <b>s</b>	9% <b>s</b>	16% <b>ks</b>	8%
Net: Neither/no opinion	741 31%	645 30%	91 87%	460 29%	281 36%	565 29%	177 38%	601 30%	72 33%	42 30%	27 49%	43 44%	79 30%	58 30%	35 21%	61 30%	59 27%	48 24%	83 26%	134 45%
				62%	38% <b>c</b>	76%	24% <b>e</b>	81%	10%	6%	4% <b>ghl</b>	6% <b>lmnopqr</b>	11%	8%	5%	8%	8%	6%	11%	18% <b>lmnopqr</b>
Mean	-0.48	-0.47	-0.58	-0.40 <b>d</b>	-0.66	-0.42 <b>f</b>	-0.73	-0.49	-0.33 <b>i</b>	-0.64	-0.28 <b>i</b>	-0.43	-0.52	-0.61	-0.71	-0.35 <b>nr</b>	-0.45	-0.45	-0.69	-0.17 <b>lmnopqr</b>
SD	1.30	1.30	1.34	1.30	1.28	1.30	1.29	1.30	1.32	1.31	1.13	1.28	1.23	1.25	1.43	1.32	1.32	1.34	1.33	1.18
SE	0.03	0.03	0.10	0.03	0.05	0.03	0.07	0.03	0.09	0.09	0.08	0.15	0.08	0.10	0.12	0.10	0.12	0.11	0.09	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 126

**QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent**

**Base: All respondents**

		Total	Location		Home TV service					Smart TV			Any connected TV	
			Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base		2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base		2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base		2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Strongly agree	(+2)	175 7%	36 9%	139 7%	88 8%	73 7%	19 9%	37 6%	116 8%	90 8%	85 7%	82 8%	130 8%	45 7%
			20%	80%	50%	42%	11%	21%	66%	51%	49%	47%	74%	26%
Slightly agree	(+1)	373 16%	59 15%	314 16%	179 17%	153 15%	37 17%	86 14%	243 17%	185 17%	176 15%	164 17%	289 17%	84 12%
			16%	84%	48%	41%	10%	23%	65%	50%	47%	44%	77% <b>l</b>	23%
Neither agree nor disagree	(0)	488 20%	71 18%	416 21%	213 20%	201 19%	43 19%	130 21%	304 21%	241 22%	232 20%	217 22%	356 21%	132 19%
			15%	85%	44%	41%	9%	27%	62%	49%	48%	44%	73%	27%
Slightly disagree	(-1)	455 19%	70 18%	385 19%	202 19%	216 21%	39 18%	120 19%	283 19%	208 19%	230 19%	182 19%	318 19%	136 20%
			15%	85%	44%	48%	9%	26%	62%	46%	51%	40%	70%	30%
Strongly disagree	(-2)	642 27%	122 31%	520 26%	269 25%	285 28%	66 30%	185 29%	377 26%	287 26%	340 29%	244 25%	448 26%	194 28%
			19%	81%	42%	44%	10%	29%	59%	45%	53%	38%	70%	30%
No opinion		254 11%	40 10%	214 11%	107 10%	105 10%	17 8%	69 11%	137 9%	108 10%	125 11%	84 9%	164 10%	90 13%
			16%	84%	42%	41%	7%	27%	54%	43%	49%	33%	65%	35% <b>k</b>
Net: Agree		548 23%	95 24%	453 23%	267 25%	226 22%	57 26%	123 20%	359 25%	275 25%	261 22%	246 25%	419 25%	129 19%
			17%	83%	49% <b>f</b>	41%	10%	23%	66% <b>f</b>	50%	48%	45%	76% <b>l</b>	24%
Net: Disagree		1097 46%	192 48%	905 46%	471 45%	501 49%	105 47%	305 49%	659 45%	495 44%	570 48%	426 44%	767 45%	330 48%
			18%	82%	43%	46%	10%	28%	60%	45%	52%	39%	70%	30%
Net: Neither/no opinion		741 31%	111 28%	630 32%	320 30%	305 30%	60 27%	200 32%	441 30%	349 31%	357 30%	301 31%	520 30%	222 33%
			15%	85%	43%	41%	8%	27%	59%	47%	48%	41%	70%	30%
Mean		-0.48	-0.51	-0.47	-0.41 <b>f</b>	-0.53	-0.46	-0.59	-0.42 <b>f</b>	-0.41	-0.53	-0.38 <b>l</b>	-0.43 <b>l</b>	-0.59
SD		1.30	1.37	1.29	1.32	1.29	1.36	1.27	1.31	1.31	1.30	1.31	1.31	1.28
SE		0.03	0.07	0.03	0.04	0.04	0.09	0.06	0.04	0.04	0.04	0.04	0.03	0.06

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 126

**QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

## **SINGLE CODE**

**TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent**

**Base: All respondents**

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
	175	105	82	65	56	48	16	24	18	130	34	47	27	66	108
	7%	8%	8%	9%	10%	9%	6%	8%	9%	8%	8%	9%	14%	9%	7%
		60%	47%	37%	32%	28%	9%	14%	10%	74%	19%	27%	15%vz	38%	62%
	373	225	164	126	111	95	60	59	40	289	81	98	33	127	246
	16%	17%	17%	17%	20%	17%	22%	20%	21%	17%	18%	19%	17%	17%	15%
		60%	44%	34%	30%	25%	16%	16%	11%	77%	22%	26%z	9%	34%	66%
	488	283	217	160	115	115	49	66	47	356	73	101	38	136	352
	20%	21%	22%	22%	20%	22%	17%	22%	25%	21%	16%	20%	19%	18%	22%
		58%	44%	33%	24%	24%	10%	13%	10%	73%	15%	21%	8%	28%	72%v
	455	248	182	137	99	97	63	56	25	318	89	84	26	141	313
	19%	19%	19%	19%	18%	19%	13%	19%	13%	19%	20%	17%	13%	19%	19%
		55%	40%	30%	22%	21%	23%t	12%	5%	70%	20%	18%	6%	31%	69%
	642	361	244	171	131	108	66	64	43	448	149	134	65	230	413
	27%	27%	25%	23%	23%	21%	23%	21%	23%	26%	33%	27%	33%	31%	25%
		56%q	38%	27%	20%	17%	10%	10%	7%	70%q	23%wz	21%	10%z	36%z	64%
	254	118	84	73	52	51	26	29	17	164	21	41	9	52	202
	11%	9%	9%	10%	9%	10%	9%	10%	9%	10%	5%	8%	4%	7%	12%
		46%	33%	29%	20%	20%	10%	12%	7%	65%	8%	16%v	3%	20%	80%vwxy
	548	331	246	191	167	143	77	83	58	419	115	145	60	193	355
	23%	25%	25%	26%	30%mu	28%	27%	28%	31%	25%	26%	29%	30%	26%	22%
		60%	45%	35%	30%mu	26%	14%	15%	11%	76%	21%	26%z	11%z	35%	65%
	1097	609	426	309	230	206	129	120	68	767	238	218	91	371	726
	46%	45%	44%	42%	41%	40%	46%	40%	36%	45%	53%	43%	46%	49%	44%
		56%qt	39%	28%	21%	19%	12%t	11%	6%	70%t	22%wz	20%	8%	34%wz	66%
	741	401	301	233	167	166	74	95	64	520	93	142	47	188	554
	31%	30%	31%	32%	30%	32%	27%	32%	34%	30%	21%	28%	24%	25%	34%
		54%	41%	31%	22%	22%	10%	13%	9%	70%	13%	19%v	6%	25%	75%vwxy
	-0.48	-0.44	-0.38	-0.34	-0.27mu	-0.26mu	-0.40	-0.29	-0.21mu	-0.43	-0.56	-0.34v	-0.36	-0.49	-0.47
	1.30	1.31	1.31	1.31	1.34	1.30	1.27	1.29	1.32	1.31	1.35	1.36	1.46	1.36	1.27
	0.03	0.04	0.04	0.05	0.06	0.06	0.08	0.08	0.10	0.03	0.07	0.06	0.11	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 127

**QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

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

**Base: All respondents**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114 55%	913 45%	925 45%	1088 55%	287 14%	340 16%	395 19%	355 17%	290 14%	356 17%	491 24%	628 27%	377 16%	523 21%	1117 55%	895 44%	723 38%	1288 62%	635 32%	1378 68%	1198 54%	861 46%
Strongly agree	(+2) <b>108</b> 5%	54 4%	54 5%	60 5%	48 4%	18 9%	25 6%	21 5%	11 3%	17 5%	15 3%	23 4%	25 3%	21 4%	39 6%	48 4%	60 5%	40 5%	67 4%	35 5%	73 4%	58 5%	49 4%
Slightly agree	(+1) <b>202</b> 8%	102 9%	101 8%	122 11%	80 7%	37 11%	39 10%	33 8%	30 7%	28 8%	35 7%	50 9%	66 9%	41 8%	45 7%	116 9%	86 8%	62 8%	140 9%	54 8%	148 9%	108 9%	93 8%
Neither agree nor disagree	(0) <b>413</b> 17%	223 19%	190 16%	210 18%	203 17%	64 15%	67 17%	85 21%	81 20%	51 15%	65 12%	80 15%	141 19%	85 17%	107 17%	220 17%	193 17%	155 19%	258 16%	137 20%	276 16%	223 19%	190 16%
Slightly disagree	(-1) <b>484</b> 20%	252 21%	232 19%	235 20%	249 20%	82 23%	81 21%	81 20%	83 20%	70 20%	87 18%	116 22%	160 22%	104 20%	104 17%	276 22%	207 19%	164 20%	320 20%	142 20%	342 20%	274 23%	210 18%
Strongly disagree	(-2) <b>935</b> 39%	427 36%	508 43%	422 36%	512 42%	108 31%	128 33%	144 35%	170 42%	142 41%	243 50%	232 44%	254 35%	201 40%	248 40%	486 38%	449 40%	295 36%	640 41%	256 37%	679 40%	419 35%	515 43%
No opinion	<b>245</b> 10%	137 11%	108 9%	111 10%	134 11%	42 12%	52 13%	40 10%	33 8%	36 11%	41 8%	29 5%	91 12%	55 11%	70 11%	120 9%	125 11%	93 12%	151 10%	75 11%	170 10%	106 9%	135 11%
Net: Agree	<b>310</b> 13%	155 13%	155 13%	182 16%	128 10%	56 16%	64 16%	55 13%	41 10%	45 13%	50 16%	73 14%	91 12%	62 12%	85 14%	164 13%	146 13%	102 13%	208 13%	89 13%	221 13%	167 14%	142 12%
Net: Disagree	<b>1419</b> 59%	679 57%	740 62%	658 57%	761 62%	190 54%	209 53%	225 56%	253 62%	211 62%	330 68%	349 66%	414 56%	304 60%	352 57%	762 60%	656 59%	459 57%	960 61%	398 57%	1021 60%	693 58%	725 61%
Net: Neither/no opinion	<b>657</b> 28%	359 30%	298 25%	321 28%	336 27%	106 16%	119 18%	126 19%	114 17%	106 13%	106 16%	108 16%	231 35%	140 21%	178 21%	340 27%	318 28%	248 31%	409 26%	211 30%	446 26%	328 28%	325 27%
Mean	<b>-0.90</b>	-0.85	-0.96	<b>-0.80b</b>	-1.01	<b>-0.72fg</b>	<b>-0.73fg</b>	<b>-0.80fh</b>	-0.99	<b>-0.95h</b>	-1.14	-0.97	-0.86	-0.94	-0.88	-0.90	-0.90	-0.85	-0.93	-0.85	-0.93	<b>-0.82t</b>	-0.99
SD	<b>1.20</b>	1.20	1.21	1.24	1.16	1.23	1.27	1.22	1.12	1.22	1.14	1.20	1.16	1.19	1.27	1.18	1.24	1.21	1.20	1.21	1.20	1.20	1.20
SE	<b>0.03</b>	0.04	0.04	0.04	0.03	0.07	0.07	0.06	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.03	0.04	0.04	0.03	0.05	0.03	0.03	0.04

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 127

**QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

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

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Strongly agree (+2)	108 5%	94 4%	13 5%	76 5%	32 4%	86 5%	21 5%	87 4%	12 6%	7 5%	1 5%	8 9%	7 2%	3 1%	6 4%	15 7%	11 5%	9 5%	14 4%	13 4%
		87%	12%	70%	30%	80%	20%	81%	12%	6%	1%	8%lm	6%	3%	6%	14%lm	10%	9%	13%	12%
Slightly agree (+1)	202 8%	192 9%	11 5%	152 9%	50 6%	176 9%	26 6%	159 7%	30 14%	9 7%	3 6%	6 6%	26 10%	12 6%	10 5%	17 9%	20 9%	22 11%	13 4%	32 11%
		95%b		75% <b>d</b>	25%	87% <b>f</b>	13%	79%	15% <b>gjl</b>	5%	2%	3%	13% <b>r</b>	6%	5%	9%	10% <b>r</b>	11% <b>r</b>	7%	16% <b>r</b>
Neither agree nor disagree (0)	413 17%	373 18%	38 9%	272 17%	141 18%	340 18%	73 15%	333 17%	36 16%	26 18%	18 33%	22 23%	37 14%	24 12%	25 14%	47 23%	31 14%	27 13%	34 11%	88 29%
		90%		66%	34%	82%	18%	81%	9%	6%	4% <b>ghl</b>	5% <b>lmr</b>	9%	6%	6%	11% <b>lmqr</b>	7%	6%	8%	21% <b>lmnpqr</b>
Slightly disagree (-1)	484 20%	441 21%	41 9%	367 16%	117 15%	410 21%	74 16%	417 21%	35 16%	24 17%	8 15%	16 17%	57 22%	53 27%	26 15%	42 20%	50 23%	37 18%	81 25%	54 18%
		91%		76% <b>d</b>	24%	85% <b>f</b>	15%	86%	7%	5%	2%	3%	12%	11% <b>ns</b>	5%	9%	10%	8%	17% <b>ns</b>	11%
Strongly disagree (-2)	935 39%	831 39%	102 41%	628 39%	307 40%	745 39%	190 40%	784 40%	72 33%	62 44%	16 30%	33 34%	116 44%	82 42%	91 54%	65 31%	89 41%	85 42%	153 48%	70 23%
		89%		67%	33%	80%	20%	84% <b>j</b>	8%	7% <b>h</b>	2%	4%	12% <b>os</b>	9% <b>os</b>	10% <b>kmops</b>	7%	10% <b>s</b>	9% <b>os</b>	16% <b>kos</b>	7%
No opinion	245 10%	198 9%	44 18%	116 7%	129 17%	157 8%	88 19%	193 10%	32 15%	13 9%	7 13%	11 12%	19 7%	22 11%	12 7%	22 10%	15 7%	21 10%	27 8%	44 15%
		81%	18% <b>a</b>	47%	53% <b>c</b>	64%	36% <b>e</b>	79%	13% <b>g</b>	5%	3%	5%	8%	9%	5%	9%	6%	9%	11%	18% <b>lnpr</b>
Net: Agree	310 13%	285 13%	23 9%	228 14%	82 11%	262 14%	48 10%	246 12%	42 20%	16 12%	5 8%	15 15%	33 13%	15 8%	16 10%	32 15%	32 15%	31 16%	28 9%	45 15%
		92%		74% <b>d</b>	26%	85%	15%	80%	14% <b>gjl</b>	5%	1%	5%	11%	5%	5%	10% <b>mr</b>	10%	10% <b>mr</b>	9%	15% <b>mr</b>
Net: Disagree	1419 59%	1272 60%	142 57%	995 62%	423 55%	1155 60%	263 56%	1201 61%	107 49%	86 61%	25 45%	50 51%	174 66%	135 69%	117 69%	107 52%	140 64%	122 61%	234 73%	123 41%
		90%		70% <b>d</b>	30%	81%	19%	85% <b>h</b>	8%	6% <b>h</b>	2%	3%	12% <b>kos</b>	10% <b>kos</b>	8% <b>kos</b>	8% <b>s</b>	10% <b>os</b>	9% <b>s</b>	16% <b>kos</b>	9%
Net: Neither/no opinion	657 28%	571 27%	82 33%	387 24%	270 35%	497 26%	160 34%	526 27%	68 31%	38 27%	25 46%	34 34%	56 21%	46 23%	36 22%	69 33%	46 21%	48 24%	60 19%	132 44%
		87%		59%	41% <b>c</b>	76%	24% <b>e</b>	80%	10%	6%	4% <b>ghl</b>	5% <b>lnpr</b>	8%	7%	6%	10% <b>lmnpqr</b>	7%	7%	9%	20% <b>lmnpqr</b>
Mean	-0.90	-0.89	-1.02	-0.88	-0.95	-0.88	-1.00	-0.93	-0.67 <b>gl</b>	-0.97	-0.74	-0.69 <b>lmnr</b>	-1.03	-1.15	-1.18	-0.67 <b>lmnr</b>	-0.92	-0.93	-1.17	-0.52 <b>lmnpqr</b>
SD	1.20	1.20	1.21	1.21	1.20	1.20	1.21	1.19	1.32	1.22	1.10	1.32	1.14	1.01	1.15	1.26	1.22	1.26	1.11	1.16
SE	0.03	0.03	0.09	0.03	0.05	0.03	0.07	0.03	0.09	0.08	0.08	0.15	0.08	0.08	0.10	0.10	0.11	0.10	0.07	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 127

**QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

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

**Base: All respondents**

		Total	Location		Home TV service					Smart TV			Any connected TV	
			Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base		2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base		2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base		2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Strongly agree	(+2)	108 5%	18 5%	89 4%	56 5%	41 4%	15 7%	21 3%	77 5%	57 5%	50 4%	53 5%	81 5%	26 4%
			17%	83%	52%	38%	14%	20%	72%	53%	47%	49%	75%	25%
Slightly agree	(+1)	202 8%	34 9%	168 8%	100 9%	83 8%	20 9%	49 8%	133 9%	108 10%	84 7%	97 10%	160 9%	43 6%
			17%	83%	49%	41%	10%	24%	66%	54% <b>i</b>	42%	48% <b>i</b>	79% <b>i</b>	21%
Neither agree nor disagree	(0)	413 17%	65 16%	348 17%	185 17%	173 17%	30 14%	115 18%	244 17%	207 18%	191 16%	182 19%	301 18%	111 16%
			16%	84%	45%	42%	7%	28%	59%	50%	46%	44%	73%	27%
Slightly disagree	(-1)	484 20%	73 16%	411 21%	218 21%	213 21%	51 23%	113 18%	322 22%	241 22%	228 19%	216 22%	363 21%	121 18%
			15%	85%	45%	44%	11%	23%	67%	50%	47%	45%	75%	25%
Strongly disagree	(-2)	935 39%	172 43%	763 38%	393 37%	428 41%	90 40%	266 42%	548 38%	402 36%	514 43%	347 36%	647 38%	288 42%
			18%	82%	42%	46%	10%	29% <b>c</b>	59%	43%	55% <b>h</b>	37%	69%	31%
No opinion		245 10%	36 9%	209 11%	107 10%	95 9%	16 7%	63 10%	134 9%	104 9%	120 10%	78 8%	153 9%	92 13%
			15%	85%	44%	39%	6%	26%	55%	43%	49%	32%	62%	38% <b>k</b>
Net: Agree		310 13%	53 13%	257 13%	156 15%	124 12%	35 16%	71 11%	211 14%	166 15%	134 11%	150 15%	241 14%	69 10%
			17%	83%	50%	40%	11%	23%	68%	54% <b>i</b>	43%	48% <b>i</b>	78% <b>i</b>	22%
Net: Disagree		1419 59%	245 61%	1174 59%	610 58%	640 62%	141 63%	380 60%	870 60%	643 57%	742 62%	563 58%	1010 59%	409 60%
			17%	83%	43%	45%	10%	27%	61%	45%	52% <b>h</b>	40%	71%	29%
Net: Neither/no opinion		657 28%	101 25%	557 28%	292 28%	267 26%	46 21%	178 28%	378 26%	311 28%	311 26%	260 27%	454 27%	203 30%
			15%	85%	44%	41%	7%	27% <b>e</b>	58%	47%	47%	40%	69%	31%
Mean		-0.90	-0.95	-0.89	-0.83 <sup>df</sup>	-0.96	-0.87	-0.98	-0.85 <sup>d</sup>	-0.81 <sup>i</sup>	-1.00	-0.79 <sup>i</sup>	-0.86 <sup>i</sup>	-1.02
SD		1.20	1.22	1.20	1.24	1.18	1.27	1.17	1.23	1.22	1.18	1.23	1.21	1.17
SE		0.03	0.06	0.03	0.04	0.04	0.09	0.05	0.03	0.04	0.04	0.04	0.03	0.05

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 127

**QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

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

**Base: All respondents**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%	
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%	
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367	
108	69	53	45	38	40	16	21	15	81	22	33	15	44	64	
5%	5%	5%	6%	7%	8%	6%	7%	8%	5%	5%	6%	7%	6%	4%	
	64%	49%	42%	35%	38%mmu	15%	20%	14%	75%	20%	30%xz	14%xz	41%	59%	
202	124	97	79	63	59	33	40	19	160	42	57	29	73	129	
8%	9%	10%	11%	11%	12%	12%	13%	10%	9%	9%	11%	14%	10%	8%	
	61%	48%	39%	31%	29%	16%	20%mmu	9%	79%	21%	28%xz	14%xz	36%	64%	
413	241	182	133	98	97	49	55	50	301	66	89	33	118	295	
17%	18%	19%	18%	17%	19%	17%	19%	27%	18%	15%	18%	16%	16%	18%	
	58%	44%	32%	24%	24%	12%	13%	12%mmnopqrsu	73%	16%	22%	8%	29%	71%	
484	289	216	152	118	104	76	65	30	363	90	91	29	148	336	
20%	22%	22%	21%	21%	20%	27%	22%	16%	21%	20%	18%	15%	20%	21%	
	60%	45%	31%	24%	21%	16%ooqtu	13%	6%	75%	19%	19%	6%	31%	69%	
935	508	347	254	204	165	85	89	62	647	209	200	86	326	609	
39%	38%	36%	35%	36%	32%	30%	30%	33%	38%	47%	40%	43%	43%	37%	
	54%qrs	37%	27%	22%	18%	9%	9%	7%	69%qrs	22%wz	21%	9%	35%z	65%	
245	110	78	70	42	48	21	27	14	153	16	34	8	42	202	
10%	8%	8%	10%	7%	9%	8%	9%	7%	9%	4%	7%	4%	6%	12%	
	45%	32%	29%	17%	20%	9%	11%	6%	62%	6%	14%v	3%	17%	83%vwxy	
310	193	150	124	101	100	49	62	34	241	64	90	43	117	193	
13%	14%	15%	17%	18%	19%	18%	21%	18%	14%	14%	18%	22%	16%	12%	
	62%	48%	40%	33%u	32%mmu	16%	20%mmu	11%	78%	21%	29%z	14%vz	38%z	62%	
1419	797	563	406	322	269	160	154	91	1010	300	292	115	474	944	
59%	59%	58%	55%	57%	52%	57%	52%	48%	59%	67%	58%	58%	63%	58%	
	56%qst	40%t	29%	23%t	19%	11%	11%	6%	71%qst	21%vwxz	21%	8%	33%z	67%	
657	350	260	203	140	146	70	83	64	454	82	123	40	160	497	
28%	26%	27%	28%	25%	28%	25%	28%	34%	27%	18%	24%	20%	21%	30%	
	53%	40%	31%	21%	22%	11%	13%	10%mpu	69%	12%	19%v	6%	24%	76%vwxy	
-0.90	-0.85	-0.79	-0.74	-0.74	-0.63mmu	-0.70	-0.59mmu	-0.59mu	-0.86	-0.98	-0.78v	-0.75	-0.90	-0.90	
1.20	1.22	1.23	1.27	1.29	1.31	1.23	1.29	1.30	1.21	1.22	1.30	1.37	1.26	1.18	
0.03	0.03	0.04	0.05	0.05	0.06	0.07	0.08	0.10	0.03	0.06	0.06	0.10	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Absolutes/col percents/row percents 19 Apr 2018

Table 128

**QJ1: SUMMARY (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio.**

**Please can you tell me to what extent do you agree or disagree with each of the following statements?**

**SINGLE CODE**

**Base: All respondents**

		TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent	TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent	TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent
Unweighted base		2386	2386	2386	2386
Weighted base		2386	2386	2386	2386
Effective base		2007	2007	2007	2007
Strongly agree	(+2)	181 8%	313 13%	175 7%	108 5%
Slightly agree	(+1)	332 14%	473 20%	373 16%	202 8%
Neither agree nor disagree	(0)	439 18%	446 19%	488 20%	413 17%
Slightly disagree	(-1)	472 20%	393 16%	455 19%	484 20%
Strongly disagree	(-2)	699 29%	514 22%	642 27%	935 39%
No opinion		263 11%	246 10%	254 11%	245 10%
Net: Agree		513 21%	786 33%	548 23%	310 13%
Net: Disagree		1171 49%	907 38%	1097 46%	1419 59%
Net: Neither/no opinion		702 29%	692 29%	741 31%	657 28%
Mean		-0.55	-0.15	-0.48	-0.90
SD		1.32	1.39	1.30	1.20
SE		0.03	0.03	0.03	0.03

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 129

**QJ2: SHOW SCREEN QJ2**

**(SHOW SCREEN)** 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Newspapers	928 39%	455 38% 49%	473 40% 51%	459 40% 49%	469 38% 51%	97 28% 10%	134 34% 14%	157 39% 17%	172 42% 19%	157 46% 17%	211 43% 23%	230 43% 31%	287 39% 20%	182 36% 25%	229 37% 25%	517 41% 56%	411 37% 44%	282 35% 30%	646 41% 70%	255 37% 28%	673 40% 72%	454 38% 49%	473 40% 51%
Television	425 18%	182 15% 43%	244 20% 57%	224 19% 53%	201 16% 47%	64 18% 15%	68 17% 16%	54 13% 13%	68 17% 16%	57 17% 13%	113 23% 27%	89 17% 21%	121 16% 28%	97 19% 23%	118 19% 28%	210 17% 69%	215 19% 51%	154 19% 36%	271 17% 64%	132 19% 31%	293 17% 69%	212 18% 50%	213 18% 50%
Magazines	165 7%	97 8% 59%	68 6% 41%	53 5% 32%	112 9% 68%	39 11% 24%	38 10% 23%	34 8% 21%	26 6% 16%	13 4% 8%	14 3% 8%	40 7% 24%	58 8% 35%	29 6% 17%	39 8% 24%	97 8% 59%	68 6% 41%	71 9% 43%	94 6% 57%	59 8% 36%	106 6% 64%	92 8% 56%	72 6% 44%
Internet – Broadcaster websites/ apps	126 5%	52 4% 41%	74 6% 59%	52 5% 42%	73 6% 58%	30 9% 24%	26 7% 21%	21 5% 17%	25 6% 20%	10 3% 8%	13 3% 11%	30 6% 23%	36 5% 28%	28 6% 23%	32 5% 26%	65 5% 52%	60 5% 48%	59 7% 47%	67 4% 53%	50 7% 39%	76 5% 61%	67 5% 53%	59 5% 47%
Internet – Newspaper websites/ apps	98 4%	60 5% 61%	38 3% 39%	42 4% 43%	56 5% 57%	25 7% 25%	22 6% 22%	20 5% 21%	13 3% 13%	9 3% 9%	9 2% 10%	20 4% 20%	32 4% 33%	22 4% 23%	24 4% 24%	52 4% 53%	46 4% 47%	40 5% 40%	59 4% 60%	33 5% 34%	65 4% 66%	51 4% 52%	47 4% 48%
Other internet websites/ apps	41 2%	15 1% 37%	26 2% 63%	22 2% 53%	20 2% 47%	8 2% 19%	7 2% 16%	6 1% 14%	7 2% 17%	4 1% 10%	9 2% 23%	11 2% 26%	12 2% 29%	6 1% 14%	13 2% 31%	23 2% 55%	19 2% 45%	2% 2% 31%	2% 2% 69%	1% 2% 19%	2% 2% 81%	1% 2% 42%	2% 2% 58%
Radio	16 1%	11 1% 69%	5 * 31%	11 1% 70%	5 * 30%	2 1% 15%	4 1% 27%	4 1% 24%	2 1% 15%	1 * 5%	2 * 13%	7 1% 46%	5 1% 32%	1 * 9%	2 1% 13%	12 1% 78%	4 * 22%	8 1% 50%	8 1% 50%	6 1% 37%	10 1% 63%	12 1% 73%	4 * 27%
Other sources	4 *	3 * 82%	1 * 18%	1 * 19%	3 * 81%	1 27%	- -	2 37%	- -	- -	2 36%	3 64%	- -	- -	2 36%	3 64%	2 36%	2 37%	3 63%	2 37%	3 63%	2 37%	3 63%
None are intrusive	55 2%	41 3% 75%	14 1% 25%	36 3% 65%	19 2% 35%	10 3% 18%	14 4% 25%	12 3% 22%	6 2% 11%	8 2% 14%	5 1% 10%	11 2% 20%	22 3% 40%	10 2% 18%	12 2% 22%	33 3% 60%	22 2% 40%	22 3% 39%	33 2% 61%	19 3% 35%	36 2% 65%	33 3% 61%	22 2% 39%
All are equally intrusive	340 14%	176 15% 52%	164 14% 48%	159 14% 47%	181 15% 53%	41 12% 12%	44 11% 13%	67 17% 20%	64 16% 19%	60 18% 18%	63 13% 18%	66 12% 19%	100 14% 29%	77 15% 23%	97 16% 28%	166 13% 49%	174 15% 51%	95 12% 28%	245 16% 72%	87 12% 26%	253 15% 74%	171 14% 50%	169 14% 50%
Don't know	187 8%	101 8% 54%	86 7% 46%	102 9% 54%	86 7% 46%	33 9% 18%	34 9% 18%	29 7% 15%	24 6% 13%	23 7% 12%	45 9% 24%	24 4% 13%	63 9% 34%	54 11% 29%	46 7% 25%	87 7% 46%	100 9% 54%	65 8% 35%	123 8% 65%	47 7% 25%	140 8% 75%	78 7% 42%	106 9% 57%
Net: INTERNET	265 11%	127 11% 48%	138 12% 52%	117 10% 44%	149 12% 56%	63 18% 24%	54 14% 21%	48 12% 18%	45 11% 17%	23 7% 17%	32 7% 12%	60 11% 23%	80 11% 30%	56 11% 21%	69 11% 26%	140 11% 53%	125 11% 47%	111 14% 42%	154 10% 58%	91 13% 34%	175 10% 66%	135 11% 51%	130 11% 49%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 129

## **QJ2: SHOW SCREEN QJ2**

**(SHOW SCREEN)** 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**

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)		Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2386	2172 91%	206 9%		1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
2386	2128 89%	248 10%		1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
2007	1836	172		1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
928 39%	843 40% 91%	84 34% 9%		664 41% 72% <b>d</b>	264 34% 28%	769 40% 83% <b>f</b>	159 34% 17%	780 40% 84% <b>j</b>	77 35% 8%	58 41% 6% <b>j</b>	14 25% 2%	32 33% 3%	122 46% 13% <b>kqs</b>	72 37% 8%	65 38% 7%	105 51% 11% <b>kmnqs</b>	98 45% 11% <b>qs</b>	63 32% 7%	134 42% 14% <b>qs</b>	88 29% 10%
425 18%	366 17% 86%	56 23% 13%		258 16% 61%	167 22% 39% <b>c</b>	313 16% 74%	112 24% 26% <b>e</b>	364 18% 86% <b>j</b>	37 17% 9% <b>j</b>	20 14% 5%	5 9% 1%	30 30% 7% <b>lnors</b>	45 17% 11%	37 19% 9%	24 14% 6%	24 12% 6%	53 25% 13% <b>no</b>	44 22% 10% <b>c</b>	57 18% 14%	49 16% 12%
165 7%	152 7% 92%	12 5% 7%		127 8% 77% <b>d</b>	38 5% 23%	147 8% 89% <b>f</b>	18 4% 11%	131 7% 79% <b>j</b>	21 10% 13% <b>j</b>	11 8% 7%	2 3% 1%	3 3% 2%	16 6% 10%	6 3% 4%	18 11% 11% <b>km</b>	12 6% 7%	13 5% 8%	10 5% 6%	26 8% 16% <b>m</b>	27 9% 16% <b>m</b>
126 5%	115 5% 92%	9 4% 7%		94 6% 75%	32 4% 25%	110 6% 88%	15 3% 12%	103 5% 82%	12 5% 9%	10 7% 8%	2 3% 1%	4 4% 3%	10 7% 8%	14 2% 11% <b>n</b>	4 3% 3%	15 7% 12% <b>n</b>	7 9% 6%	17 9% 14% <b>n</b>	13 4% 10%	19 6% 15%
98 4%	94 4% 96%	4 2% 4%		79 5% 81% <b>d</b>	19 2% 19%	87 5% 89%	11 2% 11%	80 4% 81%	9 4% 9%	8 6% 8%	1 2% 1%	5 5% 5%	10 4% 10%	12 6% 12% <b>rs</b>	11 6% 11% <b>rs</b>	12 6% 13% <b>s</b>	5 2% 6%	11 6% 11% <b>s</b>	7 2% 7%	5 2% 6%
41 2%	38 2% 93%	3 1% 7%		29 2% 70%	12 2% 30%	36 2% 88%	5 1% 12%	35 2% 85%	4 2% 10%	2 1% 4%	* 1% 1%	- 1% 5%	2 3% 13% <b>op</b>	6 3% 12% <b>op</b>	5 3% -	- 3% -	- 1% -	1 4% 3%	13 4% 33% <b>lopq</b>	8 3% 19% <b>op</b>
16 1%	15 1% 93%	1 * 7%		13 1% 81%	3 * 19%	15 1% 93%	1 * 7%	14 1% 87%	1 1% 8%	* * 3%	* 1% 2%	- - 6%	1 1% 13%	2 1% 13%	2 1% 13%	1 1% 7%	- - -	- - -	1 * 7%	7 2% 42%
4 *	4 * 100%	- - -		4 * 100%	- - -	4 * 100%	- - -	4 * 100%	- - -	- - -	- - -	- - -	- - -	- - -	2 1% 36%	1 1% 27%	- - -	- - -	- - -	2 1% 37%
55 2%	50 2% 91%	5 2% 9%		38 2% 68%	17 2% 32%	49 3% 90%	6 1% 10%	48 2% 87%	4 2% 8%	2 2% 4%	1 1% 1%	3 3% 6% <b>q</b>	5 2% 10%	8 4% 15% <b>q</b>	4 2% 6%	5 2% 8%	5 2% 10%	- 2% -	6 2% 12%	11 4% 20% <b>q</b>
340 14%	303 14% 89%	36 14% 11%		214 13% 63%	126 16% 37%	270 14% 79%	70 15% 21%	265 13% 78%	33 15% 10%	21 15% 6%	21 38% 6% <b>qhi</b>	5 5% 1%	33 13% 10%	21 11% 6%	32 19% 9% <b>kmo</b>	16 8% 5%	28 8% 9% <b>ko</b>	30 15% 13% <b>k</b>	43 13% 17% <b>kmo</b>	58 19% 17% <b>kmo</b>
187 8%	147 7% 78%	38 15% 20% <b>a</b>		90 6% 48%	98 13% 52% <b>c</b>	112 6% 60%	75 16% 40% <b>e</b>	150 8% 80%	19 9% 5%	8 6% 5%	10 18% 5% <b>ghi</b>	16 16% 8% <b>lnpr</b>	18 7% 9% <b>n</b>	17 2% 9% <b>n</b>	4 2% 9% <b>n</b>	17 8% 9% <b>n</b>	7 3% 4%	23 12% 12% <b>np</b>	21 6% 11%	27 9% 15% <b>np</b>
265 11%	248 12% 93% <b>b</b>	16 7% 6%		202 13% 76% <b>d</b>	63 8% 24%	234 12% 88% <b>f</b>	31 7% 12%	218 11% 82% <b>j</b>	25 11% 9%	20 14% 7% <b>j</b>	3 5% 1%	10 10% 4%	22 8% 8%	31 16% 12% <b>ip</b>	19 11% 7%	27 13% 10% <b>p</b>	13 6% 5%	30 15% 11% <b>p</b>	34 11% 13%	32 11% 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 129

## QJ2: SHOW SCREEN QJ2

(SHOW SCREEN) 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Newspapers	928 39%	147 37%	781 39%	411 39%	423 41%	79 36%	243 39%	580 40%	442 40%	463 39%	388 40%	665 39%	263 39%
		16%	84%	44%	46%	8%	26%	63%	48%	50%	42%	72%	28%
Television	425 18%	78 20%	347 17%	185 17%	181 18%	46 21%	120 19%	254 17%	208 19%	211 18%	185 19%	306 18%	119 17%
		18%	82%	44%	42%	11%	28%	60%	49%	50%	44%	72%	28%
Magazines	165 7%	30 8%	135 7%	68 6%	70 7%	23 11%	39 6%	104 7%	90 8%	67 6%	73 7%	126 7%	39 6%
		18%	82%	41%	42%	14% <b>c</b>	24%	63%	54% <b>i</b>	41%	44%	77%	23%
Internet – Broadcaster websites/ apps	126 5%	19 5%	107 5%	70 7%	50 5%	9 4%	26 4%	86 6%	67 6%	55 5%	54 6%	96 6%	30 4%
		15%	85%	56% <b>f</b>	39%	7%	21%	68%	53%	44%	43%	76%	24%
Internet – Newspaper websites/ apps	98 4%	19 5%	79 4%	44 4%	30 3%	9 4%	18 3%	66 5%	47 4%	45 4%	43 4%	76 4%	22 3%
		20%	80%	45%	30%	9%	18%	67% <b>d</b>	48%	45%	44%	78%	22%
Other internet websites/ apps	41 2%	3 1%	38 2%	14 1%	14 1%	5 2%	11 2%	23 2%	16 1%	21 2%	13 1%	25 1%	16 2%
		8%	92%	35%	34%	12%	27%	55%	38%	50%	33%	60%	40%
Radio	16 1%	3 1%	12 1%	9 1%	3 *	3 1%	2 *	11 1%	12 1%	3 *	12 1%	14 1%	2 *
		22%	78%	54%	20%	18%	13%	72%	75% <b>i</b>	19%	75% <b>i</b>	86%	14%
Other sources	4 *	- -	4 100%	1 19%	2 54%	1 27%	1 18%	3 63%	3 73%	1 27%	3 73%	4 100%	- -
		-	-	-	-	-	-	-	-	-	-	-	-
None are intrusive	55 2%	6 1%	49 2%	27 3%	30 3%	4 2%	15 2%	33 2%	29 3%	23 2%	26 3%	39 2%	16 2%
		11%	89%	49%	55%	6%	28%	59%	52%	41%	47%	71%	29%
All are equally intrusive	340 14%	58 15%	282 14%	161 15%	150 14%	30 13%	97 15%	204 14%	138 12%	192 16%	115 12%	244 14%	96 14%
		17%	83%	47%	44%	9%	28%	60%	41%	56% <b>hj</b>	34%	72%	28%
Don't know	187 8%	33 8%	155 8%	69 7%	80 8%	13 6%	56 9%	95 7%	68 6%	106 9%	61 6%	109 6%	78 11%
		17%	83%	37%	42%	7%	30%	51%	36%	57% <b>hj</b>	33%	58%	42% <b>k</b>
Net: INTERNET	265 11%	42 11%	223 11%	129 49% <b>df</b>	93 35%	23 9%	55 21%	174 66% <b>d</b>	130 49%	121 46%	110 42%	197 74%	68 26%
		16%	84%										

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Absolutes/col percents/row percents 19 Apr 2018

Table 129

## QJ2: SHOW SCREEN QJ2

(SHOW SCREEN) 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

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%	
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%	
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367	
928	515	388	255	239	180	108	98	54	665	182	192	70	296	633	
39%	38%	40%	35%	43%	35%	38%	33%	29%	39%	41%	38%	35%	39%	39%	
	55%t	42%ost	27%	26%oqst	19%	12%t	11%	6%	72%st	20%	21%	8%	32%	68%	
425	244	185	148	82	102	42	57	46	306	109	121	34	175	251	
18%	18%	19%	20%	15%	20%	15%	19%	24%	18%	24%	24%	17%	23%	15%	
	57%	44%p	35%p	19%	24%p	10%	13%	11%pru	72%	26%xz	29%xz	8%	41%z	59%	
165	100	73	70	59	39	21	30	13	126	37	37	20	58	107	
7%	7%	7%	9%	10%	8%	8%	10%	7%	7%	8%	7%	10%	8%	7%	
	61%	44%	42%	36%mu	24%	13%	18%	8%	77%	22%	22%	12%	35%	65%	
126	80	54	52	29	35	23	22	14	96	18	37	20	47	78	
5%	6%	6%	7%	5%	7%	8%	7%	7%	6%	4%	7%	10%	6%	5%	
	63%	43%	41%	23%	28%	18%	18%	11%	76%	14%	29%z	16%vz	38%	62%	
98	62	43	41	36	31	20	23	11	76	13	26	10	32	67	
4%	5%	4%	6%	6%	6%	7%	8%	6%	4%	3%	5%	5%	4%	4%	
	63%	44%	42%	36%	31%	20%	24%mmu	11%	78%	13%	27%	10%	32%	68%	
41	21	13	8	4	6	3	3	-	25	7	7	7	15	26	
2%	2%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	4%	2%	2%	
	51%	33%	18%	9%	13%	7%	8%	-	60%	16%	16%	18%	37%	63%	
16	13	12	10	11	10	2	5	3	14	7	9	9	11	5	
1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	4%	1%	*	
	79%	75%	64%	68%u	62%u	13%	30%	16%	86%	46%z	56%z	56%yz	67%z	33%	
4	3	3	2	1	1	-	-	2	4	2	2	2	2	2	
*	*	*	*	*	*	-	-	1%	*	1%	*	1%	*	*	
	82%	73%	46%	27%	27%	-	-	46%	100%	54%	36%	36%	54%	46%	
55	35	26	19	13	12	6	8	7	39	1	4	1	6	49	
2%	3%	3%	3%	2%	2%	2%	3%	4%	2%	*	1%	*	1%	3%	
	64%	47%	34%	24%	21%	11%	14%	12%	71%	2%	8%	2%	11%	89%vwy	
340	191	115	82	59	56	31	27	31	244	49	43	21	72	268	
14%	14%	12%	11%	10%	11%	11%	9%	16%	14%	11%	9%	11%	10%	16%	
	56%ps	34%	24%	17%	17%	9%	8%	9%ps	72%ops	14%	13%	6%	21%	79%vwy	
187	78	61	48	30	43	24	25	9	109	21	27	6	38	149	
8%	6%	6%	6%	5%	8%	8%	9%	5%	6%	5%	5%	3%	5%	9%	
	41%	33%	25%	16%	23%	13%	14%	5%	58%	11%	14%	3%	20%	80%vwxy	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 129

**QJ2: SHOW SCREEN QJ2**  
**(SHOW SCREEN)** 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	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Net: INTERNET	265 11%	162 12%	110 11%	101 14%	68 12%	72 14%	46 16%	49 16%	25 13%	197 12%	38 8%	70 14%	37 18%	94 13%	171 10%
		61%	42%	38%	26%	27%	17%nu	18%nu	9%	74%	14%	26%v	14%vyz	36%v	64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 130

**QJ2/QJ3: 1st/2nd most intrusive**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Newspapers	1314 55%	614 51% 47%	700 59% 53%	656 57% 50%	658 54% 50%	150 43% 11%	190 49% 14%	218 54% 17% <b>c</b>	235 58% 18% <b>cd</b>	203 59% 15% <b>cd</b>	317 65% 24% <b>cd</b>	323 61% 29%	382 52% 20%	265 52% 20%	343 56% 26%	706 56% 54%	608 54% 46%	416 51% 32%	898 57% 68% <b>e</b>	375 54% 29%	939 56% 71%	637 54% 48%	676 57% 51%
Television	801 34%	362 30% 45%	439 37% 55%	404 35% 50%	397 32% 50%	104 30% 13%	121 31% 15%	141 30% 15%	141 35% 18%	105 31% 13%	208 43% 26% <b>cd</b>	185 35% 23%	237 32% 30%	179 35% 22%	200 32% 25%	422 33% 53%	378 34% 47%	269 33% 34%	532 34% 66%	232 33% 29%	568 34% 71%	389 33% 49%	411 34% 51%
Magazines	540 23%	277 23% 51%	263 22% 49%	238 20% 44%	302 25% 56% <b>a</b>	103 29% 19% <b>efgh</b>	107 27% 20% <b>fh</b>	92 23% 17% <b>h</b>	80 20% 15%	77 23% 14%	81 17% 15%	118 22% 22%	181 25% 34%	100 20% 19%	140 23% 26%	300 24% 56%	240 21% 44%	193 24% 36%	347 22% 64%	163 23% 30%	377 22% 70%	286 24% 53%	252 21% 47%
Internet – Newspaper websites/ apps	352 15%	222 19% 63%	130 11% 37%	163 14% 46%	189 15% 54%	72 21% 21% <b>qgh</b>	58 15% 17% <b>h</b>	69 17% 20% <b>h</b>	67 16% 19% <b>h</b>	43 12% 12%	43 12% 12%	92 17% 26% <b>l</b>	114 15% 32%	76 15% 22%	71 12% 20%	205 16% 58% <b>n</b>	147 13% 42%	133 16% 38%	220 14% 62%	114 16% 32%	238 14% 68%	205 17% 58% <b>t</b>	146 12% 42%
Internet – Broadcaster websites/ apps	323 14%	147 12% 45%	176 15% 55%	129 11% 40%	195 16% 60% <b>a</b>	65 19% 20% <b>gh</b>	73 19% 23% <b>gh</b>	57 14% 18% <b>h</b>	62 15% 19% <b>h</b>	35 10% 11%	31 6% 9%	73 14% 23%	98 13% 30%	67 13% 21%	85 14% 26%	171 14% 53%	152 14% 47%	150 19% 46% <b>p</b>	173 11% 54%	125 18% 39% <b>r</b>	198 12% 61%	177 15% 55%	146 12% 45%
Other internet websites/ apps	73 3%	32 3% 44%	41 3% 56%	36 3% 50%	37 3% 50%	17 5% 23%	9 2% 12%	9 2% 12%	9 2% 12%	13 4% 18%	17 3% 23%	17 3% 24%	23 3% 32%	12 2% 17%	20 3% 27%	41 3% 56%	32 3% 44%	22 3% 30%	51 3% 70%	13 2% 19%	59 4% 81%	27 2% 37%	46 4% 63% <b>s</b>
Radio	72 3%	30 2% 41%	42 4% 59%	39 3% 54%	33 3% 46%	6 2% 8%	19 5% 27% <b>cd</b>	11 3% 16%	7 2% 10%	8 2% 11%	20 4% 28%	14 3% 20%	31 4% 43%	11 2% 15%	16 3% 22%	45 4% 63%	27 2% 37%	26 3% 36%	46 3% 64%	22 3% 31%	50 3% 69%	31 3% 43%	41 3% 57%
Other sources	11 *	7 1% 63%	4 * 37%	2 * 23%	8 1% 77%	2 1% 23%	3 1% 28%	2 * 15%	1 * 9%	- - -	3 1% 26%	5 1% 47% <b>k</b>	3 * 32%	- - -	2 * 21%	9 1% 79%	2 * 21%	5 1% 47%	6 * 53%	4 1% 37%	7 * 63%	5 * 49%	5 * 51%
No other sources are intrusive	55 2%	41 3% 75%	14 1% 25%	36 3% 65% <b>b</b>	19 2% 35%	10 3% 18%	14 4% 25% <b>h</b>	12 3% 22%	6 2% 11%	8 2% 14%	5 1% 10%	11 2% 20%	22 3% 40%	10 2% 18%	12 2% 22%	33 3% 60%	22 2% 40%	22 3% 39%	33 2% 61%	19 3% 35%	36 2% 65%	33 3% 61%	22 2% 39%
All other sources are equally intrusive	340 14%	176 15% 52%	164 14% 48%	159 14% 47%	181 15% 53%	41 12% 12%	44 11% 13%	67 17% 20% <b>d</b>	64 16% 19%	60 18% 18% <b>cd</b>	63 13% 18%	66 12% 19%	100 14% 29%	77 15% 23%	97 16% 28%	166 13% 49%	174 15% 51%	95 12% 28%	245 16% 72% <b>e</b>	87 12% 26%	253 15% 74%	171 14% 50%	169 14% 50%
Don't know	187 8%	101 8% 54%	86 7% 46%	102 9% 54%	86 7% 46%	33 9% 18%	34 9% 18%	29 7% 15%	24 6% 13%	23 7% 12%	45 9% 24%	24 4% 13%	63 9% 34% <b>i</b>	54 11% 29% <b>i</b>	46 7% 25% <b>i</b>	87 7% 46%	100 9% 54%	65 8% 35%	123 8% 65%	47 7% 25%	140 8% 75%	78 7% 42%	106 9% 57%
Net: INTERNET	695 29%	370 31% 53%	325 27% 47%	306 26% 44%	389 32% 56% <b>a</b>	142 40% 20% <b>efgh</b>	131 33% 19% <b>gh</b>	125 31% 18% <b>h</b>	124 30% 18% <b>h</b>	88 26% 13% <b>h</b>	85 18% 12%	172 33% 25%	211 29% 30%	142 28% 20%	170 28% 24%	383 30% 55%	312 28% 45%	288 36% 41% <b>p</b>	407 26% 59%	236 34% 34% <b>r</b>	459 27% 66%	380 32% 55% <b>t</b>	314 26% 45%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 130

**QJ2/QJ3: 1st/2nd most intrusive**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	Ni (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Newspapers	1314	1171 55% 89%	139 56% 11%	912 57% 69% <b>d</b>	402 52% 31%	1062 55% 81%	252 54% 19%	1110 56% 84% <b>j</b>	108 50% 8% <b>j</b>	78 55% 6% <b>j</b>	18 33% 1%	52 53% 4%	150 57% 11% <b>s</b>	106 54% 8%	100 59% 8% <b>s</b>	131 63% 10% <b>qs</b>	137 51% 10% <b>qs</b>	102 51% 8%	195 60% 15% <b>s</b>	136 45% 10%
Television	801	712 33% 89%	84 34% 10%	516 32% 64%	285 37% 36% <b>c</b>	622 32% 78%	179 38% 22% <b>e</b>	670 34% 84% <b>j</b>	82 38% 10% <b>j</b>	39 28% 5% <b>j</b>	10 18% 1%	42 43% 5% <b>os</b>	89 34% 11%	63 32% 8%	53 31% 7%	56 27% 7%	97 45% 12% <b>lmmors</b>	73 36% 9%	110 34% 14%	86 29% 11%
Magazines	540	492 23% 91%	46 18% 8%	410 25% 76% <b>d</b>	130 17% 24%	464 24% 86% <b>f</b>	76 16% 14%	444 23% 82% <b>j</b>	56 26% 10% <b>j</b>	33 23% 6% <b>j</b>	7 12% 1%	21 21% 4%	69 26% 13%	41 21% 8%	43 26% 8%	55 21% 8%	35 25% 10%	70 18% 7%	66 22% 13%	22% 12%
Internet – Newspaper websites/ apps	352	336 16% 95% <b>b</b>	15 6% 4%	286 18% 81% <b>d</b>	66 9% 19%	321 17% 91% <b>f</b>	31 7% 9%	284 14% 81%	33 15% 9%	29 21% 8% <b>g</b>	6 11% 2%	16 16% 5%	46 17% 13% <b>p</b>	37 19% 11% <b>pre</b>	19 11% 5%	37 18% 10% <b>p</b>	19 9% 5%	35 18% 10% <b>p</b>	37 12% 11%	36 12% 10%
Internet – Broadcaster websites/ apps	323	303 14% 94% <b>b</b>	19 8% 6%	236 15% 73% <b>d</b>	87 11% 27%	278 15% 86% <b>f</b>	45 10% 14%	266 13% 82% <b>j</b>	30 14% 9% <b>j</b>	25 17% 8% <b>j</b>	3 6% 1%	11 11% 3%	31 12% 10%	28 15% 9%	23 14% 7%	33 16% 10%	20 9% 6%	36 18% 11% <b>p</b>	40 13% 13%	42 14% 13%
Other internet websites/ apps	73	68 3% 94%	4 2% 6%	52 3% 72%	20 3% 28%	64 3% 88%	9 2% 12%	65 3% 89%	5 2% 7%	3 2% 4%	* 1% *	2 2% 2%	10 4% 14%	10 5% 13% <b>q</b>	6 4% 9%	3 1% 4%	7 3% 9%	1 1% 2%	15 5% 21% <b>q</b>	11 4% 15%
Radio	72	61 3% 84%	11 5% 16%	39 2% 54%	33 4% 46% <b>c</b>	51 3% 71%	21 4% 29%	65 3% 90%	4 2% 6%	2 1% 2%	1 1% 1%	2 2% 2%	6 2% 9%	10 5% 14% <b>o</b>	3 2% 4%	2 1% 3%	8 4% 11%	4 2% 6%	11 3% 15%	18 6% 26% <b>lno</b>
Other sources	11	11 1% 100%	- - -	11 1% 100% <b>d</b>	- - -	11 1% 100%	- - -	10 1% 93%	- 1% -	1 1% 7%	- - -	- - -	- - -	- - -	4 2% 34% <b>l</b>	1 1% 10%	- - -	- - 10%	1 * 10%	4 1% 39%
No other sources are intrusive	55	50 2% 91%	5 2% 9%	38 2% 68%	17 2% 32%	49 3% 90%	6 1% 10%	48 2% 87%	4 2% 8%	2 2% 4%	1 1% 1%	3 3% 6% <b>q</b>	5 2% 10%	8 4% 15% <b>q</b>	4 2% 6%	5 2% 8%	5 2% 10%	- - -	6 2% 12%	11 4% 20% <b>q</b>
All other sources are equally intrusive	340	303 14% 89%	36 14% 11%	214 13% 63%	126 16% 37%	270 14% 79%	70 15% 21%	265 13% 78%	33 15% 10%	21 15% 6%	21 38% 6% <b>gn</b>	5 5% 1%	33 13% 10%	21 11% 6%	32 19% 9% <b>kmo</b>	16 8% 5%	28 13% 8%	30 15% 9% <b>ko</b>	43 13% 13% <b>k</b>	58 19% 17% <b>kmo</b>
Don't know	187	147 7% 78%	38 15% 20% <b>a</b>	90 6% 48%	98 13% 52% <b>c</b>	112 6% 60%	75 16% 40% <b>e</b>	150 8% 80%	19 9% 10%	8 6% 5%	10 18% 5% <b>ghi</b>	16 16% 8% <b>lnpr</b>	18 7% 9%	17 9% 2%	4 2% 9% <b>n</b>	17 8% 2%	7 3% 4%	23 12% 12% <b>np</b>	21 6% 11%	27 9% 15% <b>np</b>
Net: INTERNET	695	658 29% 95% <b>b</b>	34 14% 5%	537 33% 77% <b>d</b>	158 20% 23%	616 32% 89% <b>f</b>	79 17% 11%	569 29% 82% <b>j</b>	66 30% 9% <b>j</b>	52 37% 7% <b>g</b>	8 15% 1%	26 26% 4%	79 30% 11%	67 34% 10% <b>p</b>	47 28% 7%	66 32% 10% <b>p</b>	45 21% 6%	67 33% 10% <b>p</b>	89 28% 13%	83 28% 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 130

**QJ2/QJ3: 1st/2nd most intrusive****Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Newspapers	1314	210	1104	550	597	126	358	802	626	654	542	930	385
	55%	53%	56%	52%	58% <b>c</b>	57%	57%	55%	56%	55%	56%	55%	56%
		16%	84%	42%		10%	27%	61%	48%	50%	41%	71%	29%
Television	801	136	664	368	325	80	201	513	379	410	333	581	219
	34%	34%	33%	35%	32%	36%	32%	35%	34%	34%	34%	34%	32%
		17%	83%	46%	41%	10%	25%	64%	47%	51%	42%	73%	27%
Magazines	540	92	448	239	229	60	135	332	284	236	238	407	132
	23%	23%	23%	23%	22%	27%	22%	23%	25%	20%	24%	24%	19%
		17%	83%	44%	42%	11%	25%	62%	<b>53%l</b>	44%	<b>44%l</b>	<b>75%l</b>	25%
Internet – Newspaper websites/ apps	352	64	288	168	153	32	83	227	184	152	166	279	73
	15%	16%	15%	16%	15%	14%	13%	16%	<b>16%l</b>	13%	<b>17%l</b>	<b>16%l</b>	11%
		18%	82%	48%	43%	9%	24%	64%	<b>52%l</b>	43%	<b>47%l</b>	<b>79%l</b>	21%
Internet – Broadcaster websites/ apps	323	58	265	165	117	27	70	212	168	146	151	250	74
	14%	15%	13%	16%	11%	12%	11%	15%	15%	12%	16%	15%	11%
		18%	82%	<b>51%dl</b>	36%	8%	22%	<b>66%dl</b>	52%	45%	<b>47%l</b>	<b>77%l</b>	23%
Other internet websites/ apps	73	9	63	29	32	8	20	41	28	37	25	45	28
	3%	2%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	4%
		13%	87%	40%	45%	11%	27%	56%	38%	51%	34%	62%	38%
Radio	72	13	59	31	27	7	20	49	41	30	32	44	28
	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	4%
		18%	82%	43%	37%	10%	28%	68%	57%	42%	44%	61%	39%
Other sources	11	-	11	2	6	1	3	6	8	3	8	9	2
	*	-	1%	*	1%	1%	1%	*	1%	*	1%	1%	*
		-	100%	23%	59%	10%	30%	53%	74%	26%	74%	84%	16%
No other sources are intrusive	55	6	49	27	30	4	15	33	29	23	26	39	16
	2%	1%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%
		11%	89%	49%	55%	6%	28%	59%	52%	41%	47%	71%	29%
All other sources are equally intrusive	340	58	282	161	150	30	97	204	138	192	115	244	96
	14%	15%	14%	15%	14%	13%	15%	14%	12%	16%	12%	14%	14%
		17%	83%	47%	44%	9%	28%	60%	41%	<b>56%hj</b>	34%	72%	28%
Don't know	187	33	155	69	80	13	56	95	68	106	61	109	78
	8%	8%	8%	7%	8%	6%	9%	7%	6%	9%	6%	6%	11%
		17%	83%	37%	42%	7%	30%	51%	36%	<b>57%hj</b>	33%	58%	<b>42%k</b>
Net: INTERNET	695	124	571	338	284	62	159	446	354	312	318	535	160
	29%	31%	29%	32%	27%	28%	25%	31%	32%	26%	33%	31%	23%
		18%	82%	<b>49%dl</b>	41%	9%	23%	<b>64%l</b>	<b>51%l</b>	45%	<b>46%l</b>	<b>77%l</b>	23%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 130

**QJ2/QJ3: 1st/2nd most intrusive****Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Newspapers	1314	734	542	377	321	269	153	146	84	930	268	290	106	440	874
	55%	55%	56%	51%	57%	52%	55%	49%	44%	55%	60%	57%	53%	59%	53%
		56% <b>st</b>	41% <b>st</b>	29%	24% <b>st</b>	20%	12% <b>st</b>	11%	6%	71% <b>st</b>	20% <b>z</b>	22%	8%	33% <b>z</b>	67%
Television	801	459	333	255	163	178	82	95	75	581	189	207	75	307	494
	34%	34%	34%	35%	29%	35%	29%	32%	39%	34%	42%	41%	37%	41%	30%
		57% <b>p</b>	42% <b>p</b>	32% <b>p</b>	20%	22%	10%	12%	9% <b>pr</b>	73% <b>p</b>	24% <b>z</b>	26% <b>z</b>	9%	38% <b>z</b>	62%
Magazines	540	312	238	198	158	136	61	72	38	407	107	116	45	180	359
	23%	23%	24%	27%	28%	26%	22%	24%	20%	24%	24%	23%	23%	24%	22%
		58%	44%	37%	29% <b>mi</b>	25%	11%	13%	7%	75%	20%	22%	8%	33%	67%
Internet – Newspaper websites/ apps	352	221	166	134	136	84	65	73	36	279	68	93	36	126	226
	15%	17%	17%	18%	24%	16%	23%	24%	19%	16%	15%	18%	18%	17%	14%
		63%	47%	38%	39% <b>mnnoqu</b>	24%	18% <b>mnqu</b>	21% <b>mnnoqu</b>	10%	79%	19%	26% <b>z</b>	10%	36%	64%
Internet – Broadcaster websites/ apps	323	195	151	138	86	87	52	56	39	250	63	96	48	123	200
	14%	15%	16%	19%	15%	17%	19%	19%	20%	15%	14%	19%	24%	16%	12%
		60%	47%	43% <b>mu</b>	27%	27%	16%	17%	12% <b>mu</b>	77%	20%	30% <b>z</b>	15% <b>vyz</b>	38% <b>z</b>	62%
Other internet websites/ apps	73	37	25	14	9	12	8	8	*	45	19	18	8	33	39
	3%	3%	3%	2%	2%	2%	3%	3%	*	3%	4%	3%	4%	4%	2%
		51% <b>t</b>	34% <b>t</b>	19%	13%	16%	12% <b>t</b>	11% <b>t</b>	*	62% <b>t</b>	27% <b>z</b>	24%	11%	46% <b>z</b>	54%
Radio	72	39	32	20	18	20	6	11	5	44	16	21	15	29	44
	3%	3%	3%	3%	3%	4%	2%	4%	2%	3%	4%	4%	8%	4%	3%
		54%	44%	28%	25%	27%	8%	15%	7%	61%	22%	30%	21% <b>vyz</b>	40%	60%
Other sources	11	7	8	6	4	3	1	2	3	9	5	5	4	7	4
	*	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	2%	1%	*
		65%	74%	53%	40%	26%	10%	17%	28%	84%	43% <b>z</b>	46% <b>z</b>	37% <b>z</b>	65% <b>z</b>	35%
No other sources are intrusive	55	35	26	19	13	12	6	8	7	39	1	4	1	6	49
	2%	3%	3%	3%	2%	2%	2%	3%	4%	2%	*	1%	*	1%	3%
		64%	47%	34%	24%	21%	11%	14%	12%	71%	2%	8%	2%	11%	89% <b>vwxy</b>
All other sources are equally intrusive	340	191	115	82	59	56	31	27	31	244	49	43	21	72	268
	14%	14%	12%	11%	10%	11%	11%	9%	16%	14%	11%	9%	11%	10%	16%
		56% <b>ps</b>	34%	24%	17%	17%	9%	8%	9% <b>ps</b>	72% <b>ops</b>	14%	13%	6%	21%	79% <b>vwxy</b>
Don't know	187	78	61	48	30	43	24	25	9	109	21	27	6	38	149
	8%	6%	6%	6%	5%	8%	8%	9%	5%	6%	5%	5%	3%	5%	9%
		41%	33%	25%	16%	23%	13%	14%	5%	58%	11%	14%	3%	20%	80% <b>vwxy</b>
Net: INTERNET	695	421	318	265	214	169	115	124	70	535	140	192	86	263	432
	29%	31%	33%	36%	38%	33%	41%	41%	37%	31%	31%	38%	43%	35%	26%
		61%	46%	38% <b>mu</b>	31% <b>mnu</b>	24%	16% <b>mnqu</b>	18% <b>mnqu</b>	10%	77%	20%	28% <b>vz</b>	12% <b>vz</b>	38% <b>z</b>	62%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 131

**QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive****Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Newspapers	1487 62%	693 58%	793 67%	728 63%	759 62%	183 52%	228 58%	244 60%	269 66%	218 63%	345 71%	364 69%	446 61%	304 20%	372 61%	811 64%	676 60%	486 60%	1001 63%	432 62%	1055 62%	739 62%	746 63%
		47%	53%	49%	51%	12%	15%	16% <b>c</b>	18% <b>cd</b>	15% <b>c</b>	23% <b>cddeg</b>	25% <b>jk</b>	30%	20%	25%	55%	45%	33%	67%	29%	71%	50%	50%
Television	1071 45%	484 41%	587 49%	538 46%	533 44%	146 42%	170 43%	166 41%	183 45%	154 45%	251 52%	255 48%	318 43%	226 45%	272 44%	573 45%	498 44%	363 45%	708 45%	313 45%	758 45%	531 45%	538 45%
		45%	55%	50%	50%	14%	16%	16%	17%	14%	23% <b>cdde</b>	24%	30%	21%	25%	54%	44%	34%	66%	29%	71%	50%	50%
Magazines	867 36%	437 37%	430 36%	393 34%	474 39%	151 43%	156 40%	148 37%	133 33%	118 34%	161 33%	194 37%	274 37%	183 27%	216 35%	467 37%	399 36%	294 36%	573 36%	253 36%	614 36%	444 37%	421 35%
		50%	50%	45%	55% <b>a</b>	17% <b>dfgh</b>	18% <b>i</b>	17%	15%	14%	19%	22%	32%	21%	25%	54%	46%	34%	66%	29%	71%	51%	49%
Internet – Newspaper websites/ apps	670 28%	413 35%	257 22%	315 27%	355 29%	128 36%	118 30%	122 30%	135 33%	88 26%	80 16%	164 31%	219 30%	135 27%	152 25%	383 30%	287 26%	242 30%	428 27%	207 30%	463 27%	364 31%	305 26%
		62%	38%	47%	53%	19% <b>qgh</b>	18% <b>h</b>	18% <b>h</b>	20% <b>gh</b>	13% <b>h</b>	12%	25% <b>l</b>	33%	20%	23%	57% <b>n</b>	43%	36%	64%	31%	69%	54% <b>t</b>	45%
Internet – Broadcaster websites/ apps	566 24%	279 23%	287 24%	252 22%	314 26%	106 30%	109 28%	106 26%	104 25%	63 18%	79 16%	138 26%	174 24%	117 23%	136 22%	312 25%	254 23%	240 30%	326 21%	202 29%	364 22%	319 27%	246 21%
		49%	51%	45%	55% <b>a</b>	19% <b>gh</b>	19% <b>gh</b>	19% <b>gh</b>	18% <b>gh</b>	11%	14%	24%	31%	21%	24%	55%	45%	42% <b>p</b>	58%	36% <b>r</b>	64%	56% <b>t</b>	44%
Radio	171 7%	63 5%	108 9%	86 7%	85 7%	17 5%	41 11%	29 7%	20 5%	21 6%	42 9%	35 7%	53 7%	32 6%	51 8%	89 7%	82 7%	67 8%	104 7%	62 9%	109 6%	81 7%	90 8%
		37%	63%	50%	50%	10%	24% <b>ctfg</b>	17%	12%	12%	25%	21%	31%	18%	30%	52%	48%	39%	61%	36% <b>r</b>	64%	47%	53%
Other internet websites/ apps	112 5%	51 4%	61 5%	52 4%	60 5%	18 5%	12 3%	12 3%	22 5%	21 6%	28 6%	30 27%	36 32%	18 16%	27 24%	66 59%	46 41%	34 31%	78 69%	26 23%	86 5%	46 41%	66 59%
		45%	55%	46%	54%	16%	11%	11%	19%	19% <b>ae</b>	25%	27%	32%	16%	24%	59%	41%	4%	5%	4%	5%	4%	6%
Other sources	16 1%	8 1%	8 1%	6 1%	10 1%	4 1%	3 1%	2 1%	3 1%	1 *	4 1%	6 1%	5 1%	- 1%	5 1%	11 1%	5 *	6 1%	10 1%	4 1%	12 1%	5 *	11 1%
		50%	50%	35%	65%	23%	19%	10%	16%	9%	23%	37% <b>k</b>	29%	-	33%	67%	33%	40%	60%	25%	75%	33%	67%
No other sources are intrusive	55 2%	41 3%	14 1%	36 3%	19 2%	10 18%	14 4%	12 3%	6 2%	8 2%	5 1%	11 20%	22 40%	10 18%	12 22%	33 60%	22 40%	22 39%	33 61%	19 35%	36 2%	33 61%	22 39%
		75%	25%	65% <b>b</b>	35%	18%	25% <b>h</b>	22%	11%	14%	10%	20%	40%	17%	22%	60%	40%	39%	61%	35%	65%	61%	39%
All other sources are equally intrusive	340 14%	176 15%	164 14%	159 14%	181 15%	41 12%	44 11%	67 17%	64 16%	60 18%	63 13%	66 12%	100 14%	77 15%	97 16%	166 13%	174 15%	95 12%	245 16%	87 12%	253 15%	171 14%	169 14%
		52%	48%	47%	53%	12%	13%	20% <b>d</b>	19%	18% <b>cd</b>	18%	19%	29%	23%	28%	49%	51%	28%	72% <b>o</b>	26%	74%	50%	50%
Don't know	187 8%	101 8%	86 7%	102 9%	86 7%	33 9%	34 9%	29 7%	24 6%	23 7%	45 9%	24 13%	63 9%	54 11%	46 7%	87 7%	100 9%	65 8%	123 8%	47 7%	140 8%	78 7%	106 9%
		54%	46%	54%	46%	18%	18%	15%	13%	12%	24%	13%	34% <b>l</b>	29% <b>l</b>	25% <b>l</b>	46%	54%	35%	65%	25%	75%	42%	57%
Net: INTERNET	1140 48%	611 51%	529 44%	531 46%	609 50%	211 60%	197 50%	199 49%	213 52%	151 44%	168 34%	285 54%	361 49%	227 45%	267 43%	645 51%	494 44%	425 53%	715 45%	357 51%	782 46%	618 52%	520 44%
		54%	46%	47%	53%	18% <b>defgh</b>	17% <b>h</b>	17% <b>h</b>	19% <b>gh</b>	13% <b>h</b>	15%	25% <b>kl</b>	32%	20%	23%	57% <b>n</b>	43%	37% <b>p</b>	63%	31% <b>r</b>	69%	54% <b>t</b>	46%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 131

**QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	Ni (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Newspapers	1487	1332 63%	151 61%	1044 65%	443 57%	1211 63%	276 59%	1244 63%	132 61%	90 64%	20 36%	55 57%	173 66%	120 61%	115 68%	141 68%	150 69%	118 59%	210 65%	162 54%
	62%	90%	10%	70% <b>d</b>	30%	81%	19%	84% <b>j</b>	9% <b>j</b>	6% <b>j</b>	1%	4%	12% <b>s</b>	8%	8% <b>s</b>	10% <b>s</b>	10% <b>s</b>	8%	14% <b>s</b>	11%
Television	1071	956 45%	110 45%	718 45%	353 46%	853 45%	217 46%	884 45%	117 54%	56 40%	13 24%	55 56%	120 46%	85 43%	80 47%	70 34%	117 54%	86 43%	148 46%	124 41%
	45%	89%	10%	73% <b>d</b>	33%	80%	20%	83% <b>j</b>	11% <b>g</b>	5% <b>j</b>	1%	5% <b>s</b>	11% <b>c</b>	8%	7% <b>d</b>	7%	11% <b>os</b>	8%	14% <b>c</b>	12%
Magazines	867	784 36%	78 37%	635 32%	232 30%	722 31%	145 37%	725 37%	77 35%	53 38%	11 21%	39 40%	110 42%	78 40%	67 40%	72 35%	78 36%	64 32%	118 37%	98 33%
	36%	90%	9%	73% <b>d</b>	27%	83% <b>f</b>	17%	84% <b>j</b>	9% <b>j</b>	6% <b>j</b>	1%	5%	13% <b>s</b>	9%	8%	8%	9%	7%	14%	11%
Internet – Newspaper websites/ apps	670	634 28%	32 13%	522 32%	148 19%	598 31%	72 15%	555 28%	58 27%	47 33%	10 18%	29 29%	77 30%	66 34%	43 25%	52 25%	67 31%	69 35%	82 25%	70 23%
	28%	30%	5%	75% <b>d</b>	22%	89% <b>f</b>	11%	85% <b>j</b>	9%	7% <b>j</b>	1%	4%	12%	10% <b>s</b>	6%	8%	10%	10% <b>s</b>	12%	10%
Internet – Broadcaster websites/ apps	566	528 24%	37 15%	407 25%	159 21%	481 25%	85 18%	467 24%	56 26%	37 26%	6 11%	17 18%	61 23%	46 23%	38 23%	53 26%	49 23%	61 31%	67 21%	74 25%
	24%	25%	7%	72% <b>d</b>	28%	85% <b>f</b>	15%	83% <b>j</b>	10% <b>j</b>	7% <b>j</b>	1%	3%	11%	8%	7%	9%	9%	11% <b>kr</b>	12%	13%
Radio	171	148 7%	23 7%	106 7%	65 8%	134 7%	37 8%	148 8%	11 5%	9 7%	2 3%	6 6%	13 5%	20 10%	7 4%	9 5%	12 6%	13 7%	35 11%	32 11%
	7%	87%	13%	62%	38%	78%	22%	87%	7%	5%	1%	4%	7%	12% <b>lc</b>	4%	6%	7%	8%	21% <b>lno</b>	19% <b>lno</b>
Other internet websites/ apps	112	108 5%	4 5%	82 2%	30 4%	97 5%	15 3%	100 5%	7 3%	4 3%	1 2%	6 6%	19 7%	14 7%	9 5%	6 3%	10 4%	4 2%	16 5%	17 6%
	5%	96%	4%	73%	27%	87%	13%	89%	6%	3%	1%	5%	17% <b>q</b>	12% <b>q</b>	8%	5%	9%	3%	14%	15%
Other sources	16	16 1%	- 1%	14 1%	2 *	16 1%	- *	15 1%	- 1%	1 1%	- *	- 1%	2 1%	- 1%	5 3%	2 1%	- 1%	- 1%	3 1%	4 1%
	1%	100%	-	90%	10%	100%	-	95%	-	5%	-	-	10%	-	28% <b>mpq</b>	15%	-	-	16%	26%
No other sources are intrusive	55	50 2%	5 2%	38 2%	17 2%	49 3%	6 1%	48 2%	4 2%	2 2%	1 1%	3 3%	5 2%	8 4%	4 2%	5 2%	5 2%	- 2%	6 2%	11 4%
	2%	91%	9%	68%	32%	90%	10%	87%	8%	4%	1%	6% <b>q</b>	10%	15% <b>q</b>	6%	8%	10%	-	12%	20% <b>q</b>
All other sources are equally intrusive	340	303 14%	36 14%	214 13%	126 16%	270 14%	70 15%	265 13%	33 15%	21 15%	21 38%	5 5%	33 13%	21 11%	32 19%	16 8%	28 13%	30 15%	43 13%	58 19%
	14%	89%	11%	63%	37%	79%	21%	78%	10%	6%	6% <b>gn</b>	1%	10%	6%	9% <b>kmo</b>	5%	8%	9% <b>ko</b>	13% <b>k</b>	17% <b>kmo</b>
Don't know	187	147 8%	38 7%	90 6%	98 13%	112 6%	75 16%	150 8%	19 9%	8 6%	10 18%	16 16%	18 7%	17 9%	4 2%	17 8%	7 3%	23 12%	21 6%	27 9%
	8%	78%	20% <b>a</b>	48%	52% <b>c</b>	60%	40% <b>e</b>	80%	10%	5%	5% <b>ghi</b>	8% <b>lnpr</b>	9%	9% <b>n</b>	2%	9% <b>n</b>	4%	12% <b>np</b>	11%	15% <b>np</b>
Net: INTERNET	1140	1074 48%	63 5%	858 75% <b>d</b>	282 25%	993 87% <b>f</b>	147 13%	944 83% <b>j</b>	108 9% <b>j</b>	74 6% <b>j</b>	14 1%	42 43%	134 51%	103 53%	81 48%	87 42%	107 49%	116 58%	144 45%	130 43%
	48%	50%	25%	75% <b>d</b>	25%	87% <b>f</b>	13%	83% <b>j</b>	9% <b>j</b>	6% <b>j</b>	1%	4%	12%	9% <b>os</b>	7%	8%	9%	10% <b>kors</b>	13%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 131

**QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Newspapers	1487	242	1245	647	659	140	391	926	724	726	626	1066	421
	62%	61%	63%	61%	64%	63%	62%	63%	65%	61%	64%	63%	62%
		16%	84%	44%	44%	9%	26%	62%	49%	49%	42%	72%	28%
Television	1071	176	895	489	446	106	269	684	524	531	453	783	288
	45%	44%	45%	46%	43%	48%	43%	47%	47%	45%	47%	46%	42%
		16%	84%	46%	42%	10%	25%	64%	49%	50%	42%	73%	27%
Magazines	867	147	720	386	380	92	224	531	430	405	365	630	237
	36%	37%	36%	36%	37%	42%	36%	36%	38%	34%	37%	37%	35%
		17%	83%	44%	44%	11%	26%	61%	50% <b>l</b>	47%	42%	73%	27%
Internet – Newspaper websites/ apps	670	127	543	306	285	65	157	428	346	294	308	515	155
	28%	32%	27%	29%	28%	29%	25%	29%	31%	25%	32%	30%	23%
		19%	81%	46%	42%	10%	23%	64%	52% <b>l</b>	44%	46% <b>l</b>	77% <b>l</b>	23%
Internet – Broadcaster websites/ apps	566	94	472	263	219	52	135	365	283	270	255	444	122
	24%	24%	24%	25%	21%	24%	22%	25%	25%	23%	26%	26%	18%
		17%	83%	46%	39%	9%	24%	64% <b>d</b>	50%	48%	45%	78% <b>l</b>	22%
Radio	171	22	149	85	66	15	44	119	101	68	86	119	51
	7%	5%	8%	8%	6%	7%	7%	8%	9%	6%	9%	7%	8%
		13%	87%	50%	39%	9%	26%	69%	59% <b>l</b>	40%	51% <b>l</b>	70%	30%
Other internet websites/ apps	112	19	93	44	50	18	30	68	49	56	42	76	36
	5%	5%	5%	4%	5%	8%	5%	5%	4%	5%	4%	4%	5%
		17%	83%	39%	45%	16% <b>cg</b>	27%	61%	43%	50%	38%	68%	32%
Other sources	16	-	16	4	9	1	6	8	10	6	10	13	3
	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*
		-	100%	25%	57%	7%	37%	51%	65%	35%	65%	80%	20%
No other sources are intrusive	55	6	49	27	30	4	15	33	29	23	26	39	16
	2%	1%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%
		11%	89%	49%	55%	6%	28%	59%	52%	41%	47%	71%	29%
All other sources are equally intrusive	340	58	282	161	150	30	97	204	138	192	115	244	96
	14%	15%	14%	15%	14%	13%	15%	14%	12%	16%	12%	14%	14%
		17%	83%	47%	44%	9%	28%	60%	41%	56% <b>hj</b>	34%	72%	28%
Don't know	187	33	155	69	80	13	56	95	68	106	61	109	78
	8%	8%	8%	7%	8%	6%	9%	7%	6%	9%	6%	6%	11%
		17%	83%	37%	42%	7%	30%	51%	36%	57% <b>hj</b>	33%	58%	42% <b>k</b>
Net: INTERNET	1140	196	944	519	472	118	270	732	576	524	510	876	264
	48%	49%	47%	46%	43%	53%	43%	50%	51%	44%	52%	51%	39%
		17%	83%	46% <b>f</b>	41%	10% <b>f</b>	24%	64% <b>df</b>	51% <b>l</b>	46%	45% <b>l</b>	77% <b>l</b>	23%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 131

**QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Newspapers	1487 62%	841 63%	626 64%	447 61%	377 67%	317 62%	179 64%	178 60%	97 51%	1066 63%	310 70%	343 68%	132 66%	516 69%	971 59%
		57% <b>t</b>	42% <b>t</b>	30% <b>t</b>	25% <b>ost</b>	21% <b>t</b>	12% <b>t</b>	12%	7%	72% <b>t</b>	21% <b>z</b>	23% <b>z</b>	9%	35% <b>z</b>	65%
Television	1071 45%	617 46%	453 47%	354 48%	245 44%	242 47%	119 43%	141 47%	97 51%	783 46%	236 53%	268 53%	101 51%	395 53%	676 41%
		58%	42%	33%	23%	23%	11%	13%	9%	73%	22% <b>z</b>	25% <b>z</b>	9% <b>z</b>	37% <b>z</b>	63%
Magazines	867 36%	478 36%	365 37%	292 40%	243 43%	196 38%	104 37%	114 38%	63 33%	630 37%	176 39%	205 41%	73 37%	302 40%	565 35%
		55%	42%	34%	28% <b>mntu</b>	23%	12%	13%	7%	73%	20%	24% <b>z</b>	8%	35% <b>z</b>	65%
Internet – Newspaper websites/ apps	670 28%	407 30%	308 32%	245 33%	208 37%	169 33%	96 34%	107 36%	61 32%	515 30%	127 28%	159 31%	66 33%	228 30%	442 27%
		61%	46%	37%	31% <b>mnmu</b>	25%	14%	16%	9%	77%	19%	24%	10%	34%	66%
Internet – Broadcaster websites/ apps	566 24%	344 26%	255 26%	225 31%	152 27%	148 29%	81 29%	90 30%	65 34%	444 26%	106 24%	154 31%	67 34%	203 27%	363 22%
		61%	45%	40% <b>mu</b>	27%	26%	14%	16%	12% <b>mnmu</b>	78%	19%	27% <b>vz</b>	12% <b>vz</b>	36% <b>z</b>	64%
Radio	171 7%	106 8%	86 9%	60 8%	37 6%	47 9%	22 8%	28 10%	20 10%	119 7%	42 9%	50 10%	31 15%	72 10%	98 6%
		62%	51%	35%	21%	28%	13%	17%	12%	70%	25% <b>z</b>	29% <b>z</b>	18% <b>vvyz</b>	42% <b>z</b>	58%
Other internet websites/ apps	112 5%	60 4%	42 4%	27 4%	21 4%	17 3%	15 5%	14 5%	2 1%	76 4%	30 7%	30 6%	14 7%	51 7%	61 4%
		54% <b>t</b>	38% <b>t</b>	24%	19%	15%	14% <b>t</b>	12%	2%	68% <b>t</b>	27% <b>z</b>	27% <b>z</b>	12%	45% <b>z</b>	55%
Other sources	16 1%	9 1%	10 1%	6 1%	6 1%	5 1%	2 1%	2 1%	3 2%	13 1%	7 2%	7 1%	4 2%	11 1%	5 *
		59%	65%	36%	35%	31%	12%	12%	19%	80%	44% <b>z</b>	44% <b>z</b>	25% <b>z</b>	66% <b>z</b>	34%
No other sources are intrusive	55 2%	35 3%	26 3%	19 3%	13 2%	12 2%	6 2%	8 3%	7 4%	39 2%	1 *	4 1%	1 *	6 1%	49 3%
		64%	47%	34%	24%	21%	11%	14%	12%	71%	2%	8%	2%	11%	89% <b>vwy</b>
All other sources are equally intrusive	340 14%	191 14%	115 12%	82 11%	59 10%	56 11%	31 11%	27 9%	31 16%	244 14%	49 11%	43 9%	21 11%	72 10%	268 16%
		56% <b>ps</b>	34%	24%	17%	17%	9%	8%	9% <b>ps</b>	72% <b>ops</b>	14%	13%	6%	21%	79% <b>vwy</b>
Don't know	187 8%	78 6%	61 6%	48 6%	30 5%	43 8%	24 8%	25 9%	9 5%	109 6%	21 5%	27 5%	6 3%	38 5%	149 9%
		41%	33%	25%	16%	23%	13%	14%	5%	58%	11%	14%	3%	20%	80% <b>vwx</b>
Net: INTERNET	1140 48%	690 51%	510 52%	409 56%	316 56%	281 55%	164 58%	173 58%	106 56%	876 51%	224 50%	287 57%	121 61%	411 55%	729 45%
		61%	45%	36%	28%	25%	14% <b>mu</b>	15% <b>mu</b>	9%	77%	20%	25% <b>z</b>	11% <b>vz</b>	36% <b>z</b>	64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 132

**QJ5: (SHOW SCREEN) 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114 55%	913 45%	925 45%	1088 53%	287 14%	340 17%	395 19%	355 16%	290 14%	356 17%	491 24%	628 26%	377 18%	523 26%	1117 55%	895 44%	723 36%	1288 64%	635 28%	1378 60%	1198 54%	861 36%
Newspapers	637 27%	300 47%	336 53%	332 52%	305 48%	59 9%	85 13%	94 13%	117 17%	115 16%	166 23%	169 32%	202 28%	130 26%	136 22%	371 29%	266 24%	169 21%	468 30%	146 21%	491 29%	325 51%	311 49%
Television	435 18%	209 48%	225 52%	215 50%	219 50%	84 19%	74 19%	56 14%	70 17%	59 17%	91 19%	94 18%	139 19%	79 16%	123 28%	233 54%	202 46%	158 19%	277 18%	135 19%	300 18%	202 17%	232 19%
Internet – Broadcaster websites/ apps	158 7%	78 49%	81 51%	80 51%	78 49%	27 17%	36 9%	30 7%	28 7%	13 4%	24 5%	29 18%	49 31%	35 22%	46 29%	78 49%	81 51%	69 44%	89 56%	60 38%	99 62%	80 51%	78 49%
Other Internet websites/ apps	101 4%	50 49%	51 51%	41 41%	60 59%	24 23%	20 5%	18 4%	18 4%	10 3%	11 2%	21 21%	36 36%	15 15%	29 28%	57 57%	44 43%	46 45%	55 55%	36 35%	66 65%	55 54%	47 46%
Internet – Newspaper websites/ apps	84 4%	43 51%	41 49%	37 44%	47 56%	13 16%	21 25%	22 26%	11 13%	5 6%	11 13%	31 37%	21 25%	14 17%	17 21%	52 62%	32 38%	37 44%	47 56%	33 39%	51 61%	50 59%	34 41%
Magazines	53 2%	21 40%	32 60%	23 44%	30 56%	9 16%	11 20%	10 18%	6 15%	9 11%	9 16%	13 24%	16 30%	10 18%	14 27%	29 55%	24 45%	23 44%	30 56%	23 43%	30 57%	31 59%	22 41%
Radio	36 2%	16 43%	20 57%	10 29%	26 71%	7 21%	9 24%	6 17%	5 15%	4 11%	4 12%	7 20%	14 39%	5 14%	9 26%	22 60%	15 40%	14 39%	22 61%	12 33%	24 67%	24 65%	13 35%
Other sources	21 1%	4 20%	17 80%	12 58%	9 42%	2 8%	- -	3 14%	5 23%	4 20%	7 35%	7 31%	3 17%	7 34%	4 18%	10 48%	11 52%	5 24%	16 76%	16 74%	16 76%	15 28%	15 72%
None are intrusive	119 5%	75 63%	44 37%	63 53%	56 47%	20 17%	25 21%	28 24%	20 17%	9 8%	15 13%	17 15%	39 33%	35 30%	27 23%	56 47%	63 53%	45 38%	73 62%	41 35%	77 65%	72 61%	47 39%
All are equally intrusive	379 16%	208 55%	170 45%	178 47%	201 53%	47 12%	60 16%	65 16%	73 17%	66 18%	68 18%	81 21%	116 31%	76 20%	105 28%	197 52%	181 48%	112 30%	266 70%	102 27%	276 73%	193 51%	186 49%
Don't know	364 15%	189 52%	175 48%	168 46%	195 54%	58 16%	50 14%	73 20%	51 12%	51 14%	80 22%	62 17%	98 27%	99 27%	104 29%	161 44%	203 56%	130 36%	233 64%	106 29%	258 71%	151 42%	209 57%
Net: INTERNET	344 14%	170 50%	173 50%	159 46%	185 54%	64 19%	78 23%	70 20%	57 17%	29 8%	47 14%	80 23%	107 31%	65 19%	92 27%	187 54%	156 46%	152 44%	192 56%	128 37%	216 63%	184 54%	159 46%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 132

**QJ5: (SHOW SCREEN) 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	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Newspapers	637 27%	579 27% 91%	54 22% 9%	459 28% 72% <b>d</b>	178 23% 28%	526 27% 83%	110 23% 17%	523 27% 82% <b>j</b>	72 33% 11% <b>g</b>	35 25% 5% <b>j</b>	7 13% 1%	26 26% 4%	68 26% 11%	64 33% 10% <b>s</b>	48 28% 8%	58 28% 9%	64 29% 10%	47 23% 7%	83 26% 13%	65 22% 10%
Television	435 18%	383 18% 88%	51 21% 12%	301 19% 69%	134 17% 31%	349 18% 80%	86 18% 20%	368 19% 85%	35 16% 8%	24 17% 6%	7 13% 2%	27 27% 6% <b>o</b>	57 22% 13% <b>o</b>	34 17% 8%	31 18% 7%	29 14% 7%	43 20% 10%	37 19% 9%	56 17% 13%	55 18% 13%
Internet – Broadcaster websites/ apps	158 7%	145 7% 92%	12 5% 8%	107 7% 68%	51 7% 32%	131 7% 83%	27 6% 17%	130 7% 82%	14 6% 9%	12 9% 8%	2 4% 1%	3 4% 2%	16 6% 10%	8 4% 5%	13 8% 8%	14 7% 9%	15 7% 9%	18 9% 12%	17 5% 11%	26 9% 16%
Other Internet websites/ apps	101 4%	93 4% 92%	9 3% 8%	82 5% 81% <b>d</b>	19 2% 19%	92 5% 91% <b>f</b>	9 2% 9%	90 5% 89%	5 2% 5%	5 4% 5%	2 3% 1%	4 4% 8%	8 3% 17% <b>k</b>	18 6% 9% <b>s</b>	10 6% 9% <b>s</b>	4 2% 4%	10 5% 10%	9 5% 9%	22 7% 22% <b>os</b>	5 2% 5%
Internet – Newspaper websites/ apps	84 4%	79 4% 94%	4 1% 4%	62 4% 74%	22 3% 26%	77 4% 92% <b>f</b>	7 1% 8%	64 3% 76%	13 6% 15% <b>g</b>	7 5% 8%	* 1% 1%	3 4% 4%	9 4% 11%	3 1% 3%	6 3% 7%	10 5% 12%	8 3% 9%	6 3% 7%	9 3% 11%	11 4% 13%
Magazines	53 2%	49 2% 93%	4 1% 7%	37 2% 70%	16 2% 30%	43 2% 80%	10 2% 20%	47 2% 89%	1 1% 2%	4 3% 8% <b>h</b>	1 1% 1%	- - 17%	9 3% 7%	3 2% 6%	6 3% 11%	3 2% 6%	1 1% 2%	5 2% 9%	7 2% 13%	12 4% 23% <b>p</b>
Radio	36 2%	32 2% 89%	3 1% 8%	26 2% 71%	11 1% 29%	30 2% 83%	6 1% 17%	31 2% 84%	1 1% 3%	4 3% 12% <b>h</b>	* * 1%	4 4% 11% <b>q</b>	3 1% 7%	4 2% 10%	1 1% 3%	2 1% 5%	1 1% 3%	1 * 3%	9 3% 26%	6 2% 16%
Other sources	21 1%	21 1% 99%	* * 1%	11 1% 54%	10 1% 46%	15 1% 73%	6 1% 27%	19 1% 93%	- 1% -	1 1% 6%	* * 1%	- - 23%	5 2% -	- 1% 5%	1 1% -	1 1% 6%	2 1% 11%	6 3% 27% <b>ms</b>	4 1% 17%	1 * 4%
None are intrusive	119 5%	112 5% 95%	6 3% 5%	87 5% 73%	31 4% 27%	100 5% 85%	18 4% 15%	100 5% 85%	10 5% 9%	6 4% 5%	3 5% 2%	5 5% 5%	10 8% 8%	10 5% 8%	6 4% 5%	12 6% 11%	18 8% 15%	8 4% 7%	16 5% 13%	15 5% 13%
All are equally intrusive	379 16%	342 16% 90%	36 15% 10%	240 15% 63%	139 18% 37%	304 16% 80%	74 16% 20%	300 15% 79%	33 15% 9%	26 18% 7%	20 37% 5% <b>gh</b>	9 9% 2%	43 16% 11%	24 12% 6%	29 17% 8%	26 12% 7%	27 13% 7%	33 16% 9%	51 16% 14%	59 20% 16% <b>kmo</b>
Don't know	364 15%	292 14% 80%	68 28% 19% <b>a</b>	198 12% 55%	165 21% 45% <b>c</b>	246 13% 68%	117 25% 32% <b>e</b>	300 15% 83%	33 15% 9%	17 12% 5%	13 24% 4% <b>gh</b>	16 16% 4%	34 13% 9%	28 15% 8%	20 12% 5%	48 23% 13% <b>lmnpr</b>	28 13% 8%	31 16% 9%	47 15% 13%	47 16% 13%
Net: INTERNET	344 14%	317 15% 92%	24 10% 7%	252 16% 73% <b>d</b>	92 12% 27%	301 16% 87% <b>f</b>	43 9% 13%	285 14% 83% <b>j</b>	31 14% 9%	24 17% 7% <b>j</b>	4 7% 1%	11 11% 3%	33 13% 10%	29 15% 8%	28 17% 8%	28 13% 8%	32 15% 9%	33 17% 10%	48 15% 14%	41 14% 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 132

**QJ5: (SHOW SCREEN) 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Newspapers	637 27%	107 27%	530 27%	278 26%	274 27%	71 32%	158 25%	398 27%	316 28%	303 26%	282 29%	457 27%	180 26%
Television	435 18%	69 17%	366 18%	200 19%	194 19%	42 19%	117 19%	284 19%	202 18%	227 19%	173 18%	320 19%	115 17%
Internet – Broadcaster websites/ apps	158 7%	32 8%	127 6%	79 7%	59 6%	12 5%	34 5%	96 7%	75 7%	80 7%	65 7%	115 7%	43 6%
Other Internet websites/ apps	101 4%	13 3%	88 4%	43 4%	39 4%	11 5%	23 4%	65 4%	51 5%	47 4%	45 5%	77 5%	25 4%
Internet – Newspaper websites/ apps	84 4%	9 2%	75 4%	40 4%	28 3%	8 3%	14 2%	62 4%	48 4%	33 3%	41 4%	70 4%	14 2%
Magazines	53 2%	13 3%	40 2%	26 2%	22 2%	6 3%	14 2%	31 2%	31 3%	22 2%	27 3%	45 3%	8 1%
Radio	36 2%	11 3%	25 1%	16 2%	13 1%	2 1%	10 2%	24 2%	20 2%	16 1%	17 2%	30 2%	6 1%
Other sources	21 1%	1 *	20 1%	7 1%	16 2%	3 1%	11 2%	8 1%	9 1%	11 1%	9 1%	10 1%	11 2%
None are intrusive	119 5%	6% 30%b	94% 70%	33% 44%	76%g 35%	13% 5%	52%g 27%	41% 67%	44% 55%	54% 43%	44% 47%	49% 83%	51%k 17%
All are equally intrusive	379 16%	67 17%	312 16%	190 18%	156 15%	28 13%	104 17%	228 16%	159 14%	206 17%	135 14%	272 16%	106 16%
Don't know	364 15%	58 14%	306 15%	126 12%	181 18%	23 11%	121 19%	179 12%	142 13%	199 17%	120 12%	215 13%	149 22%
Net: INTERNET	344 14%	54 14%	290 15%	162 15%	126 12%	31 14%	71 11%	223 15%	174 16%	160 13%	151 16%	262 15%	82 12%
		16%	84%	47%f	37%	9%	21%	65%df	51%	46%	44%	76%	24%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 132

**QJ5: (SHOW SCREEN) 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**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
<b>Total</b>															
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%	
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%	
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367	
637	359	282	154	167	138	77	71	40	457	138	139	52	211	426	
27%	27%	29%	21%	30%	27%	27%	24%	21%	27%	31%	27%	26%	28%	26%	
	56% <b>o</b>	44% <b>ot</b>	24%	26% <b>ot</b>	22% <b>o</b>	12% <b>o</b>	11%	6%	72% <b>o</b>	22%	22%	8%	33%	67%	
435	259	173	166	108	111	44	71	42	320	106	129	50	185	250	
18%	19%	18%	23%	19%	22%	16%	24%	22%	19%	24%	26%	25%	25%	15%	
	60%	40%	38% <b>nru</b>	25%	26%	10%	16% <b>nr</b>	10%	74%	24% <b>z</b>	30% <b>z</b>	12% <b>z</b>	42% <b>z</b>	58%	
158	90	65	59	40	38	24	30	21	115	31	39	21	55	104	
7%	7%	7%	8%	7%	7%	9%	10%	11%	7%	7%	8%	10%	7%	6%	
	57%	41%	37%	25%	24%	15%	19%	14% <b>mnu</b>	73%	20%	25%	13% <b>z</b>	34%	66%	
101	62	45	39	29	15	12	10	7	77	15	21	7	33	69	
4%	5%	5%	5%	5%	3%	4%	3%	3%	5%	3%	4%	4%	4%	4%	
	62%	45%	38%	29%	15%	12%	10%	7%	76%	15%	21%	7%	32%	68%	
84	57	41	35	25	13	19	14	8	70	13	19	4	24	60	
4%	4%	4%	5%	4%	3%	7%	5%	4%	4%	3%	4%	2%	3%	4%	
	68%	49%	42%	29%	16%	22% <b>q</b>	16%	10%	83%	16%	22%	5%	29%	71%	
53	33	27	26	12	16	12	12	8	45	12	15	5	20	33	
2%	2%	3%	3%	2%	3%	4%	4%	4%	3%	3%	3%	3%	3%	2%	
	62%	52%	48%	22%	30%	23%	23%	16%	85%	23%	28%	10%	38%	62%	
36	25	17	13	15	11	4	5	4	30	5	11	7	12	24	
2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	3%	2%	1%	
	68%	47%	35%	40%	31%	12%	14%	10%	83%	14%	30%	18%	34%	66%	
21	8	9	2	2	2	-	-	-	10	3	1	4	7	14	
1%	1%	1%	*	*	*	-	-	-	1%	1%	*	2%	1%	1%	
	40%	44%	11%	11%	11%	-	-	-	49%	17%	7%	21% <b>w</b>	33%	67%	
119	76	58	48	25	39	19	19	11	94	9	20	7	28	91	
5%	6%	6%	7%	4%	8%	7%	6%	6%	6%	2%	4%	4%	4%	6%	
	64%	49%	41%	21%	33% <b>p</b>	16%	16%	9%	79%	8%	17%	6%	24%	76% <b>v</b>	
379	220	135	89	79	67	34	31	33	272	56	61	25	93	286	
16%	16%	14%	12%	14%	13%	12%	10%	18%	16%	13%	12%	13%	12%	17%	
	58% <b>os</b>	36%	24%	21%	18%	9%	8%	9% <b>s</b>	72% <b>os</b>	15%	16%	7%	24%	76% <b>vwy</b>	
364	152	120	102	62	64	34	35	14	215	57	50	16	85	279	
15%	11%	12%	14%	11%	12%	12%	12%	8%	13%	13%	10%	8%	11%	17%	
	42%	33%	28% <b>t</b>	17%	18%	9%	10%	4%	59%	16%	14%	4%	23%	77% <b>wxy</b>	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 132

**QJ5: (SHOW SCREEN) 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**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Net: INTERNET	344 14%	209	151	133	93	66	55	53	36	262	59	79	32	112	232
		16% 61%	16% 44%	18% 39%q	17% 27%	13% 19%	20% 16%q	18% 16%	19% 11%q	15% 76%	13% 17%	16% 23%	16% 9%	15% 32%	14% 68%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 133

**QJ5/QJ6: 1st/2nd most intrusive**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Newspapers	989 41%	446 37% 45%	543 46% 55%	503 43% 51%	486 40% 49%	113 32% 11%	145 37% 15%	147 36% 15%	176 43% 18% <b>c</b>	162 47% 16% <b>cde</b>	246 51% 25% <b>cde</b>	249 47% 31%	304 41% 20%	199 39% 24%	238 39% 24%	552 44% 56% <b>n</b>	437 39% 44%	285 35% 29%	704 45% 71% <b>e</b>	249 36% 25%	740 44% 75% <b>q</b>	346 41% 50%	405 49% 50%
Television	752 32%	355 30% 47%	397 33% 53%	377 32% 50%	375 31% 50%	130 37% 17% <b>defg</b>	114 29% 15%	104 26% 14%	118 29% 16%	96 28% 13%	190 39% 25% <b>defg</b>	174 33% 23%	235 32% 19%	142 28% 19%	201 33% 24%	409 32% 54%	342 31% 46%	258 32% 34%	494 31% 66%	214 31% 28%	538 32% 72%	346 29% 46%	405 34% 54% <b>s</b>
Internet – Broadcaster websites/ apps	317 13%	165 14% 52%	152 13% 48%	147 13% 46%	170 14% 54%	53 15% 17% <b>g</b>	68 17% 21% <b>gh</b>	58 14% 18% <b>g</b>	61 15% 19% <b>g</b>	27 8% 8%	51 11% 16%	78 15% 25%	85 12% 27%	75 15% 24%	79 13% 25%	163 13% 51%	154 14% 49%	137 17% 43% <b>p</b>	180 11% 57%	117 17% 37% <b>r</b>	200 12% 63%	165 14% 52%	152 13% 48%
Internet – Newspaper websites/ apps	266 11%	149 12% 56%	117 10% 44%	131 11% 49%	135 11% 51%	40 11% 15% <b>h</b>	58 15% 22% <b>h</b>	56 14% 21% <b>h</b>	43 11% 16% <b>h</b>	37 11% 14% <b>h</b>	31 6% 12%	78 15% 29% <b>kl</b>	81 11% 31%	51 10% 19%	55 9% 21%	160 13% 60% <b>n</b>	107 10% 40%	99 12% 37%	167 11% 63%	87 12% 33%	179 13% 67%	159 13% 60% <b>t</b>	106 9% 40%
Magazines	260 11%	119 10% 46%	141 12% 54%	136 12% 52%	124 10% 48%	38 11% 15%	45 12% 17%	43 11% 17%	38 9% 14%	46 14% 18%	49 10% 19%	61 11% 23%	89 12% 34%	44 9% 17%	66 11% 25%	150 12% 58%	110 10% 42%	84 10% 32%	176 11% 68%	74 11% 28%	186 11% 72%	138 12% 53%	122 10% 47%
Other Internet websites/ apps	136 6%	67 6% 49%	69 6% 51%	55 5% 40%	81 7% 60%	27 8% 20% <b>h</b>	23 6% 17%	24 6% 17%	26 6% 19%	17 5% 12%	19 4% 14%	30 6% 22%	49 7% 36%	20 4% 15%	37 6% 27%	79 6% 58%	57 5% 42%	58 7% 43% <b>p</b>	78 5% 57%	47 7% 34%	89 5% 66%	73 6% 54%	63 5% 46%
Radio	112 5%	50 4% 45%	61 5% 55%	54 5% 48%	58 5% 52%	24 7% 22% <b>g</b>	24 6% 22% <b>g</b>	16 4% 15%	19 5% 17%	9 3% 8%	19 4% 17%	25 5% 22%	45 6% 40% <b>k</b>	16 3% 15%	25 4% 23%	70 6% 63%	42 4% 37%	40 5% 36%	72 5% 64%	32 5% 28%	80 5% 72%	66 6% 59%	45 4% 41%
Other sources	32 1%	6 1% 20%	25 2% 80%	16 1% 52%	15 1% 48%	5 2% 17%	3 1% 9%	3 1% 9%	8 2% 26%	4 1% 13%	8 2% 26%	8 1% 25%	7 1% 23%	7 1% 22%	10 2% 30%	15 1% 47%	17 1% 53%	9 2% 29%	23 1% 71%	9 1% 29%	23 1% 71%	14 2% 42%	18 2% 58%
No other sources are intrusive	119 5%	75 6% 63%	44 4% 37%	63 5% 53%	56 5% 47%	20 6% 17%	25 6% 21% <b>gh</b>	28 7% 24% <b>gh</b>	20 5% 17%	9 3% 8%	15 3% 13%	17 3% 15%	39 5% 33%	35 7% 30% <b>i</b>	27 4% 23%	56 4% 47%	63 6% 53%	45 6% 38%	73 5% 62%	41 6% 35%	77 5% 65%	72 6% 61% <b>t</b>	47 4% 39%
All other sources are equally intrusive	379 16%	208 17% 55%	170 14% 45%	178 15% 47%	201 16% 53%	47 13% 12%	60 15% 16%	65 16% 17%	73 18% 19%	66 14% 18%	68 14% 18%	81 15% 21%	116 16% 31%	76 15% 20%	105 17% 28%	197 16% 52%	181 16% 48%	112 14% 30%	266 17% 70%	102 15% 27%	276 16% 73%	193 16% 51%	186 16% 49%
Don't know	364 15%	189 16% 52%	175 15% 48%	168 15% 46%	195 16% 54%	58 17% 16%	50 13% 14%	73 18% 20% <b>di</b>	51 12% 14%	51 15% 14%	80 16% 22%	62 12% 17%	98 13% 27%	99 20% 27% <b>ij</b>	104 17% 29% <b>i</b>	161 13% 44%	203 18% 56% <b>m</b>	130 16% 36%	233 15% 64%	106 15% 29%	258 15% 71%	151 13% 42%	209 17% 57% <b>s</b>
Net: INTERNET	636 27%	341 29% 54%	295 25% 46%	293 25% 46%	343 28% 54%	106 30% 17% <b>gh</b>	129 33% 20% <b>gh</b>	120 30% 19% <b>gh</b>	114 28% 18% <b>h</b>	74 21% 12%	93 19% 15%	164 31% 26% <b>i</b>	190 26% 30%	133 26% 21%	149 24% 23%	354 28% 56%	282 25% 44%	255 32% 40% <b>p</b>	381 24% 60%	218 31% 34% <b>r</b>	418 25% 66%	353 30% 65% <b>t</b>	282 24% 44%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 133

**QJ5/QJ6: 1st/2nd most intrusive****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	Ni (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Newspapers	989	877 41% 89%	107 43% 11%	694 43% 70% <b>d</b>	295 38% 30%	798 42% 81%	191 41% 19%	821 42% 83% <b>j</b>	99 46% 10% <b>j</b>	57 40% 6% <b>j</b>	12 21% 1%	49 50% 5% <b>s</b>	105 40% 11%	82 42% 8%	81 48% 8% <b>s</b>	83 40% 8%	92 42% 9%	81 40% 8%	140 43% 14%	110 36% 11%
Television	752	665 31% 88%	83 34% 11%	512 32% 68%	239 31% 32%	598 31% 79%	154 33% 21%	626 32% 83% <b>j</b>	71 33% 9% <b>j</b>	46 33% 6% <b>j</b>	9 17% 1%	40 40% 5% <b>s</b>	95 36% 13% <b>s</b>	68 35% 9% <b>d</b>	49 29% 7%	51 25% 7%	68 31% 9%	69 34% 9%	107 33% 14%	80 27% 11%
Internet – Broadcaster websites/ apps	317	300 14% 95% <b>b</b>	16 6% 5%	230 14% 73%	86 11% 27%	274 14% 86% <b>f</b>	43 9% 14%	263 13% 83% <b>j</b>	28 13% 9%	22 16% 7% <b>j</b>	4 7% 1%	9 9% 3%	33 13% 10%	22 11% 7%	24 14% 8%	27 13% 8%	32 15% 10%	35 17% 11% <b>r</b>	28 9% 9%	53 17% 17% <b>r</b>
Internet – Newspaper websites/ apps	266	248 12% 93% <b>b</b>	16 6% 6%	209 13% 75% <b>d</b>	57 7% 21%	242 13% 91% <b>f</b>	24 5% 9%	215 11% 81%	25 12% 9%	22 16% 8% <b>g</b>	3 6% 1%	10 10% 4%	31 12% 12%	24 12% 9%	20 12% 8%	21 10% 8%	22 10% 8%	18 9% 7%	34 10% 13%	35 12% 13%
Magazines	260	245 12% 94% <b>b</b>	15 6% 6%	195 12% 75% <b>d</b>	64 8% 25%	224 12% 86% <b>f</b>	36 8% 14%	214 11% 82% <b>j</b>	28 13% 11% <b>j</b>	16 11% 6% <b>j</b>	2 4% 1%	4 4% 1%	31 12% 12% <b>k</b>	24 12% 9% <b>k</b>	21 12% 8% <b>k</b>	21 10% 8%	25 12% 10%	16 8% 6%	30 9% 12%	41 14% 16% <b>k</b>
Other Internet websites/ apps	136	125 6% 92%	12 5% 8%	106 7% 78% <b>d</b>	30 4% 22%	123 6% 90% <b>f</b>	13 3% 10%	117 6% 86%	11 5% 8%	5 4% 4%	3 5% 2%	7 7% 5% <b>s</b>	15 6% 11% <b>s</b>	21 10% 15% <b>s</b>	12 7% 9% <b>s</b>	7 3% 5%	13 6% 9%	12 6% 9% <b>s</b>	24 7% 17% <b>s</b>	7 2% 5%
Radio	112	100 5% 90%	10 4% 9%	70 4% 62%	42 5% 38%	92 5% 82%	20 4% 18%	96 5% 86%	8 3% 7%	6 4% 6%	2 4% 2%	9 9% 8% <b>op</b>	16 6% 14% <b>o</b>	12 6% 11% <b>o</b>	6 4% 5%	3 1% 3%	6 3% 5%	7 3% 6%	18 6% 16% <b>o</b>	19 6% 17% <b>o</b>
Other sources	32	32 1% 99%	* 1% 1%	21 1% 67%	11 1% 33%	26 1% 82%	6 1% 18%	29 1% 92%	- 1% -	2 1% 6%	1 1% 2% <b>h</b>	- 1% -	6 2% 18%	- 3% -	4 14% <b>m</b>	2 8%	2 1%	7 3%	5 2%	2 1% 7%
No other sources are intrusive	119	112 5% 95%	6 3% 5%	87 5% 73%	31 4% 27%	100 5% 85%	18 4% 15%	100 5% 85%	10 5% 9%	6 4% 5%	3 5% 2%	5 5% 5%	10 4% 8%	10 5% 8%	6 4% 5%	12 6% 11%	18 8% 15%	8 4% 7%	16 5% 13%	15 5% 13%
All other sources are equally intrusive	379	342 16% 90%	36 15% 10%	240 15% 63%	139 18% 37%	304 16% 80%	74 16% 20%	300 15% 79%	33 15% 9%	26 18% 7%	20 37% 5% <b>gh</b>	9 9% 2%	43 16% 11%	24 12% 6%	29 17% 8%	26 12% 7%	27 13% 7%	33 16% 9%	51 16% 14%	59 20% 16% <b>kmc</b>
Don't know	364	292 14% 80%	68 28% 19% <b>a</b>	198 12% 55%	165 21% 45% <b>c</b>	246 13% 68%	117 25% 32% <b>se</b>	300 15% 83%	33 15% 9%	17 12% 5%	13 24% 4% <b>gh</b>	16 16% 4%	34 13% 9%	28 15% 8%	20 12% 5%	48 23% 13% <b>lmnp</b>	28 13% 8%	31 16% 9%	47 15% 13%	47 16% 13%
Net: INTERNET	636	593 27% 93% <b>b</b>	40 16% 6%	485 30% 76% <b>d</b>	151 19% 24%	564 29% 89% <b>f</b>	72 15% 11%	527 27% 83% <b>j</b>	57 26% 9% <b>j</b>	44 31% 7% <b>j</b>	9 16% 1%	20 21% 3%	70 27% 11%	58 30% 9%	54 32% 9%	48 23% 8%	60 27% 9%	57 29% 9%	81 25% 13%	79 26% 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 133

**QJ5/QJ6: 1st/2nd most intrusive****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Newspapers	989	158	832	432	451	105	270	606	474	493	416	694	295
	41%	40%	42%	41%	44%	48%	43%	42%	42%	41%	43%	41%	43%
		16%	84%	44%	46%	11%	27%	61%	48%	50%	42%	70%	30%
Television	752	133	619	337	317	73	198	483	349	388	303	541	211
	32%	33%	31%	32%	31%	33%	32%	33%	31%	33%	31%	32%	31%
		18%	82%	45%	42%	10%	26%	64%	46%	52%	40%	72%	28%
Internet – Broadcaster websites/ apps	317	54	263	152	116	28	66	207	155	154	138	246	71
	13%	14%	13%	14%	11%	12%	10%	14%	14%	13%	14%	14%	10%
		17%	83%	48% <b>f</b>	37%	9%	21%	65% <b>df</b>	49%	48%	44%	78% <b>l</b>	22%
Internet – Newspaper websites/ apps	266	43	223	122	110	24	57	170	140	115	124	208	58
	11%	11%	11%	11%	11%	11%	9%	12%	13%	10%	13%	12%	8%
		16%	84%	46%	41%	9%	21%	64%	53% <b>l</b>	43%	46% <b>l</b>	78% <b>l</b>	22%
Magazines	260	50	209	128	103	31	57	172	142	111	127	209	50
	11%	13%	11%	12%	10%	14%	9%	12%	13%	9%	13%	12%	7%
		19%	81%	49%	40%	12%	22%	66%	55% <b>l</b>	43%	49% <b>l</b>	81% <b>l</b>	19%
Other Internet websites/ apps	136	19	117	58	54	15	32	90	70	63	61	106	30
	6%	5%	6%	5%	5%	7%	5%	6%	6%	5%	6%	6%	4%
		14%	86%	43%	40%	11%	24%	66%	51%	46%	45%	78%	22%
Radio	112	20	92	54	37	7	24	75	55	54	47	86	25
	5%	5%	5%	5%	4%	3%	4%	5%	5%	5%	5%	5%	4%
		18%	82%	48%	33%	6%	22%	67%	50%	48%	42%	77%	23%
Other sources	32	1	30	11	18	4	13	18	18	14	17	21	11
	1%	*	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%
		5%	95%	33%	55%	12%	39%	56%	56%	43%	52%	67%	33%
No other sources are intrusive	119	19	100	54	51	15	23	83	68	44	58	94	24
	5%	5%	5%	5%	5%	7%	4%	6%	6%	4%	6%	6%	4%
		16%	84%	45%	43%	13%	19%	70%	57% <b>l</b>	37%	49% <b>l</b>	79%	21%
All other sources are equally intrusive	379	67	312	190	156	28	104	228	159	206	135	272	106
	16%	17%	16%	18%	15%	13%	17%	16%	14%	17%	14%	16%	16%
		18%	82%	50%	41%	8%	27%	60%	42%	54% <b>j</b>	36%	72%	28%
Don't know	364	58	306	126	181	23	121	179	142	199	120	215	149
	15%	14%	15%	12%	18% <b>ceg</b>	11%	19%	12%	13%	17%	12%	13%	22%
		16%	84%	35%	50% <b>ceg</b>	6%	33% <b>ceg</b>	49%	39%	55% <b>hj</b>	33%	59%	41% <b>k</b>
Net: INTERNET	636	103	533	301	250	60	135	415	326	290	287	494	142
	27%	26%	27%	28%	24%	27%	21%	28%	29%	24%	29%	29%	21%
		16%	84%	47% <b>df</b>	39%	9%	21%	65% <b>df</b>	51% <b>l</b>	46%	45% <b>l</b>	78% <b>l</b>	22%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 133

**QJ5/QJ6: 1st/2nd most intrusive****Base: All respondents**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%	
2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%	
2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367	
989	551	416	270	243	207	118	119	71	694	220	220	80	343	646	
41%	41% 56%	43% 42%o	37% 27%	43% 25%o	40% 21%	42% 12%	40% 12%	37% 7%	41% 70%	49% 22%z	44% 22%	40% 8%	46% 35%z	40% 65%	
752	438	303	251	179	175	82	106	69	541	177	200	83	296	455	
32%	33% 58%	31% 40%	34% 33%	32% 24%	34% 23%	29% 11%	35% 14%	36% 9%	32% 72%	40% 23%z	40% 27%z	42% 11%z	39% 39%z	28% 61%	
317	197	138	123	85	85	44	51	38	246	55	80	39	106	211	
13%	15% 62%	14% 44%	17% 39%	15% 27%	17% 27%	16% 14%	17% 16%	20% 12%nu	14% 78%	12% 17%	16% 25%	20% 12%vz	14% 33%	13% 67%	
266	159	124	100	82	66	45	48	24	208	51	62	22	81	185	
11%	12% 60%	13% 46%	14% 38%	15% 31%	13% 25%	16% 17%	13% 18%	12% 9%	12% 78%	11% 19%	12% 23%	11% 8%	11% 30%	11% 70%	
260	168	127	91	79	71	46	45	23	209	59	66	27	94	165	
11%	13% 65%	13% 49%	12% 35%	14% 31%	14% 27%	16% 18%	15% 17%	12% 9%	12% 81%	13% 23%	13% 25%	14% 11%	13% 36%	10% 64%	
136	86	61	50	39	22	13	13	10	106	22	28	11	44	92	
6%	6% 63%	6% 45%	7% 37%	7% 29%	4% 16%	5% 10%	4% 10%	5% 7%	6% 78%	5% 16%	5% 20%	5% 8%	6% 33%	6% 67%	
112	66	47	45	36	35	14	21	11	86	17	35	16	41	71	
5%	5% 59%	5% 42%	6% 40%	6% 32%	7% 31%	5% 12%	7% 18%	6% 10%	5% 77%	4% 15%	7% 32%z	8% 14%vz	5% 36%	4% 64%	
32	17	17	10	7	4	1	2	2	21	4	4	6	10	22	
1%	1% 52%	2% 52%	1% 32%	1% 21%	1% 14%	* 3%	1% 5%	1% 7%	1% 67%	1% 14%	1% 12%	3% 18%w	1% 32%	1% 68%	
119	76	58	48	25	39	19	19	11	94	9	20	7	28	91	
5%	6% 64%	6% 49%	7% 41%	4% 21%	8% 33%p	7% 16%	6% 16%	6% 9%	6% 79%	2% 8%	4% 17%	4% 6%	4% 24%	6% 76%v	
379	220	135	89	79	67	34	31	33	272	56	61	25	93	286	
16%	16% 58%os	14% 36%	12% 24%	14% 21%	13% 18%	10% 9%	10% 8%	18% 9%e	16% 72%os	13% 15%	12% 16%	13% 7%	12% 24%	17% 76%vwy	
364	152	120	102	62	64	34	35	14	215	57	50	16	85	279	
15%	11% 42%	12% 33%	14% 28%t	11% 17%	12% 18%	12% 9%	12% 10%	8% 4%	13% 59%	13% 16%	10% 14%	8% 4%	11% 23%	17% 77%wxy	
636	391	287	239	188	150	92	97	61	494	119	155	63	212	424	
27%	29% 61%	29% 45%	33% 38%	33% 30%	29% 24%	33% 14%	33% 15%	32% 10%	29% 78%	27% 19%	31% 24%	32% 10%	28% 33%	26% 67%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



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Absolutes/col percents/row percents 19 Apr 2018

Table 134

**QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Newspapers	1145 48%	517 43%	628 53%	577 50%	568 46%	139 40%	180 46%	179 44%	199 49%	176 51%	272 56%	294 55%	351 48%	229 45%	272 44%	645 51%	501 45%	358 44%	787 50%	317 45%	828 49%	576 48%	567 50%
Television	954 40%	439 37%	515 43%	484 42%	471 38%	154 44%	148 38%	139 34%	158 39%	127 37%	229 47%	227 43%	294 40%	186 37%	248 40%	520 41%	434 39%	317 39%	637 40%	266 38%	688 41%	458 39%	495 42%
Magazines	499 21%	229 19%	270 23%	252 22%	247 20%	76 22%	92 24%	74 18%	67 16%	72 21%	118 24%	123 23%	151 20%	98 19%	127 21%	274 22%	225 20%	158 19%	342 22%	135 19%	365 22%	247 21%	252 21%
Internet – Broadcaster websites/ apps	483 20%	257 22%	225 19%	226 19%	257 21%	83 24%	89 23%	84 21%	95 23%	56 16%	76 16%	121 23%	149 20%	99 20%	114 19%	270 21%	213 19%	195 24%	287 18%	166 24%	317 19%	263 22%	218 18%
Internet – Newspaper websites/ apps	459 19%	271 23%	188 16%	223 19%	236 19%	73 21%	90 23%	86 21%	79 19%	65 19%	67 14%	120 23%	156 21%	86 17%	97 16%	276 22%	183 16%	158 20%	301 19%	134 19%	325 19%	263 22%	195 16%
Radio	231 10%	104 9%	127 11%	122 11%	109 9%	42 12%	43 11%	37 9%	40 10%	26 8%	44 9%	45 8%	72 10%	46 9%	68 11%	117 9%	114 10%	84 10%	148 9%	70 10%	162 10%	119 10%	112 9%
Other Internet websites/ apps	172 7%	79 7%	93 8%	78 7%	94 8%	37 11%	27 7%	26 6%	35 9%	22 6%	26 5%	38 7%	61 8%	29 6%	45 7%	99 8%	73 7%	71 9%	101 6%	57 8%	116 7%	94 8%	79 7%
Other sources	48 2%	13 1%	35 3%	22 2%	27 2%	7 2%	4 1%	5 1%	11 3%	7 2%	14 3%	14 3%	10 1%	9 2%	15 2%	24 2%	24 2%	14 2%	34 2%	12 2%	37 2%	16 1%	32 3%
No other sources are intrusive	119 5%	75 6%	44 4%	63 5%	56 5%	20 6%	25 6%	28 7%	20 5%	9 3%	15 3%	17 3%	39 5%	35 7%	27 4%	56 4%	63 6%	45 6%	73 5%	41 6%	77 5%	72 6%	47 4%
All other sources are equally intrusive	379 16%	208 17%	170 14%	178 15%	201 16%	47 13%	60 15%	65 16%	73 18%	66 19%	68 14%	81 15%	116 16%	76 15%	105 17%	197 16%	181 16%	112 14%	266 17%	102 15%	276 16%	193 16%	186 16%
Don't know	364 15%	189 16%	175 15%	168 15%	195 16%	58 16%	50 13%	73 14%	51 12%	51 15%	80 16%	62 12%	98 13%	99 20%	104 17%	161 13%	203 18%	130 16%	233 15%	106 15%	258 15%	151 13%	209 17%
Net: INTERNET	895 37%	481 40%	414 35%	414 36%	481 39%	154 44%	163 42%	153 38%	171 42%	118 34%	135 28%	228 43%	293 40%	171 34%	203 33%	521 41%	374 33%	331 41%	564 36%	279 40%	616 36%	495 42%	397 33%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 134

**QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Newspapers	1145 48%	1024 48% 89%	116 47% 10%	805 50% 70% <b>d</b>	340 44% 30%	934 49% 82%	211 45% 18%	943 48% 82% <b>j</b>	119 55% 10% <b>j</b>	70 50% 6% <b>j</b>	14 25% 1%	51 52% 4%	131 50% 11%	99 50% 9%	92 54% 8% <b>s</b>	90 43% 8%	103 48% 9%	95 47% 8%	153 47% 13%	130 43% 11%
Television	954 40%	850 40% 89%	101 41% 11%	655 41% 69%	300 39% 31%	772 40% 81%	183 39% 19%	795 40% 83% <b>j</b>	92 42% 10% <b>j</b>	56 39% 6% <b>j</b>	12 21% 1%	49 50% 6%	117 45% 12% <b>o</b>	82 42% 9% <b>o</b>	73 43% 8% <b>d</b>	57 28% 6%	84 39% 9% <b>o</b>	81 40% 8% <b>o</b>	143 45% 15% <b>os</b>	108 36% 11%
Magazines	499 21%	448 21% 90%	50 20% 10%	351 22% 70%	148 19% 30%	409 21% 82%	91 19% 18%	409 21% 82% <b>j</b>	32 25% 11% <b>j</b>	32 23% 6% <b>j</b>	5 8% 1%	17 18% 3%	55 21% 11%	41 21% 8%	36 21% 7%	46 22% 9%	40 18% 8%	57 20% 8%	76 18% 12%	76 25% 15% <b>or</b>
Internet – Broadcaster websites/ apps	483 20%	456 21% 94% <b>b</b>	25 10% 5%	363 23% 75% <b>d</b>	120 15% 25%	417 22% 86% <b>f</b>	66 14% 14%	398 20% 85% <b>j</b>	43 20% 9% <b>j</b>	36 25% 7% <b>j</b>	5 10% 1%	19 19% 4%	45 17% 9%	36 18% 7%	43 26% 9% <b>r</b>	36 18% 8%	56 26% 12% <b>r</b>	46 23% 10% <b>r</b>	48 15% 10%	69 23% 14% <b>r</b>
Internet – Newspaper websites/ apps	459 19%	433 20% 94% <b>b</b>	23 9% 5%	364 23% 79% <b>d</b>	95 12% 21%	421 22% 92% <b>f</b>	38 8% 8%	378 19% 82% <b>j</b>	43 20% 9% <b>j</b>	32 23% 7% <b>j</b>	6 11% 1%	16 17% 4%	56 21% 12%	48 24% 10%	27 16% 6%	35 17% 8%	40 18% 9%	35 17% 8%	55 17% 12%	66 22% 14%
Radio	231 10%	207 10% 90%	21 8% 9%	149 9% 64%	82 11% 36%	186 10% 80%	46 10% 20%	196 10% 85%	18 8% 8%	15 11% 6%	3 5% 1%	13 13% 6%	29 11% 13% <b>o</b>	20 10% 9% <b>d</b>	14 9% 6%	8 4% 3%	14 16% 6%	22 11% 10% <b>o</b>	37 11% 16% <b>o</b>	39 13% 17% <b>op</b>
Other Internet websites/ apps	172 7%	159 7% 92%	13 5% 8%	133 8% 77% <b>d</b>	39 5% 23%	155 8% 90% <b>f</b>	17 4% 10%	146 7% 85%	16 7% 9%	7 5% 4%	3 5% 2%	8 8% 5% <b>s</b>	20 8% 12% <b>s</b>	25 13% 15% <b>os</b>	20 12% 11% <b>os</b>	11 5% 6%	14 6% 8%	13 7% 8%	25 8% 14% <b>s</b>	9 3% 5%
Other sources	48 2%	48 2% 100%	* * *	35 2% 72%	14 2% 28%	41 2% 85%	7 1% 15%	42 2% 87%	3 1% 7%	2 1% 4%	1 2% 2%	3 3% 6% <b>m</b>	10 4% 21% <b>ms</b>	- - -	5 3% 11% <b>m</b>	3 2% 7%	2 1% 5%	7 3% 14% <b>ms</b>	9 3% 20% <b>m</b>	2 1% 4%
No other sources are intrusive	119 5%	112 5% 95%	6 3% 5%	87 5% 73%	31 4% 27%	100 5% 85%	18 4% 15%	100 5% 85%	10 5% 9%	6 4% 5%	3 5% 2%	5 5% 5%	10 4% 8%	10 5% 8%	6 4% 5%	12 6% 11%	18 8% 15%	8 4% 7%	16 5% 13%	15 5% 13%
All other sources are equally intrusive	379 16%	342 16% 90%	36 15% 10%	240 15% 63%	139 18% 37%	304 16% 80%	74 16% 20%	300 15% 79%	33 15% 9%	26 18% 7%	20 37% 5% <b>gn</b>	9 9% 2%	43 16% 11%	24 12% 6%	29 17% 8%	26 12% 7%	27 13% 7%	33 16% 9%	51 16% 14%	59 20% 16% <b>kmc</b>
Don't know	364 15%	292 14% 80%	68 28% 19% <b>a</b>	198 12% 55%	165 21% 45% <b>c</b>	246 13% 68%	117 25% 32% <b>se</b>	300 15% 83%	33 15% 9%	17 12% 5%	13 24% 4% <b>gh</b>	16 16% 4%	34 13% 9%	28 15% 8%	20 12% 5%	48 23% 13% <b>lmnp</b>	28 13% 8%	31 16% 9%	47 15% 13%	47 16% 13%
Net: INTERNET	895 37%	840 39% 94% <b>b</b>	51 21% 6%	687 43% 77% <b>d</b>	207 27% 23%	792 41% 88% <b>f</b>	103 22% 12%	734 37% 82% <b>j</b>	88 40% 10% <b>j</b>	62 44% 7% <b>g</b>	11 20% 1%	32 33% 4%	101 39% 11%	87 45% 10% <b>or</b>	72 42% 8% <b>or</b>	60 29% 7%	88 40% 10% <b>o</b>	78 39% 9%	104 32% 12%	112 37% 13%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 134

**QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Newspapers	1145 48%	182 46%	963 48%	507 48%	503 49%	120 54%	295 47%	717 49%	556 50%	563 47%	487 50%	821 48%	324 48%
		16%	84%	44%	44%	10%	26%	63%	49%	49%	42%	72%	28%
Television	954 40%	163 41%	791 40%	450 43%	399 39%	88 40%	242 39%	609 42%	447 40%	485 41%	387 40%	684 40%	270 40%
		17%	83%	47%	42%	9%	25%	64%	47%	51%	41%	72%	28%
Magazines	499 21%	81 20%	419 21%	217 20%	221 21%	59 27%	141 22%	305 21%	261 23%	227 19%	223 23%	368 22%	132 19%
		16%	84%	43%	44%	12%	28%	61%	52% <b>l</b>	45%	45% <b>l</b>	74%	26%
Internet – Broadcaster websites/ apps	483 20%	86 22%	397 20%	223 21%	189 18%	41 19%	104 17%	315 22%	247 22%	226 19%	222 23%	378 22%	105 15%
		18%	82%	46% <b>f</b>	39%	9%	22%	65% <b>f</b>	51%	47%	46% <b>l</b>	78% <b>l</b>	22%
Internet – Newspaper websites/ apps	459 19%	84 21%	375 19%	215 20%	184 18%	47 21%	98 16%	305 21%	236 21%	207 17%	212 22%	369 22%	90 13%
		18%	82%	47% <b>f</b>	40%	10%	21%	66% <b>f</b>	52% <b>l</b>	45%	46% <b>l</b>	80% <b>l</b>	20%
Radio	231 10%	40 10%	191 10%	112 11%	83 8%	23 10%	51 8%	159 11%	116 10%	109 9%	99 10%	176 10%	55 8%
		17%	83%	48%	36%	10%	22%	69% <b>d</b>	50%	47%	43%	76%	24%
Other Internet websites/ apps	172 7%	25 6%	147 7%	72 7%	71 7%	20 9%	44 7%	115 8%	91 8%	79 7%	79 8%	136 8%	36 5%
		15%	85%	42%	41%	11%	25%	67%	53%	46%	46%	79% <b>l</b>	21%
Other sources	48 2%	6 1%	43 2%	17 2%	26 3%	6 3%	18 3%	28 2%	25 2%	23 2%	23 2%	33 2%	16 2%
		12%	88%	35%	55%	12%	38%	59%	51%	48%	48%	67%	33%
No other sources are intrusive	119 5%	19 5%	100 5%	54 5%	51 5%	15 7%	23 4%	83 6%	68 6%	44 4%	58 6%	94 6%	24 4%
		16%	84%	45%	43%	13%	19%	70%	57% <b>l</b>	37%	49% <b>l</b>	79%	21%
All other sources are equally intrusive	379 16%	67 17%	312 16%	190 18%	156 15%	28 13%	104 17%	228 16%	159 14%	206 17%	135 14%	272 16%	106 16%
		18%	82%	50%	41%	8%	27%	60%	42%	54% <b>j</b>	36%	72%	28%
Don't know	364 15%	58 14%	306 15%	126 12%	181 18%	23 11%	121 19%	179 12%	142 13%	199 17%	120 12%	215 13%	149 22%
		16%	84%	35%	50% <b>ceg</b>	6%	33% <b>ceg</b>	49%	39%	55% <b>h</b>	33%	59%	41% <b>k</b>
Net: INTERNET	895 37%	156 39%	739 37%	417 39%	354 34%	92 42%	192 31%	591 41%	456 41%	413 35%	406 42%	698 41%	196 29%
		17%	83%	47% <b>df</b>	40%	10% <b>f</b>	21%	66% <b>df</b>	51% <b>l</b>	46%	45% <b>l</b>	78% <b>l</b>	22%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 134

**QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive****Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Newspapers	1145 48%	651 49% 57%	487 50% 42%	345 47% 30%	293 52% 26%	252 49% 22%	148 53% 13%	146 49% 13%	82 43% 7%	821 48% 72%	241 54% 21% <b>z</b>	257 51% 22%	97 49% 9%	390 52% 34% <b>z</b>	755 46% 66%
Television	954 40%	545 41% 57%	387 40% 41%	316 43% 33%	228 41% 24%	222 43% 23%	110 39% 11%	135 45% 14%	83 44% 9%	684 40% 72%	214 48% 22% <b>z</b>	242 48% 25% <b>z</b>	97 49% 10% <b>z</b>	358 48% 38% <b>z</b>	596 36% 62%
Magazines	499 21%	290 22% 58%	223 23% 45%	156 21% 31%	137 24% 27%	121 23% 24%	73 26% 15%	83 28% 17% <b>imou</b>	46 24% 9%	368 22% 74%	113 25% 23% <b>z</b>	134 26% 27% <b>z</b>	51 26% 10% <b>z</b>	186 25% 37% <b>z</b>	313 19% 63%
Internet – Broadcaster websites/ apps	483 20%	300 22% 62%	222 23% 46%	187 25% 39%	133 24% 28%	136 26% 28%	70 25% 14%	80 27% 17%	58 31% 12% <b>mnmu</b>	378 22% 78%	96 22% 20%	124 25% 26% <b>z</b>	62 31% 13% <b>vyz</b>	170 23% 35%	313 19% 65%
Internet – Newspaper websites/ apps	459 19%	294 22% 64%	212 22% 46%	170 23% 37%	135 24% 29%	119 23% 26%	67 24% 15%	82 28% 18% <b>mnmu</b>	45 24% 10%	369 22% 80%	95 21% 21%	116 23% 25% <b>z</b>	48 24% 10%	159 21% 35%	300 18% 65%
Radio	231 10%	145 11% 63%	99 10% 43%	89 12% 39%	59 10% 26%	58 11% 25%	23 8% 10%	30 10% 13%	21 11% 9%	176 10% 76%	42 9% 18%	63 12% 27% <b>z</b>	30 15% 13% <b>z</b>	84 11% 36%	148 9% 64%
Other Internet websites/ apps	172 7%	105 8% 61%	79 8% 46%	60 8% 35%	51 9% 30% <b>q</b>	30 6% 17%	20 7% 11%	18 6% 11%	14 8% 8%	136 8% 79%	30 7% 18%	37 7% 22%	13 6% 7%	56 7% 32%	117 7% 68%
Other sources	48 2%	26 2% 55%	23 2% 48%	13 2% 27%	11 2% 22%	8 2% 16%	2 1% 4%	2 1% 4%	33 2% 67%	6 1% 13%	8 2% 17%	7 4% 15%	16 2% 33%	32 2% 67%	
No other sources are intrusive	119 5%	76 6% 64%	58 6% 49%	48 7% 41%	25 4% 21%	39 8% 33% <b>p</b>	19 7% 16%	19 6% 16%	11 6% 9%	94 6% 79%	9 2% 8%	20 4% 17%	7 4% 6%	28 4% 24%	91 6% 76% <b>v</b>
All other sources are equally intrusive	379 16%	220 16% 58% <b>os</b>	135 14% 36%	89 12% 24%	79 14% 21%	67 13% 18%	34 12% 9%	31 10% 8%	33 18% 9% <b>s</b>	272 16% 72% <b>os</b>	56 13% 15%	61 12% 16%	25 13% 7%	93 12% 24%	286 17% 76% <b>vwxy</b>
Don't know	364 15%	152 11% 42%	120 12% 33%	102 14% 28% <b>t</b>	62 11% 17%	64 12% 18%	34 12% 9%	35 12% 10%	14 8% 4%	215 13% 59%	57 13% 16%	50 10% 14%	16 8% 4%	85 11% 23%	279 17% 77% <b>wxy</b>
Net: INTERNET	895 37%	554 41% 62%	406 42% 45%	327 45% 37%	261 46% 29% <b>u</b>	228 44% 25%	129 46% 14%	142 48% 16% <b>u</b>	88 47% 10%	698 41% 78%	184 41% 21% <b>z</b>	223 44% 25% <b>z</b>	99 50% 11% <b>z</b>	318 42% 36% <b>z</b>	577 35% 64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 135

**QL1: Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?****Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1962	1162 59%	800 41%	905 46%	1057 54%	305 16%	357 18%	405 21%	373 19%	255 13%	267 14%	508 26%	631 32%	379 19%	444 23%	1139 58%	823 42%	764 39%	1198 61%	674 34%	1288 66%	1230 63%	729 37%
Weighted base	1914	1075 56%	839 44%	914 48%	1000 52%	319 17%	354 19%	364 19%	358 19%	260 14%	259 14%	460 24%	619 32%	408 21%	428 22%	1078 56%	836 44%	727 38%	1187 62%	633 33%	1282 67%	1061 55%	852 44%
Effective base	1664	1004	669	755	913	265	308	355	315	220	207	439	542	313	379	979	688	653	1011	577	1088	1074	629
Yes	167 9%	132 12%	36 4%	70 8%	97 10%	33 10%	47 13%	27 7%	31 9%	16 6%	13 5%	45 10%	45 7%	39 10%	39 9%	90 8%	78 9%	87 12%	80 7%	81 13%	87 7%	99 9%	68 8%
		79% 21%		42% 58%		20%h 28%egh		16%	19%	10%	8%	27%	27%	23%	23%	54%	46%	52%p	48%	46%r	52%	59%	41%
No	1649 86%	881 82%	768 92%	799 87%	851 85%	276 87%	291 82%	320 88%	309 86%	225 87%	228 88%	392 85%	547 88%	350 86%	361 84%	939 87%	711 85%	609 84%	1040 88%	526 83%	1124 88%	919 87%	728 85%
		53%	47%	48%	52%	17%	18%	19%h	19%	14%	14%	24%	33%	21%	22%	57%	43%	37%	63%o	32%	68%q	56%	44%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 135

Absolutes/col percents/row percents 19 Apr 2018

**QL1: Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?****Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1962	1914 98%	43 2%	1630 83%	332 17%	1962 100%	-	1394 71%	182 9%	202 10%	184 9%	64 3%	184 9%	140 7%	123 6%	151 8%	120 6%	132 7%	217 11%	263 13%
Weighted base	1914	1859 97%	49* 3%*	1587 83%	327 17%	1914 100%	-**	1598 83%	158 8%	112 6%	45 2%	74* 4%*	204 11%	148 8%	139 7%	163 9%	188 10%	163 8%	257 13%	263 14%
Effective base	1664	1620	39	1383	281	1664	-	1297	168	185	126	62	174	133	117	144	113	122	204	251
Yes	167 9%	164 9%	3 7%	145 9%	22 7%	167 9%	-	142 9%	15 10%	8 7%	2 5%	10 13%	15 7%	10 6%	18 13%	15 9%	16 8%	10 6%	18 7%	30 12%
		98%	2%	87%	13%	100%	-	85%	9%	5%	1%	6%	9%	6%	11%	9%	9%	6%	11%	18%
No	1649 86%	1603 86%	39 81%	1378 87%	272 83%	1649 86%	-	1369 86%	140 89%	98 87%	41 91%	63 85%	176 86%	127 86%	119 86%	132 81%	166 88%	144 89%	229 89%	213 81%
		97%	2%	84%	16%	100%	-	83%	9%	6%	3%	4%	11%	8%	7%	8%	10%	9%	14%os	13%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 135

Absolutes/col percents/row percents 19 Apr 2018

**QL1: Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1962	359 18%	1603 82%	987 50%	778 40%	220 11%	393 20%	1355 69%	1069 54%	844 43%	968 49%	1660 85%	302 15%
Weighted base	1914	314 16%	1601 84%	928 48%	771 40%	212 11%	395 21%	1301 68%	1036 54%	825 43%	931 49%	1600 84%	315 16%
Effective base	1664	285	1379	822	666	181	342	1140	911	708	824	1407	258
Yes	167	40	127	80	71	27	30	120	118	44	115	154	13
9%		13%	8%	9%	9%	13%	8%	9%	11%	5%	12%	10%	4%
		24% <b>b</b>	76%	48%	43%	16%	18%	72%	71% <b>i</b>	26%	69% <b>j</b>	92% <b>k</b>	8%
No	1649	249	1400	809	658	175	335	1132	874	732	779	1381	269
86%		79%	87%	87%	85%	82%	85%	87%	84%	89%	84%	86%	85%
		15%	85% <b>a</b>	49%	40%	11%	20%	69%	53%	44% <b>h</b>	47%	84%	16%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Page 627

Table 135

Absolutes/col percents/row percents 19 Apr 2018

**QL1: Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen on any on-line or on-demand service caused you any concern?**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1962	1311 67%	968 49%	731 37%	611 31%	509 26%	287 15%	313 16%	189 10%	1660 85%	362 18%	445 23%	178 9%	634 32%	1328 68%
Weighted base	1914	1265 66%	931 49%	704 37%	555 29%	499 26%	273 14%	294 15%	184 10%	1600 84%	362 19%	432 23%	178 9%	624 33%	1290 67%
Effective base	1664	1105	824	631	513	443	242	269	167	1407	310	383	155	546	1118
Yes	167 9%	126 10% 75%	115 12%	90 13%	78 14%	75 15%	40 15%	55 19%	21 12%	154 10% 92%	86 24%	102 24%	62 35%	129 21%	38 3% 23%
No	1649 86%	1088 86%	779 84%	592 84%	460 83%	399 80%	218 80%	225 77%	156 85%	1381 86%	248 68%	305 71%	107 60%	457 73%	1192 92%
		66% <b>qrs</b>	47% <b>s</b>	36% <b>s</b>	28% <b>s</b>	24%	13%	14%	9% <b>s</b>	84% <b>qrs</b>	15%	19% <b>x</b>	6%	28% <b>x</b>	72% <b>vwxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 136

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?****MULTI CODE****Base: All using ODO**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1962	1162 59%	800 41%	905 46%	1057 54%	305 16%	357 18%	405 21%	373 19%	255 13%	267 14%	508 26%	631 32%	379 19%	444 23%	1139 58%	823 42%	764 39%	1198 61%	674 34%	1288 66%	1230 63%	729 37%
Weighted base	1914	1075 56%	839 44%	914 48%	1000 52%	319 17%	354 19%	364 19%	358 19%	260 14%	259 14%	460 24%	619 32%	408 21%	428 22%	1078 56%	836 44%	727 38%	1187 62%	633 33%	1282 67%	1061 55%	852 44%
Effective base	1664	1004	669	755	913	265	308	355	315	220	207	439	542	313	379	979	688	653	1011	577	1088	1074	629
Bad language	60 3%	51 5%	9 1%	29 3%	31 3%	11 3%	11 3%	10 3%	12 3%	8 3%	8 3%	10 2%	22 4%	12 3%	16 4%	32 3%	28 3%	30 4%	30 2%	27 4%	33 3%	37 3%	23 3%
		86%	14%	48%	52%	18%	19%	16%	19%	14%	13%	16%	37%	20%	26%	53%	47%	51%	49%	46%	54%	61%	39%
Bullying/victimising	44 2%	34 3%	9 1%	13 1%	31 3%	10 3%	13 4%	6 2%	6 2%	4 1%	4 2%	9 2%	12 2%	12 3%	10 2%	22 2%	22 3%	19 3%	25 2%	18 3%	26 2%	26 2%	18 2%
		78%	22%	30%	70%	24%	30%	14%	13%	9%	10%	21%	28%	28%	23%	49%	51%	43%	57%	41%	59%	59%	41%
Sex/sexually explicit content	42 2%	36 3%	6 1%	16 2%	26 3%	10 3%	8 2%	8 2%	8 2%	3 1%	5 2%	8 2%	10 2%	12 3%	12 3%	17 2%	25 3%	18 2%	24 2%	16 3%	26 2%	23 2%	19 2%
		85%	15%	39%	61%	24%	19%	20%	20%	7%	11%	18%	23%	29%	29%	41%	59%	43%	57%	39%	61%	54%	46%
Dangerous behaviour	36 2%	28 3%	8 1%	11 1%	25 2%	9 3%	5 1%	4 1%	5 1%	6 2%	6 3%	9 2%	12 2%	4 1%	10 2%	22 2%	14 2%	17 2%	19 2%	16 3%	20 2%	16 2%	20 2%
		79%	21%	31%	69%	26%	14%	11%	13%	17%	18%	25%	35%	12%	27%	60%	40%	47%	53%	44%	56%	45%	55%
Violence (in general)	33 2%	25 2%	8 1%	13 1%	20 2%	7 2%	4 1%	6 2%	6 2%	5 2%	4 2%	9 2%	14 2%	4 1%	5 1%	23 2%	10 1%	17 2%	16 1%	17 3%	16 1%	19 2%	13 2%
		75%	25%	40%	60%	22%	11%	18%	19%	16%	14%	29%	42%	13%	16%	71%	29%	52%	48%	52%	48%	59%	41%
Drugs/drug use	32 2%	27 3%	5 1%	19 2%	14 1%	6 2%	6 2%	5 1%	5 1%	6 2%	6 2%	11 2%	6 1%	10 3%	5 1%	17 2%	16 2%	14 2%	18 2%	13 2%	19 2%	18 2%	14 2%
		83%	17%	57%	43%	19%	18%	16%	15%	15%	18%	34%	16%	32%	16%	52%	48%	45%	55%	40%	60%	57%	43%
Content harmful to self-esteem (e.g. self-abuse)	30 2%	25 2%	5 1%	10 1%	20 2%	11 3%	4 1%	6 2%	6 2%	3 1%	-	4 1%	8 1%	10 2%	9 2%	12 1%	18 2%	14 2%	16 1%	13 2%	17 1%	10 1%	20 2%
		82%	18%	33%	67%	35%	15%	19%	20%	11%	-	13%	27%	32%	28%	39%	61%	46%	54%	43%	57%	33%	67%
Accuracy of medical/health claims	27 1%	24 2%	3 *	12 1%	16 2%	7 2%	7 2%	3 2%	7 2%	3 1%	1 *	6 1%	9 1%	8 2%	5 1%	15 1%	13 1%	13 2%	14 1%	12 2%	15 1%	14 1%	14 2%
		88%	12%	43%	57%	27%	26%	11%	25%	10%	2%	22%	32%	29%	17%	54%	46%	49%	51%	44%	56%	50%	50%
Trolling/on-line harassment	26 1%	17 2%	9 1%	10 1%	17 2%	5 2%	7 2%	4 1%	7 2%	3 1%	1 *	8 2%	5 1%	10 2%	3 1%	13 1%	13 2%	17 2%	9 1%	16 3%	10 1%	15 1%	12 1%
		66%	34%	37%	63%	20%	27%	15%	25%	10%	2%	31%	19%	39%	11%	50%	50%	64%	36%	62%	38%	55%	45%
Pornography	24 1%	21 2%	3 *	9 1%	16 2%	2 1%	8 2%	4 1%	6 2%	2 1%	2 1%	5 2%	4 1%	6 2%	9 2%	9 1%	15 2%	14 2%	10 1%	14 2%	11 1%	12 1%	12 1%
		86%	14%	35%	65%	10%	34%	18%	23%	7%	8%	22%	16%	25%	37%	38%	62%	59%	41%	56%	44%	49%	51%
Defamation/smearing of others	23 1%	17 2%	7 1%	13 1%	10 1%	1 *	9 3%	-	3 1%	6 2%	4 2%	7 2%	9 1%	2 *	6 1%	16 1%	8 1%	10 1%	13 1%	10 2%	13 1%	11 1%	13 1%
		71%	29%	56%	44%	5%	38%	-	13%	26%	17%	30%	38%	7%	25%	68%	32%	45%	55%	42%	58%	46%	54%
Racism	23 1%	21 2%	2 *	11 1%	12 1%	6 2%	5 2%	4 1%	4 1%	2 1%	2 1%	5 1%	8 1%	5 1%	6 1%	13 1%	10 1%	8 1%	15 1%	8 1%	15 1%	11 1%	12 1%
		92%	8%	48%	52%	27%	23%	16%	16%	8%	10%	19%	36%	20%	25%	55%	45%	36%	64%	34%	66%	49%	51%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Page 629

Absolutes/col percents/row percents 19 Apr 2018

Table 136

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**  
**MULTI CODE**

**Base: All using ODO**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1914	1075 56%	839 44%	914 48%	1000 52%	319 17%	354 19%	364 19%	358 19%	260 14%	259 14%	460 24%	619 32%	408 21%	428 22%	1078 56%	836 44%	727 38%	1187 62%	633 33%	1282 67%	1061 55%	852 44%
Suicide	23 1%	16 1%	7 1%	9 1%	14 1%	7 2%	7 2%	2 1%	3 1%	2 1%	2 1%	5 1%	8 1%	8 2%	2 *	13 1%	9 1%	12 2%	11 1%	12 1%	11 1%	13 1%	10 1%
Incitement to hatred	22 1%	18 2%	4 1%	11 1%	12 1%	8 3%	3 1%	2 *	3 1%	4 1%	3 1%	3 1%	5 1%	7 2%	8 2%	8 1%	15 2%	10 1%	13 1%	8 1%	14 1%	8 1%	14 2%
Nakedness/naked bodies/ body parts	22 1%	19 2%	3 *	9 1%	13 1%	6 2%	3 1%	6 2%	2 1%	2 1%	3 1%	6 1%	6 1%	3 1%	7 2%	12 1%	10 1%	13 2%	9 1%	10 2%	12 1%	13 1%	9 1%
Welfare of children or young people	20 1%	14 1%	6 1%	6 1%	14 1%	3 1%	5 2%	3 1%	4 1%	1 *	3 1%	6 1%	3 *	10 2%	1 *	9 1%	11 1%	11 2%	9 1%	11 2%	9 1%	9 1%	10 1%
Infringing someone's privacy	18 1%	13 1%	5 1%	9 1%	10 1%	5 2%	4 1%	1 *	3 1%	2 1%	3 1%	6 1%	5 1%	4 1%	3 1%	12 1%	7 1%	7 1%	11 1%	7 1%	11 1%	6 1%	12 1%
Incitement to crime	18 1%	14 1%	4 1%	8 1%	10 1%	5 2%	4 1%	2 *	1 *	3 1%	3 1%	3 1%	4 1%	4 1%	7 2%	7 1%	11 1%	9 1%	9 1%	8 1%	10 1%	7 1%	11 1%
Discrimination	18 1%	16 1%	2 *	7 1%	11 1%	6 2%	2 1%	2 1%	2 1%	4 1%	1 *	3 1%	7 1%	4 1%	4 1%	10 1%	8 1%	8 1%	10 1%	8 1%	10 1%	5 *	13 2%
Misleading advertising	17 1%	15 83%	3 17%	9 52%	8 48%	2 12%	7 38%	2 11%	4 21%	1 6%	2 12%	4 24%	5 29%	1 8%	7 38%	9 53%	8 47%	8 46%	9 54%	7 43%	10 57%	10 55%	8 45%
Illegal child sexual abuse material	17 1%	15 85%	3 15%	8 47%	9 53%	4 25%	3 17%	2 10%	3 15%	1 6%	5 27%	3 15%	5 30%	7 41%	2 14%	8 45%	9 55%	6 36%	11 64%	6 33%	12 67%	7 43%	10 57%
Eating disorders	17 1%	17 2%	- 100%	10 59%	7 41%	5 28%	3 17%	2 11%	- 1%	4 24%	3 20%	4 25%	6 35%	3 17%	4 23%	10 60%	7 40%	7 39%	10 61%	5 33%	11 67%	8 49%	8 51%
Inaccurate information	13 1%	11 80%	3 20%	8 57%	6 43%	1 11%	3 23%	1 7%	4 32%	1 8%	2 19%	4 32%	5 41%	1 11%	2 16%	10 73%	4 27%	6 47%	7 53%	5 41%	8 59%	7 55%	6 45%
Exorcism/the paranormal	12 1%	10 85%	2 15%	6 52%	6 48%	6 46%	3 26%	1 6%	- 9%	1 12%	2 12%	3 28%	4 29%	3 24%	2 19%	7 57%	5 43%	8 66%	4 34%	8 66%	4 34%	6 46%	7 54%
Offence of religion	10 1%	8 81%	2 19%	3 32%	7 68%	3 29%	3 27%	1 11%	1 12%	1 13%	1 7%	1 7%	2 21%	4 40%	3 32%	3 28%	7 72%	6 63%	4 37%	6 63%	4 37%	5 50%	5 50%
Other	13 1%	5 40%	8 60%	5 40%	8 60%	2 13%	5 37%	2 14%	1 8%	3 22%	1 7%	5 38%	5 40%	2 12%	1 10%	10 78%	3 22%	8 61%	5 39%	8 57%	6 43%	7 55%	6 45%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 136

Absolutes/col percents/row percents 19 Apr 2018

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?****MULTI CODE****Base: All using ODO**

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1075	839	914	1000	319	354	364	358	260	259	460	619	408	428	1078	836	727	1187	633	1282	1061	852
	56%	44%	48%	52%	17%	19%	19%	19%	14%	14%	24%	32%	21%	22%	56%	44%	38%	62%	33%	67%	55%	44%
Net: Any concerns	132	36	70	97	33	47	27	31	16	13	45	45	39	39	90	78	87	80	81	87	99	68
	12%	4%	8%	10%	10%	13%	7%	9%	6%	5%	10%	7%	10%	9%	8%	9%	12%	7%	13%	7%	9%	8%
	79%	21%	42%	58%	20% <b>h</b>	28% <b>g</b>	16%	19%	10%	8%	27%	27%	23%	23%	54%	46%	52% <b>p</b>	48%	46% <b>r</b>	52%	59%	41%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 136

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**

**MULTI CODE**

**Base: All using ODO**

Absolutes/col percents/row percents 19 Apr 2018

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
	1962	1914 98%	43 2%	1630 83%	332 17%	1962 100%	-	1394 71%	182 9%	202 10%	184 9%	64 3%	184 9%	140 7%	123 6%	151 8%	120 6%	132 7%	217 11%	263 13%
	1914	1859 97%	49* 3%*	1587 83%	327 17%	1914 100%	-** -**	1598 83%	158 8%	112 6%	45 2%	74* 4%*	204 11%	148 8%	139 7%	163 9%	188 10%	163 8%	257 13%	263 14%
	1664	1620	39	1383	281	1664	-	1297	168	185	126	62	174	133	117	144	113	122	204	251
60 3%	60	60	-	55	5	60	-	47	8	4	*	4	4	3	7	4	8	3	5	9
	3%	3%	-	3%	1%	3%	-	3%	5%	4%	1%	5%	2%	2%	5%	2%	4%	2%	2%	4%
		100%	-	92%	8%	100%	-	79%	13%	7%	1%	6%	7%	5%	11%	6%	14%	5%	9%	16%
44 2%	41	41	3	40	4	44	-	36	3	3	1	2	1	5	6	2	4	4	3	10
	2%	2%	5%	3%	1%	2%	-	2%	2%	3%	3%	3%	*	3%	4%	1%	2%	3%	1%	4%
		94%	6%	91%	9%	100%	-	83%	8%	7%	3%	5%	2%	11% <b>l</b>	14% <b>l</b>	4%	9%	10%	6%	22% <b>l</b>
42 2%	42	42	-	35	7	42	-	32	4	4	2	2	5	1	6	3	2	1	4	9
	2%	2%	-	2%	2%	2%	-	2%	3%	4%	3%	3%	2%	1%	4%	2%	1%	1%	2%	3%
		100%	-	83%	17%	100%	-	77%	10%	9%	4%	5%	11%	2%	13%	6%	5%	2%	11%	21%
36 2%	33	33	3	34	2	36	-	29	5	2	*	2	1	3	8	2	5	2	2	5
	2%	2%	5%	2%	1%	2%	-	2%	3%	2%	*	2%	*	2%	6%	1%	3%	1%	1%	2%
		93%	7%	94%	6%	100%	-	80%	14%	6%	1%	5%	2%	8%	22% <b>loqr</b>	6%	13%	5%	6%	13%
33 2%	31	31	1	29	4	33	-	25	5	2	*	3	2	3	2	3	5	3	2	3
	2%	2%	3%	2%	1%	2%	-	2%	3%	2%	1%	4%	1%	2%	2%	2%	3%	2%	1%	1%
		96%	4%	89%	11%	100%	-	77%	15%	7%	1%	9%	6%	8%	7%	9%	15%	10%	6%	8%
32 2%	32	32	-	30	2	32	-	26	5	1	-	3	4	2	-	3	-	5	2	6
	2%	2%	-	2%	1%	2%	-	2%	3%	1%	-	4%	2%	1%	-	2%	-	3%	1%	2%
		100%	-	94%	6%	100%	-	80%	17%	3%	-	9% <b>np</b>	14%	6%	-	9%	-	17% <b>p</b>	6%	20%
30 2%	29	29	1	29	1	30	-	25	5	1	*	2	1	2	4	2	2	2	4	5
	2%	2%	3%	2%	*	2%	-	2%	3%	*	1%	3%	1%	1%	3%	1%	1%	1%	1%	2%
		96%	4%	95%	5%	100%	-	81%	16%	2%	1%	8%	5%	7%	14%	6%	7%	6%	13%	17%
27 1%	27	27	-	27	*	27	-	21	5	1	1	2	2	-	3	4	2	2	1	4
	1%	1%	-	2%	*	1%	-	1%	3%	1%	2%	3%	1%	-	2%	3%	1%	1%	1%	1%
		100%	-	99% <b>d</b>	1%	100%	-	77%	17%	3%	3%	8%	9%	-	12%	15%	7%	7%	5%	13%
26 1%	25	25	1	25	2	26	-	22	2	2	-	3	3	-	-	2	4	3	2	6
	1%	1%	3%	2%	*	1%	-	1%	2%	2%	-	4%	1%	-	-	1%	2%	2%	1%	2%
		95%	5%	94%	6%	100%	-	84%	9%	7%	-	12% <b>mmr</b>	10%	-	-	8%	14%	11%	6%	24%
24 1%	24	24	-	18	7	24	-	18	3	2	1	2	1	-	3	2	4	-	1	5
	1%	1%	-	1%	2%	1%	-	1%	2%	2%	2%	3%	1%	-	2%	1%	2%	-	*	2%
		100%	-	72%	28%	100%	-	75%	11%	10%	4%	8%	5%	-	14%	8%	16%	-	4%	21%
23 1%	23	23	-	22	1	23	-	17	5	1	-	2	1	1	-	2	5	-	3	4
	1%	1%	-	1%	*	1%	-	1%	3%	1%	-	2%	*	1%	-	1%	3%	-	1%	1%
		100%	-	96%	4%	100%	-	74%	21% <b>g</b>	4%	-	7%	4%	4%	-	9%	23%	-	11%	16%
23 1%	23	23	-	20	3	23	-	18	3	2	*	2	3	2	1	3	2	-	2	3
	1%	1%	-	1%	1%	1%	-	1%	2%	2%	1%	3%	1%	1%	1%	2%	1%	-	1%	1%
		100%	-	87%	13%	100%	-	78%	12%	9%	2%	9%	11%	9%	5%	12%	7%	-	11%	12%
23 1%	23	23	-	20	3	23	-	17	3	2	*	1	2	2	1	3	2	3	1	2
	1%	1%	-	1%	1%	1%	-	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	*	1%
		100%	-	88%	12%	100%	-	75%	13%	10%	2%	5%	9%	9%	6%	14%	9%	13%	4%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 136

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?****MULTI CODE****Base: All using ODO**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	1914	1859 97%	49* 3%*	1587 83%	327 17%	1914 100%	-- --	1598 83%	158 8%	112 6%	45 2%	74* 4%*	204 11%	148 8%	139 7%	163 9%	188 10%	163 8%	257 13%	263 14%
Incitement to hatred	22 1%	21 94%	1 6%	21 92%	2 8%	22 100%	-	18 82%	3 12%	1 6%	-	-	3 15%	1 4%	1 6%	1 4%	2 17%	3 12%	3 15%	2 8%
Nakedness/naked bodies/ body parts	22 1%	22 100%	-	21 94%	1 6%	22 100%	-	17 76%	3 12%	2 8%	1 4%	3 14% <i>lmp</i>	-	-	3 15% <i>l</i>	3 13%	-	1 5%	3 12%	4 17%
Welfare of children or young people	20 1%	19 97%	1 3%	19 97%	1 3%	20 100%	-	15 74%	4 19%	1 6%	-	3 14% <i>lmnr</i>	-	-	-	1 5%	6 30% <i>l</i>	2 9%	1 4%	2 12%
Infringing someone's privacy	18 1%	18 100%	-	17 94%	1 6%	18 100%	-	15 80%	3 16%	1 4%	-	2 9%	2 10%	1 6%	-	2 10%	4 22%	2 10%	2 9%	1 5%
Incitement to crime	18 1%	18 100%	-	16 91%	2 9%	18 100%	-	15 82%	3 15%	* 2%	* 2%	-	1 4%	1 5%	-	1 5%	4 21%	3 14%	3 14%	3 18%
Discrimination	18 1%	15 86%	3 14% <i>a</i>	17 95%	1 5%	18 100%	-	13 74%	4 25% <i>gl</i>	-	* 1%	-	-	1 5%	3 15%	3 18%	-	2 10%	2 13%	2 11%
Misleading advertising	17 1%	17 100%	-	15 87%	2 13%	17 100%	-	13 74%	3 18%	1 8%	-	1 6%	2 13%	-	1 8%	1 5%	-	3 18%	1 6%	3 17%
Illegal child sexual abuse material	17 1%	17 100%	-	15 89%	2 11%	17 100%	-	11 64%	4 22% <i>g</i>	2 11%	1 4%	3 16% <i>nprs</i>	1 9%	2 11%	-	2 12%	-	2 11%	1 5%	-
Eating disorders	17 1%	17 100%	-	17 100%	-	17 100%	-	12 72%	4 23% <i>g</i>	1 3%	* 1%	3 17% <i>lmp</i>	-	-	-	1 8%	1 5%	-	1 7%	3 20%
Inaccurate information	13 1%	13 100%	-	12 88%	2 12%	13 100%	-	7 55%	4 29% <i>g</i>	1 11%	1 5%	-	1 11%	1 8%	-	1 7%	-	-	1 7%	3 22%
Exorcism/the paranormal	12 1%	12 100%	-	11 92%	1 8%	12 100%	-	10 85%	2 15%	-	-	-	-	-	1 6%	1 7%	2 13%	3 24%	2 20%	2 14%
Offence of religion	10 1%	10 100%	-	10 100%	-	10 100%	-	7 75%	2 18%	-	1 7%	1 11%	-	-	-	1 9%	2 18%	3 26%	-	1 10%
Other	13 1%	13 100%	-	10 80%	3 20%	13 100%	-	9 68%	3 24% <i>g</i>	1 8%	-	-	2 15%	-	1 8%	-	1 10%	-	3 19%	2 15%
Net: Any concerns	167 9%	164 98%	3 2%	145 87%	22 13%	167 100%	-	142 85%	15 9%	8 5%	2 1%	10 6%	15 9%	10 6%	18 11%	15 9%	16 8%	10 6%	18 7%	30 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 136

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?****MULTI CODE****Base: All using ODO**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1962	359 18%	1603 82%	987 50%	778 40%	220 11%	393 20%	1355 69%	1069 54%	844 43%	968 49%	1660 85%	302 15%
Weighted base	1914	314 16%	1601 84%	928 48%	771 40%	212 11%	395 21%	1301 68%	1036 54%	825 43%	931 49%	1600 84%	315 16%
Effective base	1664	285	1379	822	666	181	342	1140	911	708	824	1407	258
Bad language	60 3%	12 4% 19%	48 3% 81%	32 3% 54%	25 3% 42%	9 4% 15%	11 3% 18%	46 4% 76%	48 5% 80% <i>l</i>	12 1% 20%	46 5% 76% <i>l</i>	60 4% 100% <i>l</i>	- - -
Bullying/victimising	44 2%	12 4% 28%	32 2% 72%	17 2% 39%	22 3% 50%	9 4% 21% <i>c</i>	9 2% 21%	32 2% 73%	33 3% 76% <i>l</i>	8 1% 19%	32 3% 74% <i>l</i>	39 2% 88%	5 2% 12%
Sex/sexually explicit content	42 2%	10 3% 25%	31 2% 75%	20 2% 47%	18 2% 42%	5 3% 13%	6 1% 14%	30 2% 72%	26 3% 62%	15 2% 35%	26 3% 62%	38 2% 91%	4 1% 9%
Dangerous behaviour	36 2%	6 2% 17%	30 2% 83%	15 2% 41%	19 3% 54%	4 2% 12%	8 2% 22%	24 2% 66%	29 3% 80% <i>l</i>	6 1% 17%	28 3% 77% <i>l</i>	32 2% 88%	4 1% 12%
Violence (in general)	33 2%	7 2% 21%	26 2% 79%	13 1% 38%	18 2% 55%	5 2% 14%	7 2% 22%	18 1% 55%	20 2% 61%	9 1% 28%	20 2% 61%	26 2% 79%	7 2% 21%
Drugs/drug use	32 2%	5 2% 15%	27 2% 85%	17 2% 54%	17 2% 54%	4 2% 11%	10 2% 30%	21 2% 64%	26 3% 81% <i>l</i>	6 1% 19%	24 3% 74% <i>l</i>	31 2% 95%	2 1% 5%
Content harmful to self-esteem (e.g. self-abuse)	30 2%	7 2% 22%	24 1% 78%	14 2% 47%	18 2% 61%	4 2% 14%	7 2% 24%	22 2% 72%	20 2% 68%	9 1% 29%	20 2% 68%	27 2% 88%	4 1% 12%
Accuracy of medical/health claims	27 1%	7 2% 26%	20 1% 74%	15 2% 54%	11 1% 40%	3 2% 12%	2 1% 8%	22 2% 80%	23 2% 84% <i>l</i>	4 1% 16%	23 2% 84% <i>l</i>	27 2% 100% <i>l</i>	- - -
Trolling/on-line harassment	26 1%	7 2% 25%	20 1% 75%	10 1% 38%	14 2% 54%	5 2% 18%	5 1% 19%	20 2% 76%	19 2% 70%	8 1% 30%	19 2% 70%	25 2% 93%	2 1% 7%
Pornography	24 1%	6 2% 23%	19 1% 77%	13 1% 53%	10 1% 43%	4 2% 15%	5 1% 22%	17 1% 69%	15 1% 62%	9 1% 38%	14 1% 57%	22 1% 91%	2 1% 9%
Defamation/smearing of others	23 1%	7 2% 31%	16 1% 69%	9 1% 40%	14 2% 59%	4 2% 18%	4 1% 16%	17 1% 73%	17 2% 72%	5 1% 23%	16 2% 68%	21 1% 88%	3 1% 12%
Racism	23 1%	6 2% 27%	17 1% 73%	12 1% 52%	9 1% 37%	4 2% 18%	4 1% 18%	15 1% 65%	17 2% 75%	6 1% 25%	17 2% 75% <i>l</i>	23 1% 100%	- - -
Suicide	23 1%	5 2% 23%	18 1% 77%	13 1% 55%	11 1% 46%	2 1% 9%	5 1% 20%	15 1% 66%	14 1% 59%	8 1% 36%	14 1% 59%	21 1% 92%	2 1% 8%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 136

Absolutes/col percents/row percents 19 Apr 2018

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?****MULTI CODE****Base: All using ODO**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1914	314 16%	1601 84%	928 48%	771 40%	212 11%	395 21%	1301 68%	1036 54%	825 43%	931 49%	1600 84%	315 16%
Incitement to hatred	22 1%	6 2%	16 1%	8 1%	11 1%	5 2%	4 1%	13 1%	15 1%	5 1%	15 2%	20 1%	2 1%
		27%	73%	37%	50%	21%	18%	60%	66%	24%	66%	90%	10%
Nakedness/naked bodies/ body parts	22 1%	3 1%	19 1%	8 1%	8 1%	3 1%	4 1%	16 1%	18 2%	3 *	18 2%	21 1%	1 *
		13%	87%	35%	36%	14%	19%	74%	81% <b>I</b>	14%	81% <b>I</b>	94%	6%
Welfare of children or young people	20 1%	7 2%	13 1%	11 1%	11 1%	1 *	4 1%	13 1%	13 1%	6 1%	12 1%	16 1%	3 1%
		33%	67%	54%	56%	5%	22%	66%	66%	28%	63%	82%	18%
Infringing someone's privacy	18 1%	3 1%	15 1%	4 *	8 1%	2 1%	4 1%	13 1%	12 1%	5 1%	12 1%	14 1%	4 1%
		18%	82%	22%	45%	11%	21%	70%	65%	29%	65%	79%	21%
Incitement to crime	18 1%	5 2%	13 1%	7 1%	10 1%	4 2%	3 1%	12 1%	14 1%	3 *	14 2%	17 1%	1 *
		30%	70%	38%	55%	23%	17%	64%	77%	19%	77% <b>I</b>	96%	4%
Discrimination	18 1%	5 2%	13 1%	10 1%	9 1%	2 1%	2 1%	13 1%	13 1%	3 *	13 1%	15 1%	3 1%
		28%	72%	56%	51%	13%	13%	75%	73%	20%	73% <b>I</b>	86%	14%
Misleading advertising	17 1%	5 2%	13 1%	7 1%	11 1%	2 1%	6 2%	10 1%	11 1%	5 1%	11 1%	15 1%	2 1%
		27%	73%	41%	62%	13%	36%	57%	65%	30%	65%	87%	13%
Illegal child sexual abuse material	17 1%	4 1%	13 1%	6 1%	9 1%	3 1%	4 1%	11 1%	11 1%	6 1%	11 1%	15 1%	2 1%
		25%	75%	35%	51%	16%	26%	66%	66%	34%	66%	86%	14%
Eating disorders	17 1%	4 1%	12 1%	6 1%	11 1%	3 2%	5 1%	12 1%	14 1%	3 *	14 1%	15 1%	2 1%
		26%	74%	33%	66%	20%	29%	71%	82% <b>I</b>	18%	82% <b>I</b>	90%	10%
Inaccurate information	13 1%	3 1%	10 1%	5 1%	7 1%	3 1%	3 1%	8 1%	8 1%	4 *	8 1%	11 1%	2 1%
		21%	79%	37%	52%	19%	20%	64%	62%	29%	62%	87%	13%
Exorcism/the paranormal	12 1%	3 1%	10 1%	7 1%	6 1%	4 2%	1 *	10 1%	11 1%	1 *	11 1%	12 1%	-
		22%	78%	59%	52%	30%	9%	78%	92% <b>I</b>	8%	92% <b>I</b>	100%	-
Offence of religion	10 1%	3 1%	6 *	6 1%	4 *	3 1%	1 *	7 1%	9 1%	1 *	9 1%	10 1%	-
		33%	67%	58%	40%	29%	11%	76%	90% <b>I</b>	10%	90% <b>I</b>	100%	-
Other	13 1%	-	13 1%	3 *	4 1%	2 1%	1 *	9 1%	8 1%	5 1%	8 1%	12 1%	1 *
		-	100%	27%	30%	18%	7%	66%	57%	34%	57%	92%	8%
Net: Any concerns	167 9%	40 13%	127 8%	80 48%	71 43%	27 16%	30 18%	120 72%	118 71% <b>I</b>	44 26%	115 68% <b>I</b>	154 92% <b>I</b>	13 8%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 136

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?****MULTI CODE****Base: All using ODO**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
<b>Total</b>															
1962	1311 67%	968 49%	731 37%	611 31%	509 26%	287 15%	313 16%	189 10%	1660 85%	362 18%	445 23%	178 9%	634 32%	1328 68%	
1914	1265 66%	931 49%	704 37%	555 29%	499 26%	273 14%	294 15%	184 10%	1600 84%	362 19%	432 23%	178 9%	624 33%	1290 67%	
1664	1105	824	631	513	443	242	269	167	1407	310	383	155	546	1118	
60	52	46	35	36	29	20	22	10	60	41	49	33	56	4	
3%	4%	5%	5%	6%	6%	7%	7%	5%	4%	11%	11%	19%	9%	*	
	87%	76%	58%	59% <b>mu</b>	48%	34% <b>mu</b>	37% <b>mu</b>	16%	100%	68% <b>z</b>	82% <b>z</b>	56% <b>vwyz</b>	93% <b>z</b>	7%	
44	34	32	21	23	18	13	16	6	39	25	30	20	37	7	
2%	3%	3%	3%	4%	4%	5%	6%	3%	2%	7%	7%	11%	6%	1%	
	78%	74%	48%	53% <b>u</b>	42%	29% <b>u</b>	37% <b>mu</b>	13%	88%	57% <b>z</b>	68% <b>z</b>	45% <b>yz</b>	84% <b>z</b>	16%	
42	31	26	20	22	18	13	15	3	38	25	30	13	34	8	
2%	2%	3%	3%	4%	4%	5%	5%	2%	2%	7%	7%	7%	5%	1%	
	75%	62%	47%	52%	44%	32% <b>mu</b>	36% <b>mu</b>	7%	91%	60% <b>z</b>	71% <b>z</b>	30% <b>z</b>	82% <b>z</b>	18%	
36	27	28	18	19	18	13	13	3	32	21	23	16	31	5	
2%	2%	3%	3%	3%	4%	5%	5%	1%	2%	6%	5%	9%	5%	*	
	75%	77%	50%	53%	50%	35% <b>mu</b>	38% <b>mu</b>	7%	88%	60% <b>z</b>	64% <b>z</b>	44% <b>z</b>	87% <b>z</b>	13%	
33	22	20	14	13	10	12	12	4	26	17	18	11	24	9	
2%	2%	2%	2%	2%	2%	4%	4%	2%	2%	5%	4%	6%	4%	1%	
	69%	61%	44%	41%	31%	36% <b>mu</b>	36% <b>mu</b>	11%	79%	51% <b>z</b>	54% <b>z</b>	33% <b>z</b>	73% <b>z</b>	27%	
32	26	24	17	19	15	9	11	4	31	21	21	19	30	2	
2%	2%	3%	2%	3%	3%	3%	4%	2%	2%	6%	5%	11%	5%	*	
	80%	74%	52%	60% <b>u</b>	48%	29%	35%	12%	95%	66% <b>z</b>	65% <b>z</b>	59% <b>wyz</b>	93% <b>z</b>	7%	
30	23	20	16	17	8	9	14	5	27	19	19	10	27	3	
2%	2%	2%	2%	3%	2%	3%	5%	3%	2%	5%	4%	6%	4%	*	
	78%	68%	52%	56%	28%	31%	46% <b>mnoqu</b>	17%	88%	64% <b>z</b>	64% <b>z</b>	33% <b>z</b>	90% <b>z</b>	10%	
27	25	23	15	17	17	7	13	7	27	13	19	12	24	4	
1%	2%	2%	2%	3%	3%	2%	4%	4%	2%	4%	4%	7%	4%	*	
	91%	84%	56%	64%	63% <b>u</b>	24%	46% <b>mu</b>	27% <b>u</b>	100%	49% <b>z</b>	69% <b>z</b>	43% <b>z</b>	87% <b>z</b>	13%	
26	21	19	15	12	11	7	10	5	25	14	10	5	18	8	
1%	2%	2%	2%	2%	2%	3%	3%	3%	2%	4%	2%	3%	3%	1%	
	79%	70%	57%	47%	43%	28%	36%	16%	93%	53% <b>z</b>	39% <b>z</b>	19% <b>z</b>	69% <b>z</b>	31%	
24	21	14	14	15	11	10	7	4	22	12	20	10	21	4	
1%	2%	1%	2%	3%	2%	4%	2%	2%	1%	3%	5%	6%	3%	*	
	87%	57%	57%	61%	46%	40% <b>mu</b>	28%	16%	91%	49% <b>z</b>	82% <b>z</b>	42% <b>z</b>	85% <b>z</b>	15%	
23	18	16	13	10	13	7	13	2	21	11	16	9	17	6	
1%	1%	2%	2%	2%	3%	3%	4%	1%	1%	3%	4%	5%	3%	*	
	78%	68%	56%	43%	56% <b>u</b>	30%	55% <b>mnoqu</b>	8%	88%	48% <b>z</b>	67% <b>z</b>	39% <b>z</b>	74% <b>z</b>	26%	
23	20	17	15	15	12	7	11	4	23	14	17	10	20	3	
1%	2%	2%	2%	3%	2%	2%	4%	2%	1%	4%	4%	6%	3%	*	
	85%	75%	64%	63%	53%	29%	45% <b>mu</b>	18%	100%	60% <b>z</b>	74% <b>z</b>	43% <b>z</b>	87% <b>z</b>	13%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 136

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**

**MULTI CODE**

**Base: All using ODO**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1914	1265 66%	931 49%	704 37%	555 29%	499 26%	273 14%	294 15%	184 10%	1600 84%	362 19%	432 23%	178 9%	624 33%	1290 67%
Suicide	23 1%	17 1%	14 1%	9 1%	12 2%	6 1%	7 3%	8 3%	3 2%	21 1%	10 3%	13 3%	7 4%	17 3%	6 *
		73%	59%	39%	54%	26%	31%	35%	12%	92%	42% <b>z</b>	56% <b>z</b>	32% <b>z</b>	72% <b>z</b>	28%
Incitement to hatred	22 1%	19 1%	15 2%	9 1%	9 2%	12 2%	6 2%	10 3%	2 1%	20 1%	10 3%	10 2%	8 4%	16 3%	7 1%
		84%	66%	41%	38%	53%	29%	44% <b>mou</b>	8%	90%	45% <b>z</b>	45% <b>z</b>	34% <b>z</b>	70% <b>z</b>	30%
Nakedness/naked bodies/ body parts	22 1%	18 1%	18 2%	10 1%	17 3%	8 2%	8 3%	10 3%	4 2%	21 1%	16 4%	16 4%	10 6%	19 3%	3 *
		80%	81%	45%	76% <b>mu</b>	38%	37%	44% <b>mu</b>	19%	94%	72% <b>z</b>	74% <b>z</b>	45% <b>z</b>	87% <b>z</b>	13%
Welfare of children or young people	20 1%	14 1%	12 1%	6 1%	8 1%	2 *	4 2%	4 1%	3 2%	16 1%	6 2%	10 2%	6 3%	14 2%	6 *
		69%	63%	29%	38%	12%	22%	21%	14%	82%	28% <b>z</b>	48% <b>z</b>	28% <b>z</b>	69% <b>z</b>	31%
Infringing someone's privacy	18 1%	14 1%	12 1%	7 1%	9 2%	10 2%	5 2%	11 4%	1 *	14 1%	9 2%	12 3%	8 4%	15 2%	3 *
		76%	65%	39%	50%	54%	30%	59% <b>mnotu</b>	5%	79%	49% <b>z</b>	68% <b>z</b>	42% <b>z</b>	82% <b>z</b>	18%
Incitement to crime	18 1%	16 1%	14 2%	8 1%	9 2%	10 2%	5 2%	9 3%	2 1%	17 1%	8 2%	9 2%	8 4%	13 2%	5 *
		91%	77%	42%	47%	58%	29%	52% <b>mou</b>	11%	96%	42% <b>z</b>	48% <b>z</b>	43% <b>z</b>	70% <b>z</b>	30%
Discrimination	18 1%	14 1%	13 1%	5 1%	10 2%	8 2%	3 1%	5 2%	3 2%	15 1%	7 2%	9 2%	8 4%	13 2%	5 *
		77%	73%	30%	55%	47%	19%	28%	18%	86%	37% <b>z</b>	52% <b>z</b>	45% <b>z</b>	73% <b>z</b>	27%
Misleading advertising	17 1%	13 1%	11 1%	8 1%	10 2%	9 2%	4 1%	5 2%	3 2%	15 1%	13 4%	12 3%	8 4%	16 3%	2 *
		73%	65%	48%	59%	51%	23%	30%	17%	87%	73% <b>z</b>	68% <b>z</b>	44% <b>z</b>	91% <b>z</b>	9%
Illegal child sexual abuse material	17 1%	14 1%	11 1%	7 1%	9 2%	6 1%	4 2%	6 2%	2 1%	15 1%	9 2%	11 3%	8 5%	15 2%	2 *
		80%	66%	38%	50%	35%	25%	32%	13%	86%	53% <b>z</b>	67% <b>z</b>	48% <b>z</b>	90% <b>z</b>	10%
Eating disorders	17 1%	14 1%	14 1%	7 1%	10 2%	7 1%	5 2%	10 3%	3 2%	15 1%	11 3%	15 3%	6 3%	15 2%	1 *
		84%	82%	40%	62%	42%	30%	58% <b>mou</b>	19%	90%	64% <b>z</b>	88% <b>z</b>	36% <b>z</b>	93% <b>z</b>	7%
Inaccurate information	13 1%	11 1%	8 1%	6 1%	8 1%	6 1%	5 2%	7 2%	3 2%	11 1%	6 2%	7 2%	6 4%	10 2%	3 *
		80%	62%	48%	60%	44%	40%	50% <b>mu</b>	23%	87%	44% <b>z</b>	53% <b>z</b>	48% <b>z</b>	75% <b>z</b>	25%
Exorcism/the paranormal	12 1%	12 1%	11 1%	8 1%	9 2%	9 2%	6 2%	8 3%	2 1%	12 1%	7 2%	8 2%	10 5%	12 2%	-
		100%	92%	61%	72%	76% <b>u</b>	50% <b>u</b>	63% <b>mu</b>	16%	100%	61% <b>z</b>	66% <b>z</b>	78% <b>wyz</b>	100% <b>z</b>	-
Offence of religion	10 1%	9 1%	9 1%	3 *	6 1%	2 *	2 1%	6 2%	2 1%	10 1%	7 2%	7 2%	6 4%	10 2%	-
		90%	90%	28%	61%	21%	25%	62% <b>moqu</b>	24%	100%	69% <b>z</b>	74% <b>z</b>	65% <b>z</b>	100% <b>z</b>	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 136

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**

**MULTI CODE**

**Base: All using ODO**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1914	1265 66%	931 49%	704 37%	555 29%	499 26%	273 14%	294 15%	184 10%	1600 84%	362 19%	432 23%	178 9%	624 33%	1290 67%
Other	13	8	8	6	4	4	4	6	2	12	6	9	3	9	4
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	*
		58%	57%	45%	32%	30%	30%	43% <b>m</b>	19%	92%	49% <b>z</b>	70% <b>z</b>	23% <b>z</b>	70% <b>z</b>	30%
Net: Any concerns	167	126	115	90	78	75	40	55	21	154	86	102	62	129	38
	9%	10%	12%	13%	14%	15%	15%	19%	12%	10%	24%	24%	35%	21%	3%
		75%	69% <b>u</b>	54% <b>u</b>	47% <b>mu</b>	45% <b>mu</b>	24% <b>mu</b>	33% <b>mnou</b>	13%	92%	51% <b>z</b>	61% <b>z</b>	37% <b>vwyz</b>	77% <b>z</b>	23%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 137

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	171	138 81%	33 19%	73 43%	98 57%	33 19%	45 26%	33 19%	30 18%	16 9%	14 8%	51 30%	47 27%	36 21%	37 22%	98 57%	73 43%	87 51%	84 49%	79 46%	92 54%	115 67%	56 33%
Weighted base	167	132 79%	36* 21%*	70* 42%*	97* 58%*	33** 20%**	47* 28%*	27** 16%**	31** 19%**	16** 10%**	13** 8%**	45* 27%*	45* 27%*	39* 23%*	39* 23%*	90* 54%*	78* 46%*	87* 52%*	80* 48%*	81* 48%*	87* 52%*	99 59%	68* 41%*
Effective base	149	121	28	63	86	30	39	29	26	14	12	47	42	30	32	89	62	77	72	70	79	104	50
Bad language	60 36%	51 39%	9 24%	29 41%	31 32%	11 33%	11 24%	10 37%	8 37%	8 52%	8 60%	10 22%	22 50%	12 31%	16 41%	32 36%	28 36%	30 35%	30 37%	27 34%	33 38%	37 37%	23 34%
		86%	14%	48%	52%	18%	19%	16%	19%	14%	13%	16%	37% <b>l</b>	20%	26%	53%	47%	51%	49%	46%	54%	61%	39%
Bullying/victimising	44 26%	34 26%	9 26%	13 19%	31 31%	10 32%	13 28%	6 24%	6 18%	4 24%	4 35%	9 21%	12 28%	12 32%	10 26%	22 24%	22 29%	19 22%	25 31%	18 22%	26 30%	26 26%	18 27%
		78%	22%	30%	70%	24%	30%	14%	13%	9%	10%	21%	28%	28%	23%	49%	51%	43%	57%	41%	59%	59%	41%
Sex/sexually explicit content	42 25%	36 27%	6 17%	16 23%	26 26%	10 31%	8 17%	8 30%	3 17%	5 21%	5 21%	8 17%	10 22%	12 32%	12 32%	17 19%	25 32%	18 21%	24 30%	16 20%	26 30%	23 23%	19 28%
		85%	15%	39%	61%	24%	19%	20%	20%	7%	11%	18%	23%	29%	29%	41%	59%	43%	57%	39%	61%	54%	46%
Dangerous behaviour	36 21%	28 21%	8 21%	11 16%	25 25%	9 29%	5 11%	4 14%	5 15%	6 38%	6 50%	9 20%	12 28%	4 11%	10 25%	22 24%	14 18%	17 19%	19 24%	16 20%	20 23%	16 16%	20 29%
		79%	21%	31%	69%	26%	14%	11%	13%	17%	18%	25%	35%	12%	27%	60%	40%	47%	53%	44%	56%	45%	55%
Violence (in general)	33 20%	25 19%	8 23%	13 18%	20 20%	7 22%	4 7%	6 22%	6 20%	5 31%	4 35%	9 21%	14 30%	4 11%	5 14%	23 26%	10 12%	17 20%	16 19%	17 21%	16 18%	19 20%	13 19%
		75%	25%	40%	60%	22%	11%	18%	19%	16%	14%	29%	42% <b>k</b>	13%	16%	71% <b>n</b>	29%	52%	48%	52%	48%	59%	41%
Drugs/drug use	32 19%	27 20%	5 15%	19 26%	14 14%	6 19%	6 13%	5 19%	5 15%	5 29%	6 44%	11 24%	6 13%	10 27%	5 13%	17 19%	16 20%	14 17%	18 22%	13 16%	19 22%	18 19%	14 20%
		83%	17%	57%	43%	19%	18%	16%	15%	15%	18%	34%	18%	32%	16%	52%	48%	45%	55%	40%	60%	57%	43%
Content harmful to self-esteem (e.g. self-abuse)	30 18%	25 19%	5 15%	10 14%	20 21%	11 32%	4 9%	6 21%	3 20%	- 21%	- 21%	4 9%	8 18%	10 25%	9 22%	12 13%	18 24%	14 16%	16 20%	13 16%	17 20%	10 10%	20 29%
		82%	18%	33%	67%	35%	15%	19%	20%	11%	-	13%	27%	32%	28%	39%	61%	46%	54%	43%	57%	33%	67% <b>s</b>
Accuracy of medical/health claims	27 16%	24 18%	3 9%	12 16%	16 16%	7 22%	7 15%	3 11%	7 21%	3 16%	1 5%	6 13%	9 19%	8 20%	5 12%	15 16%	13 16%	13 15%	14 17%	12 15%	15 18%	14 14%	14 20%
		88%	12%	43%	57%	27%	26%	11%	25%	10%	2%	22%	32%	29%	17%	54%	46%	49%	51%	44%	56%	50%	50%
Trolling/on-line harassment	26 16%	17 13%	9 25%	10 14%	17 17%	5 16%	7 15%	4 15%	3 21%	1 17%	1 5%	8 18%	5 11%	10 26%	3 8%	13 15%	13 17%	17 19%	9 12%	16 20%	10 12%	15 15%	12 17%
		66%	34%	37%	63%	20%	27%	15%	25%	10%	2%	31%	19%	39%	11%	50%	50%	64%	36%	62%	38%	55%	45%
Pornography	24 15%	21 16%	3 10%	9 12%	16 16%	2 7%	8 18%	4 16%	6 18%	2 11%	2 14%	5 12%	4 8%	6 16%	9 23%	9 10%	15 20%	14 16%	10 13%	14 17%	11 12%	12 12%	12 18%
		86%	14%	35%	65%	10%	34%	18%	23%	7%	8%	22%	16%	25%	37%	38%	62%	59%	41%	56%	44%	49%	51%
Defamation/smearing of others	23 14%	17 13%	7 19%	13 19%	10 11%	1 4%	9 19%	- -	3 9%	6 38%	4 31%	7 16%	9 20%	2 4%	6 15%	16 18%	8 10%	10 12%	13 16%	10 12%	13 16%	11 11%	13 18%
		71%	29%	56%	44%	5%	38%	-	13%	26%	17%	30%	38%	7%	25%	68%	32%	45%	55%	42%	58%	46%	54%
Racism	23 14%	21 16%	2 5%	11 16%	12 12%	6 19%	5 11%	4 14%	2 12%	2 12%	2 18%	5 10%	8 18%	5 12%	6 15%	13 14%	10 13%	8 10%	15 18%	8 10%	15 18%	11 12%	12 17%
		92%	8%	48%	52%	27%	23%	16%	16%	8%	10%	19%	36%	20%	25%	55%	45%	36%	64%	34%	66%	49%	51%
Suicide	23 14%	16 12%	7 20%	9 13%	14 14%	7 22%	7 14%	2 9%	3 10%	2 12%	2 13%	5 12%	8 18%	8 20%	2 4%	13 15%	9 12%	12 14%	11 13%	12 15%	11 12%	13 13%	10 15%
		70%	30%	40%	60%	31%	29%	11%	14%	8%	7%	23%	36%	34%	7%	59%	41%	54%	46%	54%	46%	56%	44%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - q/r - s/t  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by BDRG Continental  
 Fieldwork: April - December 2017  
 BDRG/Job number (23011)

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 137

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	167	132 79%	36* 21%*	70* 42%*	97* 58%*	33** 20%**	47* 28%*	27** 16%**	31** 19%**	16** 10%**	13** 8%**	45* 27%*	45* 27%*	39* 23%*	39* 23%*	90* 54%*	78* 46%*	87* 52%*	80* 48%*	81* 48%*	87* 52%*	99 59%	68* 41%*
Incitement to hatred	22	18	4	11	12	8	3	2	3	4	3	3	5	7	8	8	15	10	13	8	14	8	14
	13%	14%	12%	15%	12%	25%	7%	6%	9%	22%	24%	6%	12%	18%	20%	9%	19%	11%	16%	10%	16%	8%	21%
Nakedness/naked bodies/ body parts	22	19	3	9	13	6	3	6	2	2	3	6	6	3	7	12	10	13	9	10	12	13	9
	13%	15%	7%	13%	14%	19%	7%	21%	7%	11%	24%	14%	14%	8%	17%	14%	12%	15%	14%	13%	14%	14%	13%
Welfare of children or young people	20	14	6	6	14	3	5	3	4	1	3	6	3	10	1	9	11	11	9	11	9	9	10
	12%	11%	17%	9%	14%	10%	12%	12%	13%	7%	20%	13%	6%	25%	4%	10%	14%	13%	11%	14%	10%	9%	15%
Infringing someone's privacy	18	13	5	9	10	5	4	1	3	2	3	6	5	4	3	12	7	7	11	7	11	6	12
	11%	10%	15%	12%	10%	16%	8%	3%	10%	13%	23%	14%	12%	9%	7%	13%	8%	8%	14%	9%	13%	6%	18%
Incitement to crime	18	14	4	8	10	5	4	2	1	3	3	3	4	4	7	7	11	9	9	8	10	7	11
	11%	11%	12%	11%	10%	17%	8%	6%	4%	17%	25%	8%	9%	11%	17%	8%	14%	10%	11%	10%	12%	7%	16%
Discrimination	18	16	2	7	11	6	2	2	2	4	1	3	7	4	4	10	8	8	10	8	10	5	13
	11%	12%	5%	10%	11%	19%	5%	7%	8%	23%	7%	7%	15%	9%	11%	11%	10%	9%	12%	10%	11%	5%	19%
Misleading advertising	17	15	3	9	8	2	7	2	4	1	2	4	5	1	7	9	8	8	9	7	10	10	8
	10%	11%	8%	13%	9%	7%	14%	7%	12%	7%	16%	9%	11%	4%	12%	10%	11%	9%	12%	9%	10%	10%	11%
Illegal child sexual abuse material	17	15	3	8	9	4	3	2	3	1	5	3	5	7	2	8	9	6	11	6	12	7	10
	10%	11%	7%	11%	9%	13%	6%	6%	8%	7%	35%	6%	11%	18%	6%	9%	12%	7%	14%	7%	13%	8%	14%
Eating disorders	17	17	-	10	7	5	3	2	-	4	3	4	6	3	4	10	7	7	10	6	5	11	8
	10%	13%	-	14%	7%	14%	6%	7%	-	25%	26%	10%	13%	7%	10%	11%	9%	7%	13%	7%	13%	8%	12%
Inaccurate information	13	11	3	8	6	1	3	1	4	1	2	4	5	1	2	10	4	6	7	5	8	7	6
	8%	8%	7%	11%	6%	5%	6%	4%	13%	7%	19%	9%	12%	4%	5%	11%	5%	7%	9%	7%	9%	7%	9%
Exorcism/the paranormal	12	10	2	6	6	6	3	1	-	1	2	3	4	3	2	7	5	8	4	8	4	6	7
	7%	8%	5%	9%	6%	17%	7%	3%	-	7%	12%	8%	8%	8%	6%	8%	7%	12%	5%	10%	5%	6%	10%
Offence of religion	10	8	2	3	7	3	3	1	1	1	1	1	2	4	3	3	7	6	4	6	4	5	5
	6%	6%	5%	4%	7%	8%	6%	4%	4%	8%	5%	2%	4%	10%	8%	3%	9%	7%	4%	8%	4%	5%	7%
Other	13	5	8	5	8	2	5	2	1	3	1	5	5	2	1	10	3	8	5	8	6	7	6
	8%	4%	22%	7%	8%	5%	10%	7%	4%	18%	7%	11%	12%	4%	4%	11%	4%	9%	6%	9%	7%	7%	9%
Net: Any concerns	167	132	36	70	97	33	47	27	31	16	13	45	45	39	39	90	78	87	80	81	87	99	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 137

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	171	168	3	149	22	171	-	129	16	16	10	9	14	10	16	15	9	9	16	31
		98%	2%	87%	13%	100%	-	75%	9%	9%	6%	5%	8%	6%	9%	9%	5%	5%	9%	18%
Weighted base	167	164	3**	145	22**	167	-**	142	15**	8**	2**	10**	15**	10**	18**	15**	16**	10**	18**	30*
		98%	2%**	87%	13%**	100%	-**	85%	9%**	5%**	1%**	6%**	9%**	6%**	11%**	9%**	9%**	6%**	11%**	18%*
Effective base	149	146	3	129	20	149	-	120	15	15	10	9	14	10	15	14	9	8	15	30
Bad language	60	60	-	55	5	60	-	47	8	4	*	4	4	3	7	4	8	3	5	9
	36%	37%	-	38%	22%	36%	-	33%	52%	52%	22%	39%	29%	31%	37%	26%	52%	29%	29%	31%
		100%	-	92%	8%	100%	-	79%	13%	7%	1%	6%	7%	5%	11%	6%	14%	5%	9%	16%
Bullying/victimising	44	41	3	40	4	44	-	36	3	3	1	2	1	5	6	2	4	4	3	10
	26%	25%	79%	28%	17%	26%	-	26%	23%	36%	54%	23%	5%	51%	34%	13%	24%	43%	15%	32%
		94%	6%	91%	9%	100%	-	83%	8%	7%	3%	5%	2%	11%	14%	4%	9%	10%	6%	22%
Sex/sexually explicit content	42	42	-	35	7	42	-	32	4	4	2	2	5	1	6	3	2	1	4	9
	25%	25%	-	24%	33%	25%	-	23%	27%	48%	72%	23%	31%	9%	31%	17%	13%	9%	25%	29%
		100%	-	83%	17%	100%	-	77%	10%	9%	4%	5%	11%	2%	13%	6%	5%	2%	11%	21%
Dangerous behaviour	36	33	3	34	2	36	-	29	5	2	*	2	1	3	8	2	5	2	2	5
	21%	20%	79%	23%	10%	21%	-	23%	33%	25%	10%	17%	5%	29%	44%	13%	30%	18%	11%	16%
		93%	7%	94%	6%	100%	-	80%	14%	6%	1%	5%	2%	8%	22%	6%	13%	5%	6%	13%
Violence (in general)	33	31	1	29	4	33	-	25	5	2	*	3	2	3	2	3	5	3	2	3
	20%	19%	41%	20%	17%	20%	-	18%	32%	26%	18%	29%	14%	29%	13%	20%	30%	31%	10%	9%
		96%	4%	89%	11%	100%	-	77%	15%	7%	1%	9%	6%	8%	7%	9%	15%	10%	6%	8%
Drugs/drug use	32	32	-	30	2	32	-	26	5	1	-	3	4	2	-	3	-	5	2	6
	19%	20%	-	21%	9%	19%	-	18%	35%	13%	-	29%	30%	20%	-	19%	-	53%	11%	21%
		100%	-	94%	6%	100%	-	80%	17%	3%	-	9%	14%	6%	-	9%	-	17%	6%	20%
Content harmful to self-esteem (e.g. self-abuse)	30	29	1	29	1	30	-	25	5	1	*	2	1	2	4	2	2	2	4	5
	18%	18%	38%	20%	6%	18%	-	17%	31%	7%	13%	23%	10%	22%	23%	12%	13%	18%	21%	17%
		96%	4%	95%	5%	100%	-	81%	16%	2%	1%	8%	5%	7%	14%	6%	7%	6%	13%	17%
Accuracy of medical/health claims	27	27	-	27	*	27	-	21	5	1	1	2	2	-	3	4	2	2	1	4
	16%	17%	-	19%	1%	16%	-	15%	31%	11%	32%	23%	17%	-	18%	27%	12%	18%	8%	12%
		100%	-	99%	1%	100%	-	77%	17%	3%	3%	8%	9%	-	12%	15%	7%	7%	5%	13%
Trolling/on-line harassment	26	25	1	25	2	26	-	22	2	2	-	3	3	-	-	2	4	3	2	6
	16%	15%	38%	7%	16%	-	-	16%	16%	22%	-	32%	17%	-	-	14%	22%	29%	9%	21%
		95%	5%	94%	6%	100%	-	84%	9%	7%	-	12%	10%	-	-	8%	14%	11%	6%	24%
Pornography	24	24	-	18	7	24	-	18	3	2	1	2	1	-	3	2	4	-	1	5
	15%	15%	-	12%	31%	15%	-	13%	18%	30%	42%	20%	8%	-	19%	13%	24%	-	5%	17%
		100%	-	72%	28%	100%	-	75%	11%	10%	4%	8%	5%	-	14%	8%	16%	-	4%	21%
Defamation/smeared of others	23	23	-	22	1	23	-	17	5	1	-	2	1	1	-	2	5	-	3	4
	14%	14%	-	15%	4%	14%	-	12%	33%	12%	-	17%	6%	10%	-	13%	34%	-	14%	12%
		100%	-	96%	4%	100%	-	74%	21%	4%	-	7%	4%	4%	-	9%	23%	-	11%	16%
Racism	23	23	-	20	3	23	-	18	3	2	*	2	3	2	1	3	2	-	2	3
	14%	14%	-	14%	13%	14%	-	13%	18%	25%	20%	22%	18%	22%	7%	19%	11%	-	14%	9%
		100%	-	87%	13%	100%	-	78%	12%	9%	2%	9%	11%	9%	5%	12%	7%	-	11%	12%
Suicide	23	23	-	20	3	23	-	17	3	2	*	1	2	2	1	3	2	3	1	2
	14%	14%	-	14%	13%	14%	-	12%	19%	28%	22%	11%	13%	21%	7%	21%	13%	29%	5%	6%
		100%	-	88%	12%	100%	-	75%	13%	10%	2%	5%	9%	9%	6%	14%	9%	13%	4%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 137

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?****MULTI CODE****Base: All who have seen something of concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	167	164 98%	3** 2%**	145 87%	22** 13%**	167 100%	-** -	142 85%	15** 9%**	8** 5%**	2** 1%**	10** 6%**	15** 9%**	10** 6%**	18** 11%**	15** 9%**	16** 9%**	10** 6%**	18** 11%**	30* 18%**
Incitement to hatred	22 13%	21 13%	1 4%	21 14%	2 8%	22 13%	- -	18 13%	3 18%	1 16%	- -	- -	3 23%	1 10%	1 7%	4 6%	3 24%	3 26%	2 19%	2 6%
Nakedness/naked bodies/ body parts	22 13%	22 13%	- -	21 14%	1 6%	22 13%	- -	17 12%	3 18%	2 21%	1 40%	3 31%	- -	- -	3 18%	3 19%	- -	1 11%	3 15%	4 13%
Welfare of children or young people	20 12%	19 12%	1 21%	19 13%	1 3%	20 12%	- -	15 10%	4 25%	1 16%	- -	3 29%	- -	- -	- -	1 6%	6 37%	2 18%	1 5%	2 8%
Infringing someone's privacy	18 11%	18 11%	- -	17 12%	1 5%	18 11%	- -	15 10%	3 19%	1 9%	- -	2 17%	2 13%	1 11%	- -	2 12%	4 26%	2 18%	2 9%	1 3%
Incitement to crime	18 11%	18 11%	- -	16 11%	2 8%	18 11%	- -	15 11%	3 18%	* 4%	* 12%	- -	1 5%	1 10%	- -	1 6%	4 24%	3 26%	3 14%	3 11%
Discrimination	18 11%	15 9%	3 79%	17 12%	1 4%	18 11%	- -	13 9%	4 29%	- -	* 10%	- -	- -	1 10%	3 15%	3 22%	- -	2 18%	2 13%	2 7%
Misleading advertising	17 10%	17 11%	- -	15 10%	2 13%	17 10%	- -	13 74%	3 21%	1 16%	- -	1 11%	2 15%	- -	1 8%	1 6%	- -	3 32%	1 6%	3 10%
Illegal child sexual abuse material	17 10%	17 10%	- -	15 11%	2 9%	17 10%	- -	11 64%	4 22%	2 11%	1 4%	3 16%	1 9%	2 11%	- -	2 12%	- -	2 11%	1 5%	- -
Eating disorders	17 10%	17 10%	- -	17 11%	- -	17 10%	- -	12 72%	4 23%	1 3%	* 1%	3 17%	- -	- -	1 8%	1 5%	- -	1 7%	3 20%	3 15%
Inaccurate information	13 8%	13 8%	- -	12 8%	2 7%	13 8%	- -	7 55%	4 25%	1 18%	1 29%	- -	1 10%	1 11%	- -	1 6%	- -	- -	1 5%	3 10%
Exorcism/the paranormal	12 7%	12 7%	- -	11 8%	1 4%	12 7%	- -	10 85%	2 12%	- -	- -	- -	- -	- -	1 4%	1 6%	2 10%	3 29%	2 14%	2 6%
Offence of religion	10 6%	10 6%	- -	10 7%	- -	10 6%	- -	7 75%	2 12%	- -	1 30%	1 11%	- -	- -	- -	1 6%	2 11%	3 25%	- -	1 3%
Other	13 8%	13 8%	- -	10 7%	3 12%	13 8%	- -	9 68%	3 21%	1 13%	- -	- -	2 13%	- -	1 6%	- -	1 9%	- -	3 14%	2 7%
Net: Any concerns	167 100%	164 98%	3 2%	145 87%	22 13%	167 100%	-	142 85%	15 9%	8 5%	2 1%	10 6%	15 9%	10 6%	18 11%	15 9%	16 9%	10 6%	18 11%	30 18%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 137

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?****MULTI CODE****Base: All who have seen something of concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	171	42	129	85	70	29	29	125	123	43	120	158	13
		25%	75%	50%	41%	17%	17%	73%	72%	25%	70%	92%	8%
Weighted base	167	40*	127	80*	71*	27**	30**	120	118	44*	115	154	13**
		24%*	76%	48%*	43%*	16%**	18%**	72%	71%	26%*	69%	92%	8%**
Effective base	149	34	115	73	61	25	27	108	108	36	105	137	12
Bad language	60	12	48	32	25	9	11	46	48	12	46	60	-
	36%	29%	38%	40%	36%	32%	36%	38%	40%	28%	40%	39%	-
		19%	81%	54%	42%	15%	18%	76%	80%	20%	76%	100%	-
Bullying/victimising	44	12	32	17	22	9	9	32	33	8	32	39	5
	26%	30%	25%	21%	31%	34%	30%	27%	28%	19%	28%	25%	38%
		28%	72%	39%	50%	21%	21%	73%	76%	19%	74%	88%	12%
Sex/sexually explicit content	42	10	31	20	18	5	6	30	26	15	26	38	4
	25%	26%	25%	25%	25%	20%	20%	25%	22%	34%	22%	25%	28%
		25%	75%	47%	42%	13%	14%	72%	62%	35%	62%	91%	9%
Dangerous behaviour	36	6	30	15	19	4	8	24	29	6	28	32	4
	21%	15%	23%	18%	27%	16%	27%	20%	24%	14%	24%	21%	32%
		17%	83%	41%	54%	12%	22%	66%	80%	17%	77%	88%	12%
Violence (in general)	33	7	26	13	18	5	7	18	20	9	20	26	7
	20%	17%	20%	16%	25%	17%	24%	15%	17%	21%	17%	17%	52%
		21%	79%	38%	55%	14%	22%	55%	61%	28%	61%	79%	21%
Drugs/drug use	32	5	27	17	17	4	10	21	26	6	24	31	2
	19%	12%	22%	22%	25%	14%	33%	17%	22%	14%	21%	20%	13%
		15%	85%	54%	54%	11%	30%	64%	81%	19%	74%	95%	5%
Content harmful to self-esteem (e.g. self-abuse)	30	7	24	14	18	4	7	22	20	9	20	27	4
	18%	17%	18%	18%	26%	15%	24%	18%	17%	20%	18%	17%	28%
		22%	78%	47%	61%	14%	24%	72%	68%	29%	68%	88%	12%
Accuracy of medical/health claims	27	7	20	15	11	3	2	22	23	4	23	27	-
	16%	18%	16%	18%	15%	12%	7%	18%	19%	10%	20%	18%	-
		26%	74%	54%	40%	12%	8%	80%	84%	16%	84%	100%	-
Trolling/on-line harassment	26	7	20	10	14	5	5	20	19	8	19	25	2
	16%	16%	16%	13%	20%	18%	17%	17%	16%	18%	16%	16%	14%
		25%	75%	38%	54%	18%	19%	76%	70%	30%	70%	93%	7%
Pornography	24	6	19	13	10	4	5	17	15	9	14	22	2
	15%	14%	15%	16%	15%	13%	18%	14%	13%	21%	12%	14%	16%
		23%	77%	53%	43%	15%	22%	69%	62%	38%	57%	91%	9%
Defamation/smearing of others	23	7	16	9	14	4	4	17	17	5	16	21	3
	14%	18%	13%	12%	19%	15%	12%	14%	14%	12%	14%	13%	21%
		31%	69%	40%	59%	18%	16%	73%	72%	23%	68%	88%	12%
Racism	23	6	17	12	9	4	4	15	17	6	17	23	-
	14%	16%	13%	15%	12%	15%	14%	12%	15%	13%	15%	15%	-
		27%	73%	52%	37%	18%	18%	65%	75%	25%	75%	100%	-
Suicide	23	5	18	13	11	2	5	15	14	8	14	21	2
	14%	13%	14%	16%	15%	7%	15%	12%	11%	19%	12%	14%	14%
		23%	77%	55%	46%	9%	20%	66%	59%	36%	59%	92%	8%

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

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

Prepared by BDRC Continental

Fieldwork: April - December 2017

BDRC/Job number (23011)

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 137

Absolutes/col percents/row percents 19 Apr 2018

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**

**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	167	40* 24%*	127 76%	80* 48%*	71* 43%*	27** 16%**	30** 18%**	120 72%	118 71%	44* 26%*	115 69%	154 92%	13** 8%**
Incitement to hatred	22 13%	6 15% 27%	16 13% 73%	8 10% 37%	11 16% 50%	5 17% 21%	4 13% 18%	13 11% 60%	15 13% 66%	5 12% 24%	15 13% 66%	20 13% 90%	2 16% 10%
Nakedness/naked bodies/ body parts	22 13%	3 7% 13%	19 15% 87%	8 10% 35%	8 11% 36%	3 11% 14%	4 14% 19%	16 14% 74%	18 15% 81%	3 7% 14%	18 15% 81%	21 13% 94%	1 9% 6%
Welfare of children or young people	20 12%	7 17% 33%	13 10% 67%	11 13% 54%	11 15% 56%	1 3% 5%	4 15% 22%	13 11% 66%	13 11% 66%	6 13% 28%	12 11% 63%	16 11% 82%	3 26% 18%
Infringing someone's privacy	18 11%	3 8% 18%	15 12% 82%	4 5% 22%	8 11% 45%	2 7% 11%	4 13% 21%	13 11% 70%	12 10% 65%	5 12% 29%	12 10% 65%	14 9% 79%	4 29% 21%
Incitement to crime	18 11%	5 13% 30%	13 10% 70%	7 9% 38%	10 14% 55%	4 15% 23%	3 10% 17%	12 10% 64%	14 12% 77%	3 8% 19%	14 12% 77%	17 11% 96%	1 6% 4%
Discrimination	18 11%	5 12% 28%	13 10% 72%	10 12% 56%	9 13% 51%	2 8% 13%	2 8% 13%	13 11% 75%	13 11% 73%	3 8% 20%	13 11% 73%	15 10% 86%	3 19% 14%
Misleading advertising	17 10%	5 12% 27%	13 10% 73%	7 9% 41%	11 15% 62%	2 8% 13%	6 21% 36%	10 8% 57%	11 10% 65%	5 12% 30%	11 10% 65%	15 10% 87%	2 17% 13%
Illegal child sexual abuse material	17 10%	4 11% 25%	13 10% 75%	6 8% 35%	9 12% 51%	3 10% 16%	4 15% 26%	11 9% 66%	11 10% 66%	6 13% 34%	11 10% 66%	15 10% 86%	2 19% 14%
Eating disorders	17 10%	4 11% 26%	12 10% 74%	6 7% 33%	11 15% 66%	3 12% 20%	5 16% 29%	12 10% 71%	14 12% 82%	3 7% 18%	14 12% 82%	15 10% 90%	2 13% 10%
Inaccurate information	13 8%	3 7% 21%	10 8% 79%	5 6% 37%	7 10% 52%	3 9% 19%	3 9% 20%	8 7% 64%	8 7% 62%	4 9% 29%	8 7% 62%	11 7% 87%	2 13% 13%
Exorcism/the paranormal	12 7%	3 7% 22%	10 7% 78%	7 9% 59%	6 9% 52%	4 13% 30%	1 4% 9%	10 8% 78%	11 10% 92%	1 2% 8%	11 10% 92%	12 8% 100%	- - -
Offence of religion	10 6%	3 8% 33%	6 5% 67%	6 7% 58%	4 5% 40%	3 10% 29%	1 4% 11%	7 6% 76%	9 7% 90%	1 2% 10%	9 8% 90%	10 6% 100%	- - -
Other	13 8%	- - -	13 10% 100%	3 4% 27%	4 6% 30%	2 8% 18%	1 3% 7%	9 7% 66%	8 6% 57%	5 10% 34%	8 7% 57%	12 8% 92%	1 8% 8%
Net: Any concerns	167 100%	40 100% 24%	127 100% 76%	80 100% 48%	71 100% 43%	27 100% 16%	30 100% 18%	120 100% 72%	118 100% 71%	44 100% 26%	115 100% 69%	154 100% 92%	13 100% 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
\* small base; \*\* very small base (under 30) ineligible for sig testing



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 137

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
171	131 77%	120 70%	93 54%	86 50%	78 46%	43 25%	55 32%	22 13%	158 92%	88 51%	108 63%	66 39%	132 77%	39 23%	
167	126 75%	115 69%	90* 54%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	38* 23%*	
149	112	105	82	75	68	37	48	21	137	79	96	59	118	31	
60	52	46	35	36	29	20	22	10	60	41	49	33	56	4	
36%	41% 87%	40% 76%	39% 58%	46% 59%	38% 48%	51% 34%	40% 37%	45% 16%	39% 100%	48% 68% <b>z</b>	48% 82% <b>z</b>	54% 56% <b>z</b>	43% 93% <b>z</b>	11% 7%	
44	34	32	21	23	18	13	16	6	39	25	30	20	37	7	
26%	27% 78%	28% 74%	24% 48%	30% 53%	24% 42%	32% 29%	30% 37%	26% 13%	25% 88%	29% 57%	29% 68%	32% 45%	29% 84%	18% 16%	
42	31	26	20	22	18	13	15	3	38	25	30	13	34	8	
25%	25% 75%	22% 62%	22% 47%	28% 52%	24% 44%	33% 32%	28% 36%	14% 7%	25% 91%	29% 60%	29% 71%	20% 30%	27% 82%	20% 18%	
36	27	28	18	19	18	13	13	3	32	21	23	16	31	5	
21%	21% 75%	24% 77%	20% 50%	24% 53%	24% 50%	32% 35%	25% 38%	12% 7%	21% 88%	25% 60%	22% 64%	25% 44%	24% 87%	12% 13%	
33	22	20	14	13	10	12	12	4	26	17	18	11	24	9	
20%	18% 69%	17% 61%	16% 44%	17% 41%	14% 31%	29% 36%	21% 36%	17% 11%	17% 79%	20% 51%	17% 54%	18% 33%	18% 73%	23% 27%	
32	26	24	17	19	15	9	11	4	31	21	21	19	30	2	
19%	21% 80%	21% 74%	19% 52%	25% 60%	21% 48%	23% 29%	21% 35%	18% 12%	20% 95%	25% 66% <b>z</b>	21% 65%	31% 59% <b>z</b>	23% 93% <b>z</b>	6% 7%	
30	23	20	16	17	8	9	14	5	27	19	19	10	27	3	
18%	19% 78%	18% 68%	18% 52%	22% 56%	11% 28%	24% 31%	25% 46%	24% 17%	17% 88%	23% 64%	19% 64%	16% 33%	21% 90%	8% 10%	
27	25	23	15	17	17	7	13	7	27	13	19	12	24	4	
16%	20% 91%	20% 84%	17% 56%	22% 64%	23% 63%	16% 24%	23% 46%	34% 27%	18% 100%	15% 49%	18% 69%	19% 43%	18% 87%	9% 13%	
26	21	19	15	12	11	7	10	5	25	14	10	5	18	8	
16%	16% 79%	16% 70%	17% 57%	16% 47%	15% 43%	19% 28%	17% 36%	23% 16%	16% 93%	16% 53%	10% 39%	8% 19%	14% 69%	21% 31%	
24	21	14	14	15	11	10	7	4	22	12	20	10	21	4	
15%	17% 87%	12% 57%	15% 57%	19% 61%	15% 46%	25% 40%	12% 28%	18% 16%	14% 91%	14% 49%	20% 82%	16% 42%	16% 85%	9% 15%	
23	18	16	13	10	13	7	13	2	21	11	16	9	17	6	
14%	14% 78%	14% 68%	15% 56%	13% 43%	17% 56%	17% 30%	24% 55%	9% 8%	13% 88%	13% 48%	15% 67%	15% 39%	13% 74%	16% 26%	
23	20	17	15	15	12	7	11	4	23	14	17	10	20	3	
14%	16% 85%	15% 75%	17% 64%	19% 63%	17% 53%	17% 29%	19% 45%	19% 18%	15% 100%	16% 60%	17% 74%	16% 43%	16% 87%	8% 13%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 137

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MULTI CODE****Base: All who have seen something of concern on an ODO service**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
167	126 75%	115 69%	90* 54%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	38* 23%*	
23	17	14	9	12	6	7	8	3	21	10	13	7	17	6	
14%	13%	12%	10%	16%	8%	18%	15%	13%	14%	11%	13%	12%	13%	17%	
	73%	59%	39%	54%	26%	31%	35%	12%	92%	42%	56%	32%	72%	28%	
22	19	15	9	9	12	6	10	2	20	10	10	8	16	7	
13%	15%	13%	10%	11%	16%	16%	18%	8%	13%	12%	10%	12%	12%	18%	
	84%	66%	41%	38%	53%	29%	44%	8%	90%	45%	45%	34%	70%	30%	
22	18	18	10	17	8	8	10	4	21	16	16	10	19	3	
13%	14%	15%	11%	21%	11%	20%	18%	19%	13%	18%	16%	16%	15%	8%	
	80%	81%	45%	76%	38%	37%	44%	19%	94%	72%	74%	45%	87%	13%	
20	14	12	6	8	2	4	4	3	16	6	10	6	14	6	
12%	11%	11%	6%	10%	3%	11%	8%	13%	11%	7%	9%	9%	11%	16%	
	69%	63%	29%	38%	12%	22%	21%	14%	82%	28%	48%	28%	69%	31%	
18	14	12	7	9	10	5	11	1	14	9	12	8	15	3	
11%	11%	10%	8%	12%	13%	14%	20%	4%	9%	10%	12%	12%	12%	9%	
	76%	65%	39%	50%	54%	30%	59%	5%	79%	49%	68%	42%	82%	18%	
18	16	14	8	9	10	5	9	2	17	8	9	8	13	5	
11%	13%	12%	9%	11%	14%	13%	17%	9%	11%	9%	8%	13%	10%	14%	
	91%	77%	42%	47%	58%	29%	52%	11%	96%	42%	48%	43%	70%	30%	
18	14	13	5	10	8	3	5	3	15	7	9	8	13	5	
11%	11%	11%	6%	12%	11%	8%	9%	15%	10%	8%	9%	13%	10%	12%	
	77%	73%	30%	55%	47%	19%	28%	18%	86%	37%	52%	45%	73%	27%	
17	13	11	8	10	9	4	5	3	15	13	12	8	16	2	
10%	10%	10%	9%	13%	12%	10%	10%	14%	10%	15%	12%	12%	12%	4%	
	73%	65%	48%	59%	51%	23%	30%	17%	87%	73%	68%	44%	91%	9%	
17	14	11	7	9	6	4	6	2	15	9	11	8	15	2	
10%	11%	10%	7%	11%	8%	11%	10%	11%	10%	11%	11%	13%	12%	5%	
	80%	66%	38%	50%	35%	25%	32%	13%	86%	53%	67%	48%	90%	10%	
17	14	14	7	10	7	5	10	3	15	11	15	6	15	1	
10%	11%	12%	7%	13%	9%	13%	18%	15%	10%	13%	15%	10%	12%	3%	
	84%	82%	40%	62%	42%	30%	58%	19%	90%	64%	88%	36%	93%	7%	
13	11	8	6	8	6	5	7	3	11	6	7	6	10	3	
8%	8%	7%	7%	10%	8%	13%	12%	14%	7%	7%	7%	10%	8%	9%	
	80%	62%	48%	60%	44%	40%	50%	23%	87%	44%	53%	48%	75%	25%	
12	12	11	8	9	9	6	8	2	12	7	8	10	12	-	
7%	10%	10%	8%	11%	12%	15%	14%	9%	8%	9%	8%	15%	10%	-	
	100%	92%	61%	72%	76%	50%	63%	16%	100%	61%	66%	78% <b>z</b>	100%	-	
10	9	9	3	6	2	2	6	2	10	7	7	6	10	-	
6%	7%	8%	3%	8%	3%	6%	11%	11%	6%	8%	7%	10%	7%	-	
	90%	90%	28%	61%	21%	25%	62%	24%	100%	69%	74%	65%	100%	-	
13	8	8	6	4	4	4	6	2	12	6	9	3	9	4	
8%	6%	7%	7%	5%	5%	10%	10%	11%	8%	7%	9%	5%	7%	10%	
	58%	57%	45%	32%	30%	30%	43%	19%	92%	49%	70%	23%	70%	30%	

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

Prepared by BDRG Continental

Fieldwork: April - December 2017

BDRG/Job number (23011)

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 137

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**

**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	167	126 75%	115 69%	90* 54%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	38* 23%*
Net: Any concerns	167 100%	126 100% 75%	115 100% 69%	90 100% 54%	78 100% 47%	75 100% 45%	40 100% 24%	55 100% 33%	21 100% 13%	154 100% 92%	86 100% 51%	102 100% 61%	62 100% 37%	129 100% 77%	38 100% 23%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 138

Absolutes/col percents/row percents 19 Apr 2018

**QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?**

**Base: All who have seen something of concern on an ODO service**

	Accurac y of medical /health claims	Bad languag e	Bullyin g/ victimi sing	Content harmful to self- esteem (e.g. self- abuse)	Dangero us behavio ur	Defamat ion/ smearin g of others	Discrim ination (e.g. based on age, gender, disabil ity, religio us/non- religio us beliefs etc.)	Drugs/ drug use	Eating disorde rs	Exorcis m/the paranor mal	Illegal child sexual abuse materia l	Inaccur ate infor mation	Incitem ent to crime	Incitem ent to hated	Infring ing someo ne's privacy	Mislead ing adverti sing	Nakedne ss/ naked bodies/ body parts	Offence of religio n	Pornogr aphy	Racism	Sex/ sexuall y explici t content	Suicide	Trollin g/on- line harassm ent (please think about video content itself rather than any comment s made on it)	Violenc e (in general )
Unweighted base	28	61	48	27	36	21	16	31	17	11	19	17	18	21	16	19	26	11	27	25	48	24	25	34
Weighted base	27	60	44	30	37	23	18	32	17	12	17	13	18	22	18	17	22	10	24	23	42	23	26	33
Effective base	23	55	39	24	31	18	14	28	15	10	15	14	15	18	13	17	22	8	22	22	39	20	22	29
TV live at the time of broadcast	14 53%	29 49%	12 27%	14 46%	15 40%	12 51%	8 47%	15 46%	10 58%	4 35%	9 50%	5 41%	9 48%	7 31%	5 26%	5 28%	9 42%	5 57%	7 30%	9 38%	16 39%	9 39%	4 15%	14 43%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	11 39%	16 27%	11 25%	9 29%	11 30%	6 28%	7 37%	12 38%	7 44%	5 38%	6 36%	4 32%	5 30%	4 20%	7 38%	4 23%	6 26%	3 31%	3 13%	7 28%	10 23%	9 39%	5 20%	10 30%
Free/Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	1 3%	15 25%	6 13%	6 21%	6 16%	3 14%	3 18%	4 14%	3 20%	3 21%	- -	2 18%	6 32%	5 21%	4 23%	3 15%	5 21%	1 7%	5 21%	1 5%	6 15%	6 25%	1 3%	7 22%
Paid/Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	2 6%	3 5%	3 8%	2 6%	3 8%	2 8%	1 5%	3 8%	1 5%	1 7%	1 5%	1 7%	1 5%	2 9%	1 5%	1 5%	1 4%	1 9%	2 7%	1 4%	2 5%	2 9%	1 3%	4 11%
TV, box sets or films from an online subscription/ service such as Netflix, Amazon Prime , or Now TV	3 10%	6 10%	5 11%	6 20%	6 17%	2 8%	3 16%	8 24%	3 17%	3 27%	5 26%	4 31%	2 10%	3 11%	2 9%	2 11%	4 18%	1 11%	3 11%	3 11%	5 11%	3 14%	2 8%	9 26%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	1 3%	4 7%	1 2%	1 3%	2 6%	2 8%	1 5%	1 3%	1 5%	1 7%	1 5%	1 7%	1 5%	1 4%	1 5%	1 5%	2 8%	3 27%	3 12%	1 4%	3 8%	1 4%	1 3%	1 3%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	7 27%	12 21%	13 29%	9 30%	10 29%	8 35%	4 25%	3 9%	5 29%	2 14%	2 14%	6 47%	5 25%	7 32%	7 39%	6 36%	5 23%	1 9%	8 33%	5 20%	8 20%	3 12%	12 47%	10 29%

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 138

**QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?**

**Base: All who have seen something of concern on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Welfare of childre n or young people	Other
Unweighted base	18	13
Weighted base	20	13
Effective base	15	12
TV live at the time of broadcast	6 28%	4 29%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	8 42%	5 41%
Free/Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	5 26%	- -
Paid/Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	1 6%	1 11%
TV, box sets or films from an online subscription/ service such as Netflix, Amazon Prime , or Now TV	2 9%	2 16%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	1 5%	1 9%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	7 34%	6 44%

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 138

**QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?****Base: All who have seen something of concern on an ODO service**

	Accurac y of medical /health claims	Bad languag e	Bullyin g/ victimi sing	Content harmful to self- esteem (e.g. self- abuse)	Dangero us behavio ur	Defamat ion/ smearin g of others	Discrim ination (e.g. based on age, gender, disabil ity, religio us/non- religio us beliefs etc.)	Drugs/ drug use	Eating disorde rs	Exorcis m/the paranor mal	Illegal child sexual abuse material	Inaccur ate infor mation	Incitem ent to crime	Incitem ent to hatred	Infring ing someo ne's privacy	Mislead ing adverti sing	Nakedne ss/ naked bodies/ body parts	Offence of religio n	Pornogr aphy	Racism	Sex/ sexuall y explici t content	Suicide	Trollin g/on- line harassm ent (please think about video content itself rather than any comment s made on it)	Violenc e (in general )
Weighted base	27	60	44	30	37	23	18	32	17	12	17	13	18	22	18	17	22	10	24	23	42	23	26	33
Longer videos through websites such as YouTube or Facebook ( i.e. longer than 10 minutes)	4 16%	10 17%	5 11%	5 16%	5 13%	3 12%	3 19%	3 9%	2 13%	2 14%	2 13%	1 7%	1 5%	3 14%	3 15%	5 31%	5 23%	1 9%	3 14%	8 36%	5 13%	6 25%	9 33%	5 17%
Don't know	1 6%	3 6%	5 10%	- -	1 3%	1 4%	4 24%	4 11%	- -	2 13%	4 22%	* 1%	1 5%	2 10%	1 8%	2 10%	2 10%	* 2%	5 22%	3 15%	1 3%	3 15%	2 6%	3 10%

Table 138  
**QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?**  
**Base: All who have seen something of concern on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Welfare of childre n or young people	Other
Weighted base	20	13
Longer videos through websites such as YouTube or Facebook ( i.e. longer than 10 minutes)	4 18%	1 7%
Don't know	-	2
	-	13%

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 139

**QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	172	138 80%	34 20%	74 43%	98 57%	33 19%	45 26%	34 20%	30 17%	16 9%	14 8%	51 30%	47 27%	37 22%	37 22%	98 57%	74 43%	88 51%	84 49%	80 47%	92 53%	116 67%	56 33%
Weighted base	168	132 78%	36* 22%*	71* 42%*	97* 58%*	33** 20%**	47* 28%*	28* 16%*	31** 19%**	16** 10%**	13** 8%**	45* 27%*	45* 27%*	39* 24%*	39* 23%*	90* 53%*	78* 47%*	88* 52%*	80* 48%*	81* 48%*	87* 52%*	99 59%	68* 41%*
Effective base	150	121	29	64	86	30	39	30	26	14	12	47	42	31	32	89	63	77	72	71	79	105	50
Bad language	43 26%	36 27%	7 20%	24 33%	19 20%	9 27%	8 16%	8 28%	5 18%	7 44%	6 46%	10 22%	16 35%	7 18%	7 27%	25 28%	18 22%	20 23%	23 28%	17 21%	26 30%	29 29%	14 33%
		83%	17%	55%	45%	21%	18%	18%	13%	17%	14%	22%	37%	16%	24%	59%	41%	48%	52%	40%	60%	67%	33%
Bullying/victimising	22 13%	18 13%	4 12%	3 4%	19 20%	6 17%	7 15%	3 11%	2 6%	2 14%	2 19%	6 14%	8 17%	4 11%	4 10%	14 16%	8 10%	10 11%	12 15%	9 11%	13 15%	17 17%	5 8%
		80%	20%	14%	56% <b>a</b>	25%	32%	13%	9%	10%	11%	28%	35%	20%	17%	63%	37%	45%	55%	40%	60%	77%	23%
Violence (in general)	20 12%	16 12%	4 11%	9 11%	11 11%	1 3%	3 6%	3 12%	6 20%	2 15%	4 15%	7 16%	10 21%	1 3%	2 6%	17 19%	5 4%	11 12%	10 12%	11 13%	10 12%	13 13%	7 10%
		80%	20%	45%	55%	5%	14%	16%	32%	12%	22%	34%	48% <b>k</b>	6%	12%	52% <b>n</b>	18%	52%	48%	52%	48%	65%	35%
Sex/sexually explicit content	20 12%	17 13%	3 8%	8 11%	12 12%	3 9%	5 11%	2 6%	5 16%	2 10%	4 30%	3 7%	5 11%	5 14%	6 16%	8 9%	12 15%	11 12%	9 12%	9 11%	10 12%	9 9%	11 15%
		86%	14%	41%	59%	14%	26%	8%	25%	8%	19%	16%	26%	27%	31%	42%	58%	53%	47%	47%	53%	47%	53%
Drugs/drug use	18 11%	18 13%	- -	12 18%	5 5%	1 4%	3 7%	3 11%	4 12%	3 16%	4 30%	9 20%	3 7%	6 14%	- -	12 14%	6 7%	6 7%	11 14%	6 8%	11 13%	11 11%	7 10%
		100%	-	70% <b>b</b>	30%	7%	17%	18%	21%	15%	22%	51% <b>i</b>	17%	31% <b>i</b>	-	69%	31%	36%	64%	36%	64%	63%	37%
Dangerous behaviour	17 10%	14 10%	4 10%	4 6%	13 14%	3 9%	3 7%	1 5%	2 7%	5 30%	3 24%	4 9%	7 16%	1 3%	5 12%	12 13%	6 8%	6 7%	12 14%	6 7%	12 13%	9 9%	8 12%
		79%	21%	23%	77%	16%	18%	8%	12%	28%	17%	24%	43%	7%	27%	66%	34%	34%	66%	34%	66%	52%	48%
Pornography	14 8%	11 8%	3 7%	5 7%	9 9%	2 5%	6 13%	3 10%	2 8%	1 4%	- -	3 6%	2 3%	3 7%	6 17%	4 5%	9 12%	8 9%	6 7%	8 10%	6 6%	7 7%	6 9%
		80%	20%	38%	62%	12%	46%	21%	17%	5%	-	20%	11%	22%	47%	32%	68%	60%	40%	60%	40%	53%	47%
Nakedness/naked bodies/ body parts	13 8%	11 8%	2 6%	3 5%	9 10%	2 6%	3 7%	3 11%	2 7%	- -	2 19%	6 13%	3 6%	1 3%	3 8%	8 9%	4 5%	9 10%	4 5%	8 10%	5 6%	9 9%	4 6%
		84%	16%	26%	74%	17%	24%	23%	17%	-	19%	44%	22%	10%	23%	67%	33%	71%	29%	61%	39%	69%	31%
Illegal child sexual abuse material	10 6%	10 8%	- -	7 10%	3 4%	* 1%	2 5%	1 4%	1 4%	5 7%	3 35%	3 6%	5 11%	2 5%	* 1%	8 9%	3 3%	2 2%	9 11%	2 2%	9 10%	5 5%	5 7%
		100%	-	67%	33%	2%	21%	11%	11%	10%	44%	25%	50%	20%	4%	75%	25%	18%	82% <b>o</b>	18%	82%	51%	49%
Content harmful to self-esteem (e.g. self-abuse)	10 6%	8 6%	3 7%	4 6%	6 6%	1 4%	3 7%	- -	3 8%	3 21%	- -	3 7%	2 4%	1 4%	4 10%	5 6%	5 7%	5 46%	6 7%	5 46%	6 54%	4 42%	6 58%
		75%	25%	38%	62%	12%	30%	-	25%	33%	-	30%	20%	14%	36%	49%	51%	46%	54%	46%	54%	42%	58%
Trolling/on-line harassment	10 6%	7 5%	3 9%	4 5%	6 6%	- -	4 8%	2 7%	3 11%	1 7%	- -	4 10%	2 4%	2 6%	1 3%	6 7%	4 5%	7 8%	3 4%	7 9%	3 4%	8 8%	3 4%
		66%	34%	39%	61%	-	36%	20%	33%	11%	-	45%	20%	24%	12%	64%	36%	69%	31%	69%	31%	75%	25%
Misleading advertising	10 6%	8 6%	2 6%	7 10%	3 3%	- -	5 11%	1 3%	2 7%	1 7%	1 5%	3 6%	3 7%	- -	4 10%	6 7%	4 5%	4 5%	6 5%	4 5%	6 7%	7 7%	3 5%
		79%	21%	71%	29%	-	52%	8%	22%	11%	7%	29%	31%	-	40%	60%	40%	42%	58%	42%	58%	68%	32%
Incitement to hatred	10 6%	9 7%	* 1%	5 7%	5 5%	2 5%	1 2%	1 3%	1 4%	4 22%	1 11%	2 4%	3 6%	2 4%	3 9%	5 5%	5 6%	4 4%	6 7%	4 5%	6 7%	5 5%	5 7%
		97%	3%	53%	47%	17%	10%	8%	13%	38%	15%	18%	31%	17%	35%	48%	52%	39%	61%	39%	61%	51%	49%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 139

**QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	168	132 78%	36* 22%*	71* 42%*	97* 58%*	33** 20%**	47* 28%*	28* 16%*	31** 19%**	16** 10%**	13** 8%**	45* 27%*	45* 27%*	39* 24%*	39* 23%*	90* 53%*	78* 47%*	88* 52%*	80* 48%*	81* 48%*	87* 52%*	99 59%	68* 41%*
Racism	9 6%	9 7%	* 1%	5 8%	4 4%	2 7%	1 3%	1 3%	2 7%	1 7%	1 11%	3 6%	4 9%	- -	2 6%	7 8%	2 3%	5 5%	5 6%	4 5%	5 6%	5 5%	4 6%
Discrimination	9 5%	9 7%	- -	2 2%	7 8%	4 12%	1 3%	* 1%	2 8%	1 7%	- -	- -	5 11%	2 4%	3 7%	5 5%	4 5%	4 4%	5 7%	4 5%	5 6%	1 1%	8 12%
Suicide	9 5%	5 4%	4 10%	4 6%	5 5%	1 2%	5 12%	- -	1 4%	- -	2 13%	4 10%	3 35%	1 2%	1 2%	8 8%	1 17%	4 44%	5 56%	4 44%	5 56%	6 70%	3 30%
Defamation/smearing of others	9 5%	6 4%	3 9%	4 5%	5 5%	- -	3 6%	- -	1 4%	5 30%	- -	3 7%	3 7%	2 4%	1 3%	6 7%	3 4%	4 5%	5 6%	4 5%	5 6%	5 5%	4 6%
Accuracy of medical/health claims	9 5%	8 6%	1 3%	3 4%	6 6%	2 5%	2 5%	1 4%	3 10%	- -	1 5%	4 8%	1 2%	2 6%	2 4%	5 5%	4 5%	4 5%	4 6%	3 4%	5 6%	5 6%	3 5%
Incitement to crime	6 4%	6 4%	* 1%	1 1%	5 6%	2 5%	2 4%	1 3%	1 4%	- -	1 5%	2 4%	2 4%	- -	2 6%	4 4%	2 3%	5 7%	1 2%	5 6%	1 2%	4 4%	2 2%
Eating disorders	6 3%	6 4%	- -	4 5%	2 2%	3 8%	1 2%	- -	- 12%	2 -	- -	1 2%	4 8%	- -	1 3%	5 5%	1 1%	2 38%	4 62%	1 19%	5 81%	3 54%	3 46%
Infringing someone's privacy	4 3%	3 2%	1 4%	1 2%	3 3%	1 3%	1 2%	1 -	1 4%	1 7%	- -	1 3%	2 4%	1 3%	- -	3 4%	1 23%	1 27%	3 73%	1 27%	3 73%	3 75%	1 25%
Welfare of children or young people	4 3%	3 2%	1 4%	1 1%	4 4%	- -	2 3%	1 2%	1 4%	- -	1 7%	1 3%	2 4%	* 1%	1 2%	3 4%	1 1%	1 30%	3 70%	1 30%	3 70%	2 54%	2 46%
Inaccurate information	4 3%	3 2%	2 4%	2 3%	2 2%	- -	1 2%	- -	2 5%	1 7%	1 5%	1 3%	2 5%	- -	1 2%	4 4%	1 15%	2 43%	2 57%	2 43%	2 57%	3 59%	2 41%
Offence of religion	3 2%	3 2%	- -	1 1%	2 2%	- -	1 2%	- -	1 4%	* 1%	1 5%	1 2%	1 2%	1 2%	* 1%	2 2%	1 2%	2 63%	1 37%	2 63%	1 37%	3 87%	* 13%
Exorcism/the paranormal	2 1%	2 1%	- -	1 1%	1 1%	- -	1 2%	- -	- -	- -	1 5%	1 40%	1 60%	- -	- -	2 100%	- -	1 60%	1 40%	1 60%	1 40%	2 100%	- -
Other	10 6%	3 3%	6 18%	3 4%	7 7%	2 5%	4 8%	2 6%	1 4%	1 4%	1 7%	4 9%	4 10%	2 4%	- -	8 9%	2 16%	6 57%	4 43%	5 52%	5 48%	4 39%	6 61%
I did not find any of these offensive	19 11%	13 10%	6 18%	6 8%	13 13%	4 11%	9 19%	4 13%	2 6%	1 6%	- 5%	4 8%	3 7%	7 17%	5 14%	7 36%	12 16%	11 13%	8 10%	11 14%	8 9%	10 10%	9 13%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 139

Absolutes/col percents/row percents 19 Apr 2018

**QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	172	169 98%	3 2%	149 87%	23 13%	171 99%	1 1%	129 75%	16 9%	17 10%	10 6%	9 5%	14 8%	10 6%	16 9%	15 9%	9 5%	9 5%	16 9%	31 18%
Weighted base	168	165 98%	3** 2%**	145 87%	23** 13%**	167 100%	1** ***	142 84%	15** 9%**	9** 5%**	2** 1%**	10** 6%**	15** 9%**	10** 6%**	18** 11%**	15** 9%**	16** 9%**	10** 6%**	18** 11%**	30* 18%*
Effective base	150	147	3	129	21	149	1	120	15	16	10	9	14	10	15	14	9	8	15	30
Bad language	43 26%	43 26%	-	39 27%	4 16%	43 26%	-	31 22%	7 45%	4 48%	*	3 27%	4 24%	3 31%	6 31%	2 12%	1 8%	3 29%	3 18%	7 24%
	26%	100%	-	91%	9%	100%	-	73%	16%	10%	1%	6%	8%	7%	13%	4%	3%	7%	7%	17%
Bullying/victimising	22 13%	21 13%	1 38%	20 14%	2 10%	22 13%	-	18 13%	2 13%	2 18%	*	1 11%	-	3 30%	3 14%	1 6%	2 11%	1 8%	-	8 27%
	13%	95%	5%	90%	10%	100%	-	82%	9%	7%	2%	5%	-	13%	12%	4%	8%	4%	-	37%
Violence (in general)	20 12%	20 12%	-	17 12%	3 13%	20 12%	-	16 11%	3 20%	1 9%	*	2 17%	2 14%	3 29%	1 5%	2 14%	3 20%	1 13%	1 5%	1 3%
	12%	100%	-	86%	14%	100%	-	79%	15%	4%	2%	8%	10%	14%	5%	11%	16%	7%	4%	4%
Sex/sexually explicit content	20 12%	20 12%	-	15 10%	5 21%	20 12%	-	15 11%	2 11%	2 26%	1 28%	-	-	1 9%	4 24%	1 6%	2 13%	1 9%	1 5%	5 17%
	12%	100%	-	76%	24%	100%	-	77%	8%	12%	3%	-	-	4%	22%	5%	11%	5%	5%	26%
Drugs/drug use	18 11%	18 11%	-	16 11%	2 9%	18 11%	-	15 10%	3 17%	1 6%	-	2 17%	4 25%	-	-	3 19%	-	2 18%	2 11%	2 8%
	11%	100%	-	88%	12%	100%	-	82%	15%	3%	-	10%	21%	-	-	16%	-	10%	12%	14%
Dangerous behaviour	17 10%	16 10%	1 41%	16 93%	1 5%	17 10%	-	11 8%	4 28%	2 17%	*	-	-	3 29%	6 34%	1 6%	-	-	-	2 5%
	10%	92%	8%	91%	7%	100%	-	66%	24%	9%	1%	-	-	16%	35%	5%	-	-	-	9%
Pornography	14 8%	14 8%	-	10 7%	4 17%	14 8%	-	11 8%	1 5%	1 13%	*	2 20%	1 8%	-	3 15%	1 6%	2 11%	-	-	3 10%
	8%	100%	-	73%	27%	100%	-	83%	5%	9%	3%	14%	9%	-	19%	7%	12%	-	-	23%
Nakedness/naked bodies/body parts	13 8%	13 8%	-	11 8%	1 5%	13 8%	-	11 8%	1 6%	-	1 28%	2 20%	-	-	3 18%	3 19%	-	1 11%	-	2 7%
	8%	100%	-	90%	10%	100%	-	88%	7%	-	5%	15%	-	-	25%	22%	-	9%	-	17%
Illegal child sexual abuse material	10 6%	10 6%	-	9 6%	1 5%	10 6%	-	7 5%	3 20%	-	1 32%	3 29%	-	1 10%	-	2 13%	-	-	-	-
	6%	100%	-	89%	11%	100%	-	64%	29%	-	7%	27%	-	-	9%	19%	-	-	9%	-
Content harmful to self-esteem (e.g. self-abuse)	10 6%	10 6%	-	9 6%	1 6%	10 6%	-	7 5%	3 22%	-	-	1 12%	-	-	3 16%	1 6%	-	-	1 6%	1 3%
	6%	100%	-	86%	14%	100%	-	68%	32%	-	-	12%	-	-	28%	9%	-	-	11%	8%
Trolling/on-line harassment	10 6%	10 6%	-	9 6%	1 4%	10 6%	-	8 5%	2 12%	1 8%	-	2 21%	1 7%	-	-	2 14%	-	1 11%	-	1 5%
	6%	100%	-	90%	10%	100%	-	76%	17%	7%	-	20%	10%	-	-	21%	-	11%	-	14%
Misleading advertising	10 6%	10 6%	-	8 5%	2 10%	10 6%	-	8 6%	1 7%	*	-	1 11%	1 6%	-	1 8%	1 6%	-	3 32%	-	1 4%
	6%	100%	-	78%	22%	100%	-	86%	11%	3%	-	11%	8%	-	14%	9%	-	33%	-	11%
Incitement to hatred	10 6%	10 6%	-	8 5%	2 8%	10 6%	-	8 5%	1 7%	1 9%	-	-	-	1 10%	-	1 6%	2 10%	1 8%	3 19%	-
	6%	100%	-	82%	18%	100%	-	81%	11%	8%	-	-	-	10%	-	10%	17%	8%	36%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
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***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 139

**QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	168	165 98%	3** 2%**	145 87%	23** 13%**	167 100%	1** ***	142 84%	15** 9%**	9** 5%**	2** 1%**	10** 6%**	15** 9%**	10** 6%**	18** 11%**	15** 9%**	16** 9%**	10** 6%**	18** 11%**	30* 18%*
Racism	9 6%	9 6%	-	6 4%	3 13%	9 6%	-	6 4%	2 12%	1 16%	-	1 11%	-	2 22%	-	1 6%	-	-	1 5%	1 4%
		100%	-	68%	32%	100%	-	66%	19%	15%	-	11%	-	23%	-	10%	-	-	10%	12%
Discrimination	9 5%	7 4%	3 79%	9 6%	-	9 5%	-	8 5%	1 7%	-	* 10%	-	-	1 10%	3 15%	1 10%	-	-	1 8%	1 4%
		72%	28%	100%	-	100%	-	85%	12%	-	2%	-	-	10%	29%	17%	-	-	16%	13%
Suicide	9 5%	9 5%	-	7 5%	2 9%	9 5%	-	7 5%	2 12%	* 4%	-	-	1 5%	1 9%	-	3 21%	-	1 11%	1 5%	-
		100%	-	77%	23%	100%	-	76%	20%	4%	-	-	9%	9%	-	35%	-	12%	10%	-
Defamation/smeared of others	9 5%	9 5%	-	9 6%	-	9 5%	-	5 4%	3 22%	-	-	-	-	1 10%	-	1 6%	-	-	2 9%	2 6%
		100%	-	100%	-	100%	-	62%	38%	-	-	-	-	11%	-	10%	-	-	19%	22%
Accuracy of medical/health claims	9 5%	9 5%	-	9 6%	-	9 5%	-	7 5%	1 10%	* 4%	-	-	2 17%	-	2 11%	1 4%	-	-	-	2 6%
		100%	-	100%	-	100%	-	79%	17%	4%	-	-	29%	-	22%	7%	-	-	-	21%
Incitement to crime	6 4%	6 4%	-	5 4%	1 4%	6 4%	-	6 4%	-	* 3%	-	-	-	1 10%	-	1 6%	2 10%	1 8%	-	1 5%
		100%	-	87%	13%	100%	-	95%	-	5%	-	-	-	16%	-	15%	27%	13%	-	24%
Eating disorders	6 3%	6 3%	-	6 4%	-	6 3%	-	5 3%	1 7%	-	-	-	-	-	-	-	-	1 11%	2 14%	1 4%
		100%	-	100%	-	100%	-	81%	19%	-	-	-	-	-	-	-	-	19%	43%	19%
Infringing someone's privacy	4 3%	4 3%	-	4 3%	-	4 3%	-	2 1%	2 14%	* 3%	-	-	-	1 11%	-	1 6%	-	-	-	-
		100%	-	100%	-	100%	-	44%	50%	7%	-	-	-	23%	-	21%	-	-	-	-
Welfare of children or young people	4 3%	4 2%	1 21%	4 3%	1 3%	4 3%	-	2 1%	2 13%	1 8%	-	-	-	-	-	1 6%	-	-	-	1 2%
		84%	16%	84%	16%	100%	-	37%	46%	17%	-	-	-	-	-	21%	-	-	-	16%
Inaccurate information	4 3%	4 3%	-	4 2%	1 3%	4 3%	-	1 1%	2 14%	1 10%	* 10%	-	-	-	-	1 6%	-	-	-	-
		100%	-	85%	15%	100%	-	22%	52%	22%	5%	-	-	-	-	22%	-	-	-	-
Offence of religion	3 2%	3 2%	-	3 2%	-	3 2%	-	3 2%	-	-	* 18%	-	-	-	-	1 6%	-	1 7%	-	1 3%
		100%	-	100%	-	100%	-	87%	-	-	13%	-	-	-	-	31%	-	24%	-	33%
Exorcism/the paranormal	2 1%	2 1%	-	2 1%	-	2 1%	-	2 1%	-	-	-	-	-	-	-	1 6%	-	-	-	1 2%
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	60%	-	-	-	40%
Other	10 6%	10 6%	-	7 5%	3 12%	10 6%	-	6 4%	3 21%	1 12%	-	-	1 7%	-	1 6%	-	-	-	2 9%	2 7%
		100%	-	73%	27%	100%	-	58%	32%	11%	-	-	10%	-	11%	-	-	-	17%	20%
I did not find any of these offensive	19 11%	19 12%	-	18 12%	1 6%	18 11%	1 100%	16 11%	1 8%	1 16%	* 21%	18 13%	2 10%	-	-	3 19%	4 27%	2 18%	4 22%	1 4%
		100%	-	93%	7%	97%	3%	84%	6%	7%	2%	-	10%	-	-	15%	23%	10%	21%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
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# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

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**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	172	42	130	86	70	29	29	126	123	44	120	158	14
		24%	76%	50%	41%	17%	17%	73%	72%	26%	70%	92%	8%
Weighted base	168	40*	128	81*	71*	27**	30**	121	118	44*	115	154	14**
		24%*	76%	48%*	42%*	16%**	18%**	72%	70%	26%*	69%	92%	8%**
Effective base	150	34	116	74	61	25	27	108	108	37	105	137	12
Bad language	43	8	35	24	18	6	10	32	36	7	34	43	-
	26%	20%	27%	30%	25%	22%	33%	26%	30%	16%	29%	28%	-
		18%	82%	56%	42%	14%	23%	74%	84%	16%	79%	100%	-
Bullying/victimising	22	8	14	10	12	6	5	16	17	5	16	20	2
	13%	19%	11%	13%	17%	21%	15%	13%	14%	11%	14%	13%	17%
		35%	65%	46%	56%	25%	21%	73%	75%	21%	71%	89%	11%
Violence (in general)	20	3	17	5	14	3	5	11	11	7	11	15	5
	12%	8%	13%	6%	19%	11%	18%	9%	10%	15%	10%	10%	35%
		16%	84%	25%	69% <b>c</b>	15%	27%	54%	56%	33%	56%	76%	24%
Sex/sexually explicit content	20	4	16	11	11	3	2	14	12	7	12	17	3
	12%	9%	13%	13%	16%	12%	8%	11%	10%	15%	10%	11%	19%
		18%	82%	54%	57%	16%	12%	69%	59%	34%	59%	87%	13%
Drugs/drug use	18	4	13	11	12	2	6	11	13	5	12	16	2
	11%	11%	10%	13%	17%	7%	20%	9%	11%	11%	10%	10%	12%
		24%	76%	60%	67%	11%	35%	59%	73%	27%	66%	90%	10%
Dangerous behaviour	17	3	15	7	7	2	2	14	14	2	13	16	1
	10%	7%	11%	9%	10%	7%	7%	12%	12%	5%	11%	10%	10%
		16%	84%	41%	39%	11%	12%	81%	80%	12%	75%	92%	8%
Pornography	14	2	12	7	4	3	3	11	10	4	9	12	1
	8%	5%	9%	8%	6%	11%	8%	9%	8%	8%	8%	8%	10%
		14%	86%	49%	32%	22%	19%	81%	73%	27%	65%	90%	10%
Nakedness/naked bodies/ body parts	13	1	12	6	4	2	1	11	9	2	9	11	1
	8%	3%	9%	7%	5%	9%	3%	9%	8%	5%	8%	7%	9%
		8%	92%	44%	30%	19%	7%	83%	71%	19%	71%	90%	10%
Illegal child sexual abuse material	10	3	7	2	6	1	4	5	7	3	7	9	2
	6%	8%	6%	3%	8%	4%	12%	4%	6%	7%	6%	6%	12%
		29%	71%	22%	56%	11%	36%	51%	70%	30%	70%	84%	16%
Content harmful to self- esteem (e.g. self-abuse)	10	4	6	5	8	2	2	7	7	3	7	8	2
	6%	11%	5%	6%	11%	7%	8%	5%	6%	6%	6%	5%	18%
		41%	59%	44%	78%	20%	24%	65%	64%	25%	64%	76%	24%
Trolling/on-line harassment	10	2	8	1	4	3	3	6	7	3	7	10	-
	6%	5%	6%	2%	6%	10%	11%	5%	6%	7%	6%	7%	-
		20%	80%	14%	41%	27%	32%	64%	70%	30%	70%	100%	-
Misleading advertising	10	4	6	3	7	2	4	5	7	2	7	8	2
	6%	9%	5%	3%	9%	6%	14%	4%	6%	5%	6%	5%	16%
		38%	62%	29%	68%	18%	43%	49%	68%	24%	68%	78%	22%
Incitement to hatred	10	6	4	3	7	4	2	5	8	1	8	9	1
	6%	14%	3%	4%	10%	15%	7%	4%	6%	3%	7%	6%	6%
		59% <b>b</b>	41%	32%	74%	43%	21%	49%	79%	13%	79%	92%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 139

Absolutes/col percents/row percents 19 Apr 2018

**QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	168	40*	128	81*	71*	27**	30**	121	118	44*	115	154	14**
		24%*	76%	48%*	42%*	16%**	18%**	72%	70%	26%*	69%	92%	8%**
Racism	9	3	6	4	6	1	3	4	6	3	6	9	-
	6%	8%	5%	5%	8%	5%	11%	3%	5%	8%	5%	6%	-
		35%	65%	43%	62%	16%	34%	44%	63%	37%	63%	100%	-
Discrimination	9	2	8	4	5	1	1	7	5	3	5	7	3
	5%	4%	6%	5%	8%	5%	4%	5%	4%	6%	5%	4%	18%
		17%	83%	43%	59%	15%	13%	72%	57%	28%	57%	72%	28%
Suicide	9	1	8	3	4	2	1	5	5	3	5	8	1
	5%	2%	6%	4%	5%	7%	4%	4%	4%	7%	4%	5%	8%
		9%	91%	36%	41%	23%	13%	59%	52%	36%	52%	88%	12%
Defamation/smeared of others	9	3	6	4	6	4	1	7	8	-	7	8	1
	5%	7%	5%	5%	8%	13%	4%	5%	6%	-	6%	5%	8%
		31%	69%	46%	64%	42%	12%	75%	87%	-	76%	87%	13%
Accuracy of medical/ health claims	9	1	8	5	3	1	1	7	7	2	7	9	-
	5%	2%	6%	6%	4%	3%	3%	5%	6%	5%	6%	6%	-
		11%	89%	59%	37%	9%	12%	76%	75%	25%	75%	100%	-
Incitement to crime	6	2	4	3	3	3	-	4	5	*	5	5	1
	4%	6%	3%	4%	5%	9%	-	3%	4%	1%	3%	3%	6%
		40%	60%	51%	56%	42%	-	60%	82%	5%	82%	87%	13%
Eating disorders	6	1	5	1	3	1	2	4	6	-	6	6	-
	3%	3%	4%	1%	5%	4%	7%	3%	5%	-	5%	4%	-
		19%	81%	19%	57%	19%	38%	62%	100%	-	100%	100%	-
Infringing someone's privacy	4	1	3	-	2	2	1	2	3	*	3	3	1
	3%	3%	3%	-	3%	7%	4%	2%	3%	1%	3%	2%	8%
		25%	75%	-	45%	44%	25%	50%	68%	7%	68%	75%	25%
Welfare of children or young people	4	-	4	1	3	1	2	1	3	-	3	3	2
	3%	-	3%	1%	4%	3%	5%	1%	3%	-	2%	2%	13%
		-	100%	17%	66%	21%	37%	29%	75%	-	59%	59%	41%
Inaccurate information	4	2	2	*	3	1	2	1	2	1	2	3	2
	3%	5%	2%	*	4%	3%	6%	1%	2%	2%	2%	2%	12%
		45%	55%	5%	62%	22%	40%	34%	52%	22%	52%	59%	41%
Offence of religion	3	*	3	2	2	1	-	2	2	1	2	3	-
	2%	*	2%	2%	3%	4%	-	2%	2%	2%	2%	2%	-
		6%	94%	62%	60%	38%	-	67%	69%	31%	69%	100%	-
Exorcism/the paranormal	2	-	2	1	1	1	-	2	2	-	2	2	-
	1%	-	1%	1%	1%	3%	-	1%	1%	-	1%	1%	-
		-	100%	40%	60%	60%	-	100%	100%	-	100%	100%	-
Other	10	-	10	2	3	2	1	5	4	5	4	9	1
	6%	-	8%	3%	4%	8%	3%	4%	4%	10%	4%	6%	8%
		-	100%	25%	27%	23%	9%	55%	43%	46%	43%	89%	11%
I did not find any of these offensive	19	6	13	12	3	1	2	17	13	6	13	18	1
	11%	15%	10%	15%	4%	3%	7%	14%	11%	14%	11%	11%	10%
		31%	69%	62% <sup>d</sup>	16%	5%	11%	89%	66%	34%	66%	93%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 139

**QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
<b>Total</b>															
172	131 76%	120 70%	93 54%	86 50%	78 45%	43 25%	55 32%	22 13%	158 92%	88 51%	108 63%	66 38%	132 77%	40 23%	
168	126 75%	115 69%	90* 53%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	39* 23%*	
150	112	105	82	75	68	37	48	21	137	79	96	59	118	32	
43	37	34	25	26	21	13	13	8	43	30	34	26	40	3	
26%	29% 86%	29% 79%	28% 58%	33% 60%	27% 48%	33% 31%	24% 31%	36% 18%	28% 100%	35% 70% <b>z</b>	33% 79% <b>z</b>	42% 60% <b>z</b>	31% 93% <b>z</b>	8% 7%	
22	16	16	11	12	9	6	10	3	20	15	17	8	19	3	
13%	13% 73%	14% 71%	13% 51%	16% 55%	12% 39%	16% 28%	13% 46%	13% 13%	13% 89%	17% 66%	17% 77%	13% 38%	15% 87%	7% 13%	
20	12	11	10	9	8	8	6	2	15	12	14	7	15	5	
12%	10% 60%	10% 56%	11% 47%	12% 45%	11% 39%	19% 37%	12% 31%	8% 9%	10% 76%	14% 60%	14% 69%	11% 33%	11% 73%	14% 27%	
20	14	12	8	9	7	5	4	1	17	12	16	7	18	2	
12%	11% 72%	10% 59%	9% 41%	11% 44%	10% 37%	12% 25%	7% 19%	4% 5%	11% 87%	14% 60%	15% 79%	12% 36%	14% 90%	5% 10%	
18	12	12	10	12	9	7	6	2	16	11	13	8	16	2	
11%	10% 69%	10% 66%	11% 55%	15% 66%	13% 53%	17% 38%	12% 36%	9% 11%	10% 90%	13% 62%	12% 71%	13% 47%	13% 91%	4% 9%	
17	12	13	8	12	8	6	4	2	16	11	10	9	14	4	
10%	10% 71%	11% 75%	9% 47%	15% 66%	11% 45%	16% 35%	8% 25%	8% 10%	10% 92%	13% 62%	10% 57%	15% 54%	11% 79%	9% 21%	
14	12	9	8	7	6	5	5	3	12	9	11	5	12	2	
8%	10% 90%	8% 65%	9% 60%	9% 50%	8% 46%	13% 37%	9% 34%	13% 21%	8% 90%	11% 66%	11% 80%	9% 39%	9% 85%	5% 15%	
13	9	9	6	8	5	5	4	3	11	9	8	6	10	2	
8%	7% 74%	8% 71%	6% 45%	10% 63%	6% 37%	12% 39%	7% 31%	13% 22%	7% 90%	10% 69%	8% 66%	10% 48%	8% 82%	6% 18%	
10	8	7	2	6	2	2	3	2	9	6	9	5	9	1	
6%	6% 75%	6% 70%	3% 22%	8% 61%	3% 22%	6% 22%	6% 32%	11% 22%	6% 84%	8% 62%	9% 90%	8% 51%	7% 90%	3% 10%	
10	7	7	5	5	2	3	5	3	8	8	7	3	9	1	
6%	5% 64%	6% 64%	5% 45%	7% 53%	3% 20%	8% 31%	9% 50%	15% 32%	5% 76%	9% 78%	6% 64%	5% 28%	7% 89%	3% 11%	
10	8	7	5	7	4	4	4	3	10	7	5	2	7	3	
6%	6% 79%	6% 70%	6% 53%	9% 72%	6% 43%	9% 35%	6% 35%	14% 29%	7% 100%	8% 71%	5% 49%	3% 19%	6% 71%	7% 29%	
10	8	7	3	6	5	2	2	8	8	8	6	4	8	2	
6%	6% 78%	6% 68%	4% 33%	8% 60%	6% 48%	5% 20%	4% 20%	9% 20%	5% 78%	10% 84%	6% 66%	7% 45%	6% 84%	4% 16%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 139

Absolutes/col percents/row percents 19 Apr 2018

**QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	168	126 75%	115 69%	90* 53%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	39* 23%*
Incitement to hatred	10	8	8	4	4	5	4	4	1	9	5	6	3	7	2
	6%	7% 87%	7% 79%	5% 47%	5% 43%	7% 53%	9% 38%	7% 38%	4% 10%	9% 92%	6% 56%	5% 58%	4% 29%	6% 75%	6% 25%
Racism	9	7	6	5	7	6	3	4	2	9	5	6	4	8	2
	6%	5% 72%	5% 63%	6% 54%	9% 72%	7% 70%	8% 31%	9% 46%	9% 21%	6% 100%	6% 53%	6% 66%	7% 45%	6% 83%	4% 17%
Discrimination	9	7	5	4	4	4	1	1	1	7	5	6	4	8	2
	5%	5% 72%	5% 57%	4% 42%	5% 41%	6% 47%	3% 15%	2% 15%	7% 17%	4% 72%	5% 51%	6% 69%	6% 39%	6% 83%	4% 17%
Suicide	9	6	5	2	5	5	3	4	1	8	5	5	4	6	3
	5%	4% 62%	4% 52%	2% 24%	7% 58%	6% 50%	8% 36%	7% 40%	4% 10%	5% 88%	6% 53%	4% 50%	7% 49%	5% 71%	7% 29%
Defamation/smearing of others	9	8	7	6	4	5	3	4	1	8	4	4	3	5	4
	5%	6% 87%	6% 76%	6% 65%	5% 45%	6% 51%	8% 36%	7% 45%	4% 10%	5% 87%	5% 47%	4% 45%	5% 34%	4% 56%	10% 44%
Accuracy of medical/ health claims	9	8	7	6	6	7	2	5	2	9	4	5	4	8	1
	5%	6% 88%	6% 75%	7% 74%	9% 65%	5% 81%	8% 21%	8% 53%	8% 20%	6% 100%	5% 47%	5% 60%	6% 41%	6% 89%	3% 11%
Incitement to crime	6	5	5	4	4	4	3	3	1	5	4	4	2	5	1
	4%	4% 87%	4% 82%	5% 72%	5% 60%	5% 66%	8% 52%	6% 56%	4% 15%	3% 87%	4% 62%	4% 60%	4% 41%	4% 87%	2% 13%
Eating disorders	6	5	6	3	5	3	2	5	1	6	6	6	3	6	-
	3%	4% 84%	5% 100%	3% 47%	6% 84%	4% 47%	6% 38%	9% 84%	5% 19%	4% 100%	7% 100%	6% 100%	4% 47%	4% 100%	-
Infringing someone's privacy	4	3	3	1	3	2	2	2	1	3	2	3	1	3	1
	3%	3% 75%	3% 68%	1% 30%	4% 75%	3% 44%	5% 45%	4% 45%	4% 21%	2% 75%	3% 52%	3% 75%	1% 21%	3% 75%	3% 25%
Welfare of children or young people	4	2	3	1	3	2	1	1	1	3	3	2	2	3	1
	3%	1% 38%	2% 59%	1% 17%	3% 59%	2% 38%	3% 30%	2% 30%	4% 21%	2% 59%	3% 66%	2% 50%	4% 50%	2% 66%	4% 34%
Inaccurate information	4	3	2	*	2	1	2	2	1	3	3	2	1	3	1
	3%	2% 59%	2% 52%	* 7%	3% 54%	1% 22%	5% 47%	4% 47%	4% 22%	2% 59%	3% 69%	2% 54%	1% 22%	2% 69%	3% 31%
Offence of religion	3	2	2	-	3	1	1	1	1	3	3	3	2	3	-
	2%	2% 67%	2% 69%	- -	4% 93%	1% 37%	3% 37%	2% 37%	4% 31%	2% 100%	3% 94%	3% 100%	3% 60%	2% 100%	-
Exorcism/the paranormal	2	2	2	1	2	2	2	1	2	2	1	2	2	2	-
	1%	1% 100%	1% 100%	1% 40%	2% 100%	2% 100%	4% 100%	2% 60%	4% 60%	1% 100%	1% 60%	1% 100%	2% 100%	1% 100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 139

**QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?****MULTI CODE****Base: All who have seen something of concern on an ODO service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	168	126 75%	115 69%	90* 53%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	39* 23%*
Other	10	5	4	4	3	3	2	3	2	9	4	6	3	6	4
	6%	4% 53%	4% 43%	4% 36%	4% 32%	4% 27%	4% 16%	6% 33%	11% 25%	6% 89%	5% 42%	6% 59%	5% 30%	5% 59%	10% 41%
I did not find any of these offensive	19	15	13	3	4	5	2	5	-	18	1	6	5	10	9
	11%	12% 78%o	11% 66%	4% 17%	5% 21%	7% 29%	4% 9%	9% 26%	- -	11% 93%o	1% 6%	5% 29%	7% 25%	8% 54%v	23% 46%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 140

**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	172	138 80%	34 20%	74 43%	98 57%	33 19%	45 26%	34 20%	30 17%	16 9%	14 8%	51 30%	47 27%	37 22%	37 22%	98 57%	74 43%	88 51%	84 49%	80 47%	92 53%	116 67%	56 33%
Weighted base	168	132 78%	36* 22%*	71* 42%*	97* 58%*	33** 20%**	47* 28%*	28* 16%*	31** 19%**	16** 10%**	13** 8%**	45* 27%*	45* 27%*	39* 24%*	39* 23%*	90* 53%*	78* 47%*	88* 52%*	80* 48%*	81* 48%*	87* 52%*	99 59%	68* 41%*
Effective base	150	121	29	64	86	30	39	30	26	14	12	47	42	31	32	89	63	77	72	71	79	105	50
Bad language	45 27%	37 28% 81%	9 23% 19%	22 31% 49%	23 24% 51%	6 17% 13%	7 15% 16%	8 30% 18%	12 37% 25%	8 52% 19%	4 34% 10%	9 20% 19%	18 39% 39%ik	6 16% 14%	13 33% 28%	26 29% 58%	19 24% 42%	25 28% 55%	21 26% 45%	23 28% 50%	23 26% 50%	26 27% 58%	19 28% 42%
Bullying/victimising	36 22%	27 21% 74%	9 26% 26%	10 14% 27%	26 27% 73%	9 29% 26%	11 24% 31%	4 16% 12%	6 18% 16%	4 24% 11%	2 12% 4%	6 13% 16%	11 25% 31%	11 28% 30%	8 22% 23%	17 19% 47%	19 25% 53%	17 20% 47%	19 24% 53%	16 20% 44%	20 23% 56%	20 20% 54%	17 24% 46%
Sex/sexually explicit content	30 18%	24 19% 82%	5 15% 18%	10 14% 32%	20 21% 68%	6 17% 19%	6 12% 19%	5 18% 16%	7 23% 24%	3 17% 9%	4 30% 13%	8 17% 25%	6 14% 21%	9 22% 29%	8 19% 25%	14 15% 46%	16 21% 54%	14 16% 47%	16 20% 53%	13 17% 43%	17 16% 57%	16 21% 53%	14 21% 47%
Dangerous behaviour	29 17%	21 16% 72%	8 23% 28%	10 14% 34%	19 20% 66%	9 26% 29%	3 6% 10%	3 12% 11%	5 15% 16%	6 38% 21%	4 28% 12%	7 15% 24%	12 26% 40%	4 9% 13%	7 18% 24%	18 21% 63%	11 14% 37%	15 18% 53%	14 17% 47%	14 18% 49%	15 17% 51%	12 12% 42%	17 25% 58%
Violence (in general)	27 16%	21 16% 78%	6 16% 22%	11 16% 41%	16 16% 59%	5 15% 18%	3 6% 10%	4 15% 15%	6 20% 24%	4 28% 17%	4 35% 17%	8 17% 29%	13 29% 49%kl	3 8% 11%	3 8% 11%	21 23% 77%nl	6 8% 23%	14 16% 52%	13 16% 48%	13 15% 48%	13 15% 48%	16 16% 59%	11 16% 41%
Drugs/drug use	25 15%	21 16% 86%	4 10% 14%	16 22% 64%b	9 9% 36%	5 16% 21%	6 13% 24%	1 5% 5%	5 15% 19%	3 16% 10%	5 38% 20%	7 17% 30%	5 11% 20%	8 21% 34%	4 10% 16%	12 14% 50%	13 16% 50%	11 12% 43%	14 18% 57%	9 11% 37%	16 18% 63%	13 13% 52%	12 17% 48%
Content harmful to self-esteem (e.g. self-abuse)	22 13%	18 14% 83%	4 10% 17%	4 6% 18%	18 19% 82%a	7 22% 33%	3 7% 14%	2 8% 10%	6 20% 28%	3 21% 15%	- - -	4 9% 17%	5 10% 20%	6 15% 27%	8 20% 35%	8 9% 38%	14 18% 62%	11 12% 49%	11 14% 51%	10 12% 44%	12 14% 56%	5 5% 24%	17 25% 76%a
Pornography	19 11%	17 13% 92%	2 4% 8%	7 11% 39%	11 12% 61%	2 5% 8%	6 13% 33%	2 7% 10%	6 18% 30%	2 11% 9%	2 14% 10%	5 10% 24%	4 8% 19%	4 11% 24%	6 16% 34%	8 9% 43%	11 14% 57%	9 11% 49%	10 12% 51%	9 12% 49%	10 11% 51%	9 9% 46%	10 15% 54%
Incitement to hatred	19 11%	14 11% 77%	4 12% 23%	9 13% 50%	9 10% 50%	6 19% 33%	3 7% 17%	2 6% 9%	4 9% 15%	1 22% 20%	8 11% 8%	3 6% 14%	4 9% 23%	6 15% 33%	7 15% 31%	12 8% 37%	8 15% 63%	11 9% 42%	7 14% 58%	12 14% 36%	7 14% 64%	12 7% 37%	12 17% 63%
Trolling/on-line harassment	18 11%	13 10% 71%	5 14% 29%	6 9% 34%	12 12% 66%	4 11% 20%	2 5% 13%	3 10% 16%	7 21% 36%	3 17% 15%	- -	5 12% 29%	5 11% 28%	7 19% 40%l	1 2% 4%	10 12% 56%	8 10% 44%	11 12% 59%	7 9% 41%	11 13% 59%	7 9% 41%	8 8% 45%	10 15% 55%
Suicide	18 11%	12 9% 65%	6 17% 35%	6 8% 33%	12 12% 67%	5 15% 28%	6 12% 32%	1 2% 3%	3 10% 18%	2 11% 10%	2 13% 10%	4 10% 24%	7 16% 41%l	6 14% 31%	1 2% 4%	12 13% 65%	6 8% 35%	10 11% 53%	8 10% 47%	10 12% 53%	8 10% 47%	9 9% 49%	9 13% 51%
Nakedness/naked bodies/body parts	17 10%	14 11% 84%	3 7% 16%	5 7% 30%	12 12% 70%	4 13% 25%	3 7% 19%	2 9% 15%	2 7% 13%	3 11% 10%	3 24% 18%	5 12% 33%	4 8% 23%	1 3% 8%	6 16% 37%	9 10% 56%	7 9% 44%	10 12% 62%	6 8% 38%	8 10% 48%	9 10% 52%	10 10% 58%	7 10% 42%
Incitement to crime	15 9%	11 8% 71%	4 12% 29%	7 10% 48%	8 8% 52%	4 12% 26%	4 8% 26%	1 3% 5%	3 4% 8%	3 17% 18%	2 19% 16%	3 8% 23%	4 9% 26%	3 9% 23%	4 11% 28%	7 8% 49%	8 10% 51%	7 8% 49%	8 9% 51%	6 8% 42%	9 10% 58%	5 6% 37%	9 14% 63%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 140

**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	168	132 78%	36* 22%*	71* 42%*	97* 58%*	33** 20%**	47* 28%*	28* 16%*	31** 19%**	16** 10%**	13** 8%**	45* 27%*	45* 27%*	39* 24%*	39* 23%*	90* 53%*	78* 47%*	88* 52%*	80* 48%*	81* 48%*	87* 52%*	99 59%	68* 41%*
Illegal child sexual abuse material	15 9%	13 10%	2 5%	6 9%	8 9%	4 13%	2 5%	- -	3 8%	1 7%	5 35%	3 6%	5 11%	5 13%	2 4%	8 9%	7 9%	5 6%	10 12%	4 5%	10 12%	6 6%	9 13%
Misleading advertising	13 8%	11 8%	2 6%	7 53%	6 47%	1 5%	5 40%	2 15%	4 12%	1 7%	* 4%	3 6%	3 7%	1 4%	6 15%	6 6%	7 9%	6 7%	7 9%	6 7%	7 8%	6 6%	7 10%
Defamation/smearing of others	13 7%	8 6%	5 12%	6 9%	6 7%	1 4%	4 8%	- -	2 6%	5 28%	1 7%	2 4%	5 11%	- -	6 15%	7 7%	6 8%	7 8%	5 6%	7 8%	6 7%	6 6%	7 10%
Accuracy of medical/ health claims	12 7%	11 9%	1 3%	6 9%	6 6%	2 7%	5 10%	- -	4 12%	1 7%	1 5%	3 6%	2 5%	4 10%	4 10%	5 5%	8 10%	4 5%	8 10%	3 4%	9 10%	7 7%	6 8%
Racism	12 7%	11 9%	* 1%	6 8%	6 6%	2 6%	4 9%	2 6%	1 5%	1 8%	1 11%	3 6%	5 11%	1 4%	3 7%	8 9%	4 5%	6 7%	6 8%	6 7%	6 7%	5 5%	7 10%
Discrimination	11 7%	11 9%	- -	4 5%	8 8%	5 14%	1 2%	* -	1 3%	4 23%	1 7%	2 5%	7 15%	* -	2 5%	9 10%	2 3%	4 4%	7 9%	4 5%	7 9%	3 3%	8 12%
Eating disorders	10 6%	10 8%	- -	5 7%	5 5%	3 9%	2 4%	* -	- -	3 18%	2 13%	3 6%	4 9%	* 1%	3 7%	7 8%	3 4%	4 5%	6 7%	3 4%	7 8%	5 5%	5 7%
Infringing someone's privacy	9 5%	5 4%	4 12%	3 5%	6 6%	4 11%	2 5%	- -	2 7%	1 7%	- -	* 1%	3 7%	3 7%	3 7%	3 4%	6 7%	5 5%	4 5%	5 6%	4 5%	2 2%	7 10%
Welfare of children or young people	9 5%	7 5%	2 6%	2 3%	7 7%	1 2%	3 7%	1 2%	3 9%	1 7%	- -	1 3%	2 4%	4 10%	1 4%	3 4%	6 7%	6 7%	3 4%	3 7%	3 3%	6 6%	3 4%
Exorcism/the paranormal	7 4%	7 5%	- -	4 6%	2 2%	2 7%	1 2%	1 3%	- -	1 7%	2 12%	2 5%	4 8%	- -	1 2%	6 7%	1 1%	2 3%	4 5%	2 3%	4 5%	3 3%	3 5%
Inaccurate information	6 3%	5 4%	1 1%	2 3%	4 4%	1 3%	1 2%	- -	2 6%	1 7%	1 7%	1 3%	2 5%	1 4%	1 2%	3 4%	2 3%	2 2%	4 5%	2 2%	4 5%	3 3%	3 5%
Offence of religion	5 3%	5 4%	- -	1 2%	4 4%	1 3%	3 6%	- -	* 1%	1 8%	- -	- -	2 4%	- -	3 8%	2 2%	3 4%	3 4%	2 2%	3 4%	2 2%	2 2%	3 4%
Other	8 5%	3 2%	5 15%	2 7%	7 7%	1 4%	3 6%	1 4%	1 4%	2 9%	1 7%	2 5%	5 12%	1 3%	- -	7 8%	1 1%	4 5%	4 5%	4 5%	4 5%	2 3%	6 9%
None of them	16 9%	14 10%	2 6%	5 7%	11 70%	3 10%	7 15%	5 16%	1 3%	- -	- -	6 13%	3 6%	5 12%	2 6%	9 10%	7 9%	13 15%	3 3%	11 14%	4 5%	11 73%	4 6%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 140  
**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All who have seen something of concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	172	169 98%	3 2%	149 87%	23 13%	171 99%	1 1%	129 75%	16 9%	17 10%	10 6%	9 5%	14 8%	10 6%	16 9%	15 9%	9 5%	9 5%	16 9%	31 18%
Weighted base	168	165 98%	3** 2%**	145 87%	23** 13%**	167 100%	1** ***	142 84%	15** 9%**	9** 5%**	2** 1%**	10** 6%**	15** 9%**	10** 6%**	18** 11%**	15** 9%**	16** 9%**	10** 6%**	18** 11%**	30* 18%**
Effective base	150	147	3	129	21	149	1	120	15	16	10	9	14	10	15	14	9	8	15	30
Bad language	45 27%	45 28% 100%	- - -	41 28% 89%	5 21% 11%	45 27% 100%	- - -	35 24% 76%	7 45% 15%	4 42% 8%	* 11% 1%	1 9% 2%	2 16% 5%	2 20% 4%	4 21% 8%	3 20% 6%	8 52% 18%	3 29% 6%	4 24% 10%	7 24% 16%
Bullying/victimising	36 22%	34 21% 93%	3 79% 7%	33 23% 91%	3 14% 9%	36 22% 100%	- - -	30 21% 82%	3 23% 10%	3 29% 7%	* 20% 1%	2 23% 6%	- - -	5 51% 13%	4 20% 10%	1 6% 2%	4 24% 10%	4 43% 12%	3 15% 8%	7 25% 21%
Sex/sexually explicit content	30 18%	30 18% 100%	- - -	25 17% 83%	5 22% 17%	30 18% 100%	- - -	23 16% 76%	4 27% 14%	2 24% 7%	1 50% 4%	1 11% 4%	3 18% 9%	1 9% 3%	4 24% 15%	1 6% 3%	2 13% 7%	1 9% 3%	3 16% 10%	7 22% 23%
Dangerous behaviour	29 17%	27 16% 91%	3 79% 9%	26 18% 91%	3 12% 9%	29 17% 98%	1 100% 2%	22 15% 75%	5 33% 17%	2 25% 7%	* 10% 1%	2 17% 6%	- - -	3 29% 9%	3 19% 12%	2 13% 7%	5 30% 17%	2 18% 6%	2 11% 7%	3 11% 11%
Violence (in general)	27 16%	26 16% 95%	1 41% 5%	24 16% 89%	3 13% 11%	27 16% 100%	- - -	21 15% 78%	5 32% 18%	1 9% 3%	* 18% 1%	2 17% 6%	2 14% 8%	3 29% 10%	2 13% 8%	3 20% 11%	3 20% 12%	3 31% 12%	2 10% 7%	1 3% 3%
Drugs/drug use	25 15%	25 15% 100%	- - -	23 16% 92%	2 9% 8%	25 15% 100%	- - -	19 14% 79%	4 28% 17%	1 12% 4%	- - -	2 17% 7%	3 18% 11%	1 10% 4%	- - -	2 13% 8%	- - -	5 53% 22%	2 11% 8%	5 16% 19%
Content harmful to self-esteem (e.g. self-abuse)	22 13%	21 13% 94%	1 38% 6%	21 14% 94%	1 6% 6%	22 13% 100%	- - -	17 12% 78%	5 31% 22%	- - -	- - -	1 12% 5%	1 10% 7%	1 11% 5%	4 23% 19%	1 6% 4%	2 13% 9%	- - -	2 12% 10%	4 14% 19%
Pornography	19 11%	19 12% 100%	- - -	14 10% 76%	5 20% 24%	19 11% 100%	- - -	15 11% 80%	3 18% 14%	1 7% 3%	* 20% 2%	2 20% 10%	- - -	- - -	3 15% 14%	1 6% 5%	4 24% 20%	- - -	1 5% 5%	5 17% 27%
Incitement to hatred	19 11%	17 10% 93%	1 41% 7%	17 12% 91%	2 8% 9%	19 11% 100%	- - -	16 11% 86%	2 12% 10%	1 9% 4%	- - -	- - -	3 18% 14%	1 10% 5%	1 7% 7%	1 6% 5%	2 14% 12%	3 26% 14%	3 19% 19%	2 6% 10%
Trolling/on-line harassment	18 11%	17 10% 93%	1 38% 7%	17 12% 95%	1 4% 5%	18 11% 100%	- - -	15 11% 83%	2 16% 13%	1 8% 4%	- - -	2 21% 11%	3 17% 14%	- - -	- - -	1 6% 5%	2 12% 10%	3 29% 16%	2 9% 9%	3 11% 19%
Suicide	18 11%	18 11% 100%	- - -	16 11% 88%	2 9% 12%	18 11% 100%	- - -	13 9% 74%	3 19% 16%	2 16% 9%	* 13% 2%	- - -	1 5% 4%	2 21% 11%	1 7% 7%	3 21% 18%	2 13% 12%	3 29% 16%	1 5% 5%	- - -
Nakedness/naked bodies/body parts	17 10%	17 10% 100%	- - -	15 11% 93%	1 5% 7%	17 10% 100%	- - -	12 9% 75%	3 18% 16%	1 7% 4%	1 40% 5%	2 20% 12%	- - -	- - -	2 14% 15%	2 13% 12%	- - -	1 11% 7%	1 6% 7%	4 13% 23%
Incitement to crime	15 9%	15 9% 100%	- - -	14 10% 94%	1 4% 6%	15 9% 100%	- - -	12 8% 78%	3 18% 18%	* 3% 2%	* 12% 2%	- - -	- - -	1 10% 6%	- - -	1 6% 6%	2 14% 15%	2 18% 12%	3 14% 17%	3 11% 22%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 140

**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	168	165 98%	3** 2%**	145 87%	23** 13%**	167 100%	1** ***	142 84%	15** 9%**	9** 5%**	2** 1%**	10** 6%**	15** 9%**	10** 6%**	18** 11%**	15** 9%**	16** 9%**	10** 6%**	18** 11%**	30* 18%*
Illegal child sexual abuse material	15 9%	15 9%	-	14 9%	1 5%	15 9%	-	10 7%	4 25%	1 6%	1 32%	2 17%	1 10%	2 20%	-	2 13%	-	2 18%	1 5%	-
		100%	-	92%	8%	100%	-	67%	25%	4%	5%	12%	10%	13%	-	13%	-	12%	6%	-
Misleading advertising	13 8%	13 8%	-	11 7%	2 10%	13 8%	-	10 7%	2 12%	1 9%	-	1 11%	2 15%	-	1 8%	1 6%	-	3 25%	1 6%	1 4%
		100%	-	83%	17%	100%	-	80%	14%	6%	-	8%	18%	-	11%	7%	-	20%	9%	8%
Defamation/smeared of others	13 7%	13 8%	-	12 8%	1 4%	13 8%	-	9 6%	3 19%	1 6%	-	-	1 6%	1 10%	-	-	5 34%	-	1 5%	1 3%
		100%	-	93%	7%	100%	-	73%	23%	4%	-	-	8%	8%	-	-	43%	-	7%	7%
Accuracy of medical/health claims	12 7%	12 8%	-	12 9%	-	12 7%	-	9 6%	3 21%	* 4%	-	-	1 10%	-	1 5%	3 21%	-	-	1 8%	2 6%
		100%	-	100%	-	100%	-	71%	26%	3%	-	-	12%	-	8%	26%	-	-	11%	14%
Racism	12 7%	12 7%	-	10 7%	2 8%	12 7%	-	9 6%	2 12%	1 10%	* 8%	-	1 10%	2 22%	-	2 13%	2 11%	-	1 5%	1 3%
		100%	-	85%	15%	100%	-	76%	15%	7%	2%	-	12%	18%	-	17%	14%	-	8%	7%
Discrimination	11 7%	9 5%	3 79%	10 7%	1 4%	11 7%	-	7 5%	4 29%	-	* 10%	-	-	1 10%	3 15%	1 6%	-	-	1 5%	1 4%
		77%	23%	92%	8%	100%	-	59%	39%	-	2%	-	-	8%	23%	8%	-	-	8%	11%
Eating disorders	10 6%	10 6%	-	10 7%	-	10 6%	-	8 6%	2 12%	-	* 10%	2 17%	-	-	1 13%	1 6%	-	1 11%	2 10%	1 4%
		100%	-	100%	-	100%	-	80%	18%	-	2%	17%	-	-	13%	9%	-	11%	18%	11%
Infringing someone's privacy	9 5%	9 5%	-	9 6%	-	9 5%	-	7 5%	2 12%	* 3%	-	-	-	1 11%	-	-	4 45%	2 20%	-	-
		100%	-	100%	-	100%	-	77%	20%	3%	-	-	-	11%	-	-	45%	20%	-	-
Welfare of children or young people	9 5%	8 5%	1 21%	8 6%	1 3%	9 5%	-	6 4%	2 12%	1 8%	-	-	-	-	-	1 6%	4 24%	-	1 5%	1 2%
		92%	8%	92%	8%	100%	-	71%	20%	8%	-	-	-	-	-	10%	43%	-	10%	8%
Exorcism/the paranormal	7 4%	7 4%	-	6 4%	1 4%	7 4%	-	5 3%	2 12%	-	-	-	-	-	1 4%	1 6%	-	-	2 14%	1 2%
		100%	-	86%	14%	100%	-	73%	27%	-	-	-	-	-	12%	14%	-	-	38%	9%
Inaccurate information	6 3%	6 4%	-	5 3%	1 4%	6 3%	-	3 2%	2 12%	* 3%	* 22%	-	1 10%	-	-	1 6%	-	-	1 5%	-
		100%	-	84%	16%	100%	-	57%	30%	5%	8%	-	25%	-	-	16%	-	-	16%	-
Offence of religion	5 3%	5 3%	-	5 3%	-	5 3%	-	3 2%	2 12%	-	1 30%	-	-	-	-	1 6%	2 11%	-	-	-
		100%	-	100%	-	100%	-	52%	35%	-	13%	-	-	-	-	18%	34%	-	-	-
Other	8 5%	8 5%	-	7 5%	2 7%	8 5%	-	5 3%	3 21%	1 7%	-	-	1 7%	-	-	-	-	-	3 14%	1 4%
		100%	-	81%	19%	100%	-	56%	37%	7%	-	-	11%	-	-	-	-	-	30%	14%
None of them	16 9%	16 10%	-	16 11%	-	16 9%	-	15 10%	* 3%	* 5%	* 8%	2 18%	2 14%	-	-	5 32%	2 13%	-	1 6%	3 10%
		100%	-	100%	-	100%	-	93%	3%	3%	1%	11%	13%	-	-	31%	14%	-	6%	18%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 140

**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	172	42	130	86	70	29	29	126	123	44	120	158	14
		24%	76%	50%	41%	17%	17%	73%	72%	26%	70%	92%	8%
Weighted base	168	40*	128	81*	71*	27**	30**	121	118	44*	115	154	14**
		24%*	76%	48%*	42%*	16%**	18%**	72%	70%	26%*	69%	92%	8%**
Effective base	150	34	116	74	61	25	27	108	108	37	105	137	12
Bad language	45	10	36	27	21	6	10	32	35	10	33	45	-
	27%	24%	28%	33%	29%	21%	33%	27%	30%	23%	29%	30%	-
		21%	79%	60%	46%	13%	22%	71%	78%	22%	73%	100%	-
Bullying/victimising	36	11	26	14	18	9	9	25	27	8	26	32	5
	22%	27%	20%	17%	26%	33%	28%	21%	22%	18%	22%	21%	34%
		29%	71%	39%	51%	25%	23%	69%	73%	21%	70%	87%	13%
Sex/sexually explicit content	30	5	25	14	17	5	5	20	18	11	18	27	3
	18%	13%	19%	17%	23%	18%	17%	17%	15%	25%	15%	17%	21%
		17%	83%	47%	56%	17%	17%	68%	59%	37%	59%	90%	10%
Dangerous behaviour	29	6	23	13	16	4	7	18	21	7	20	24	5
	17%	15%	18%	16%	23%	16%	24%	15%	18%	15%	18%	16%	35%
		21%	79%	46%	55%	15%	24%	62%	73%	23%	70%	83%	17%
Violence (in general)	27	4	23	9	16	3	7	15	16	8	16	21	6
	16%	11%	18%	11%	22%	11%	22%	13%	13%	17%	14%	13%	45%
		16%	84%	32%	58%	11%	24%	57%	59%	29%	59%	77%	23%
Drugs/drug use	25	5	20	13	15	3	9	14	19	5	18	23	2
	15%	12%	16%	16%	21%	9%	29%	12%	16%	12%	16%	15%	12%
		20%	80%	52%	59%	10%	36%	57%	78%	22%	74%	93%	7%
Content harmful to self-esteem (e.g. self-abuse)	22	6	17	10	18	3	7	14	12	9	12	18	4
	13%	14%	13%	13%	25%	11%	23%	12%	10%	20%	11%	12%	27%
		25%	75%	46%	82%g	14%	32%	63%	56%	39%	56%	83%	17%
Pornography	19	4	15	11	9	3	5	12	12	7	11	18	1
	11%	10%	12%	14%	13%	11%	15%	10%	10%	15%	10%	11%	10%
		22%	78%	59%	49%	16%	24%	66%	65%	35%	59%	93%	7%
Incitement to hatred	19	4	15	7	9	3	3	12	12	5	12	16	2
	11%	10%	11%	8%	12%	9%	10%	10%	10%	11%	10%	11%	15%
		22%	78%	36%	47%	14%	17%	65%	62%	26%	62%	88%	12%
Trolling/on-line harassment	18	4	15	6	10	4	3	14	13	6	13	17	1
	11%	9%	11%	7%	14%	16%	11%	11%	11%	13%	11%	11%	9%
		20%	80%	30%	54%	24%	18%	76%	69%	31%	69%	93%	7%
Suicide	18	4	14	10	10	2	4	12	10	7	10	17	1
	11%	9%	11%	12%	14%	7%	12%	10%	9%	15%	9%	11%	8%
		20%	80%	53%	54%	11%	21%	65%	57%	37%	57%	94%	6%
Nakedness/naked bodies/body parts	17	2	15	6	8	2	4	11	13	2	13	15	1
	10%	4%	12%	8%	11%	9%	14%	9%	11%	5%	11%	10%	9%
		9%	91%	38%	48%	15%	25%	66%	78%	15%	78%	93%	7%
Incitement to crime	15	3	12	5	8	3	3	11	12	3	12	15	-
	9%	7%	9%	6%	12%	9%	10%	9%	10%	8%	10%	10%	-
		20%	80%	35%	56%	17%	21%	72%	77%	23%	77%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 140

Absolutes/col percents/row percents 19 Apr 2018

**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	168	40* 24%*	128 76%	81* 48%*	71* 42%*	27** 16%**	30** 18%**	121 72%	118 70%	44* 26%*	115 69%	154 92%	14** 8%**
Illegal child sexual abuse material	15 9%	4 9%	11 9%	6 7%	8 11%	3 10%	4 12%	10 8%	10 8%	5 11%	10 8%	13 9%	2 12%
Misleading advertising	13 8%	4 11%	9 7%	4 5%	9 13%	2 6%	5 18%	6 5%	9 8%	3 7%	9 8%	11 7%	2 16%
Defamation/smeared of others	13 7%	3 6%	10 8%	5 6%	8 11%	2 6%	1 4%	11 9%	9 8%	4 8%	8 7%	13 8%	-
Accuracy of medical/ health claims	12 7%	2 5%	10 8%	8 9%	5 8%	1 3%	1 4%	9 8%	10 9%	2 5%	10 9%	12 8%	-
Racism	12 7%	3 9%	8 7%	7 9%	7 10%	3 10%	3 11%	6 5%	9 7%	3 7%	9 7%	12 8%	-
Discrimination	11 7%	4 10%	7 6%	5 6%	7 10%	2 8%	2 8%	8 6%	6 5%	3 8%	6 8%	9 6%	3 18%
Eating disorders	10 6%	4 11%	6 4%	2 3%	9 13%	2 8%	5 16%	5 4%	7 6%	3 7%	7 6%	8 5%	2 12%
Infringing someone's privacy	9 5%	1 3%	8 6%	2 2%	4 5%	1 4%	1 4%	8 6%	6 5%	2 6%	6 6%	9 6%	-
Welfare of children or young people	9 5%	3 7%	6 5%	5 6%	8 12%	1 3%	2 6%	7 5%	6 5%	3 7%	5 4%	8 5%	1 5%
Exorcism/the paranormal	7 4%	1 3%	5 4%	2 2%	4 5%	1 3%	1 4%	5 5%	6 5%	1 2%	6 5%	7 4%	-
Inaccurate information	6 3%	2 4%	4 3%	3 4%	5 7%	1 3%	1 4%	5 4%	3 3%	3 6%	3 3%	6 4%	-
Offence of religion	5 3%	3 8%	2 1%	2 3%	3 4%	3 10%	1 4%	4 3%	5 4%	* *	5 4%	5 3%	-
Other	8 5%	- -	8 7%	1 1%	3 4%	2 8%	1 3%	5 4%	4 3%	3 8%	4 3%	7 5%	1 8%
None of them	16 9%	6 14%	10 8%	9 11%	5 7%	2 7%	3 10%	13 10%	15 12%	1 2%	15 13%	16 10%	-
		36%	64%	59%	30%	11%	20%	80%	94%	6%	94%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 140

**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	172	131 76%	120 70%	93 54%	86 50%	78 45%	43 25%	55 32%	22 13%	158 92%	88 51%	108 63%	66 38%	132 77%	40 23%
	168	126 75%	115 69%	90* 53%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	39* 23%*
	150	112	105	82	75	68	37	48	21	137	79	96	59	118	32
	45	39	33	29	28	21	15	17	7	45	33	36	25	42	3
	27%	31% 87%	29% 73%	32% 64%	36% 61%	28% 47%	38% 33%	31% 37%	31% 14%	30% 100%	38% 72% <b>z</b>	36% 80% <b>z</b>	40% 55% <b>z</b>	33% 93% <b>z</b>	8% 7%
	36	27	26	18	21	14	10	14	5	32	19	23	14	30	7
	22%	21% 74%	22% 70%	20% 49%	26% 56%	19% 38%	25% 27%	25% 38%	22% 13%	21% 87%	23% 53%	22% 63%	22% 38%	23% 82%	17% 18%
	30	21	18	13	12	10	10	9	2	27	18	20	7	25	5
	18%	17% 71%	15% 59%	14% 42%	15% 40%	14% 35%	24% 32%	16% 29%	8% 6%	17% 90%	21% 60%	20% 68%	11% 24%	19% 83%	13% 17%
	29	20	20	14	15	13	9	11	3	24	17	17	12	25	4
	17%	16% 67%	18% 70%	16% 49%	20% 53%	17% 43%	23% 31%	20% 38%	12% 9%	16% 83%	20% 59%	16% 57%	19% 41%	19% 85%	11% 15%
	27	17	16	11	12	9	9	9	2	21	14	16	11	20	7
	16%	14% 65%	14% 59%	12% 41%	15% 44%	12% 32%	24% 35%	16% 33%	8% 7%	13% 77%	16% 52%	15% 59%	18% 41%	16% 75%	17% 25%
	25	19	18	11	14	12	6	6	3	23	16	16	14	22	2
	15%	15% 79%	16% 74%	13% 46%	19% 58%	16% 48%	14% 23%	12% 26%	13% 11%	15% 93%	18% 63%	15% 63%	23% 57% <b>z</b>	17% 91%	6% 9%
	22	15	12	12	11	6	7	8	3	18	15	14	5	20	2
	13%	12% 69%	11% 56%	13% 53%	15% 52%	8% 27%	19% 34%	15% 38%	15% 15%	12% 83%	18% 69%	14% 64%	8% 21%	16% 92%	5% 8%
	19	17	11	10	13	7	7	5	4	18	11	17	8	17	2
	11%	13% 88%	10% 59%	12% 55%	17% 69%	10% 38%	18% 37%	8% 24%	17% 19%	11% 93%	12% 56%	16% 88%	13% 44%	13% 91%	4% 9%
	19	16	12	7	7	9	3	7	2	16	6	8	5	12	7
	11%	13% 86%	10% 62%	8% 38%	9% 38%	12% 49%	9% 19%	14% 40%	8% 9%	11% 88%	7% 34%	8% 42%	8% 28%	9% 64%	17% 36%
	18	15	13	11	10	10	7	6	4	17	12	7	4	14	4
	11%	12% 82%	11% 69%	12% 58%	13% 53%	12% 55%	17% 37%	12% 35%	17% 20%	11% 93%	14% 63%	7% 37%	7% 24%	11% 77%	11% 23%
	18	13	10	6	9	5	7	6	1	17	8	10	6	13	5
	11%	11% 74%	9% 57%	7% 33%	12% 50%	6% 25%	18% 39%	11% 33%	4% 5%	11% 94%	9% 43%	9% 53%	10% 35%	10% 73%	12% 27%
	17	12	13	6	12	5	6	5	3	15	12	12	7	14	2
	10%	10% 73%	11% 78%	6% 34%	15% 71%	6% 28%	15% 36%	10% 33%	14% 19%	10% 93%	14% 73%	12% 71%	11% 42%	11% 87%	5% 13%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 140

**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	168	126 75%	115 69%	90* 53%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	39* 23%*
Incitement to crime	15	14	12	6	9	8	3	7	2	15	5	8	7	10	5
	9%	11% 94%	10% 77%	7% 40%	11% 57%	11% 54%	7% 19%	13% 47%	9% 13%	10% 100%	6% 35%	8% 52%	11% 47%	8% 69%	12% 31%
Illegal child sexual abuse material	15	12	10	6	8	6	4	4	1	13	7	10	8	14	1
	9%	10% 82%	8% 66%	7% 41%	10% 51%	8% 41%	11% 29%	8% 30%	5% 8%	9% 88%	9% 50%	10% 66%	13% 56%	11% 93%	3% 7%
Misleading advertising	13	9	9	5	7	7	3	4	2	11	11	7	4	11	2
	8%	7% 71%	8% 69%	6% 42%	9% 54%	9% 54%	9% 27%	8% 32%	9% 15%	7% 83%	12% 82%	7% 57%	7% 34%	9% 87%	4% 13%
Defamation/smearing of others	13	12	8	7	7	10	6	10	-	13	7	9	4	10	2
	7%	9% 92%	7% 63%	8% 59%	9% 56%	13% 76%	15% 48%	19% 81% <b>nu</b>	- -	8% 100%	8% 55%	9% 69%	7% 34%	8% 83%	6% 17%
Accuracy of medical/ health claims	12	12	10	9	7	9	3	5	3	12	5	9	6	11	1
	7%	10% 100%	9% 83%	10% 69%	9% 55%	12% 70%	7% 24%	10% 43%	15% 26%	8% 100%	6% 42%	9% 75%	9% 47%	9% 92%	3% 8%
Racism	12	9	9	7	4	5	4	8	2	12	8	6	5	9	2
	7%	7% 78%	7% 72%	8% 62%	5% 35%	7% 46%	10% 34%	14% 65%	8% 15%	8% 100%	9% 64%	6% 54%	9% 46%	7% 80%	6% 20%
Discrimination	11	7	6	3	7	5	3	4	1	9	7	6	5	8	3
	7%	6% 64%	6% 58%	3% 26%	9% 66%	7% 48%	8% 30%	7% 36%	4% 8%	6% 77%	8% 58%	6% 56%	7% 41%	6% 73%	8% 27%
Eating disorders	10	7	7	2	5	3	3	5	2	8	6	9	3	10	*
	6%	6% 74%	6% 70%	2% 20%	6% 51%	4% 30%	8% 33%	9% 51%	9% 20%	5% 83%	7% 64%	9% 91%	4% 27%	8% 98%	1% 2%
Infringing someone's privacy	9	9	6	4	5	6	3	6	-	9	3	4	3	7	2
	5%	7% 100%	6% 72%	4% 43%	6% 55%	8% 64%	7% 33%	11% 65%	- -	6% 100%	4% 36%	4% 47%	4% 28%	5% 75%	6% 25%
Welfare of children or young people	9	6	5	4	6	2	4	3	1	8	3	4	3	7	2
	5%	5% 73%	4% 58%	4% 40%	7% 63%	3% 27%	11% 51%	6% 35%	4% 10%	5% 92%	4% 35%	4% 50%	5% 32%	5% 76%	5% 24%
Exorcism/the paranormal	7	7	6	4	7	5	3	5	1	7	4	6	5	7	-
	4%	5% 100%	5% 86%	4% 56%	8% 100%	7% 84%	9% 52%	9% 77%	4% 14%	4% 100%	4% 54%	6% 89%	9% 84%	5% 100%	- -
Inaccurate information	6	6	3	3	4	4	4	4	1	6	4	3	3	6	*
	3%	5% 100%	3% 54%	3% 46%	5% 71%	6% 73%	9% 64%	8% 76%	5% 20%	4% 100%	4% 64%	3% 59%	4% 47%	4% 96%	1% 4%
Offence of religion	5	5	5	3	3	2	2	5	4	5	5	4	4	5	-
	3%	4% 100%	4% 96%	3% 53%	4% 62%	3% 40%	6% 48%	9% 96%	5% 23%	3% 100%	5% 78%	4% 86%	6% 74%	4% 100%	- -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 140  
**QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All who have seen something of concern on an ODO service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	168	126 75%	115 69%	90* 53%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	39* 23%*
Other	8	3	4	2	3	2	2	3	2	7	4	6	3	6	3
	5%	2% 35%	3% 46%	3% 27%	4% 33%	3% 26%	4% 19%	6% 38%	8% 19%	5% 87%	5% 47%	6% 68%	5% 35%	4% 68%	7% 32%
None of them	16	14	15	9	6	6	3	5	1	16	1	6	3	8	8
	9%	11% 88%	13% 94%	10% 56%	8% 38%	9% 41%	9% 22%	9% 31%	4% 6%	10% 100%	1% 6%	6% 38%	5% 18%	6% 51%	20% 49%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 141

**QL6: SUMMARY - Thinking about each of the things you've seen that caused you concern, please can you say what device or devices you were watching at the time?**  
**Please select as many as apply for each. SINGLE CODE**

**Base: All who have seen something of concern on an ODO service**

	Accurac y of medical /health claims	Bad languag e	Bullyin g/ victim sing	Content harmful to self- esteem (e.g. self- abuse)	Dangero us behavio ur	Defamat ion/ smearin g of others	Discrim ination (e.g. based on age, gender, disabil ity, religio us/non- religio us beliefs etc.)	Drugs/ drug use	Eating disorde rs	Exorcis m/the paranor mal	Illegal child sexual abuse material	Inaccur ate infor mation	Incitem ent to crime	Incitem ent to hatred	Infring ing someo ne's privacy	Mislead ing advert ising	Nakedne ss/ naked bodies/ body parts	Offence of religio n	Pornogr aphy	Racism	Sex/ sexuall y explic it content	Suicide	Trollin g/on- line harassm ent (please think about video content itself rather than any comment s made on it)	Violenc e (in general )
Unweighted base	28	61	48	27	36	21	16	31	17	11	19	17	18	21	16	19	26	11	27	25	48	24	25	34
Weighted base	27	60	44	30	37	23	18	32	17	12	17	13	18	22	18	17	22	10	24	23	42	23	26	33
Effective base	23	55	39	24	31	18	14	28	15	10	15	14	15	18	13	17	22	8	22	22	39	20	22	29
TV service from ...	18 65%	32 54%	18 41%	18 58%	13 35%	7 31%	11 60%	16 49%	9 54%	5 37%	9 55%	3 23%	12 66%	9 42%	5 30%	8 45%	12 56%	6 58%	10 39%	8 35%	23 55%	10 43%	7 28%	16 49%
Blu-ray player connected to a TV	* 1%	4 6%	3 8%	1 4%	1 2%	1 4%	- -	- -	1 7%	- -	- -	- -	- -	- -	- -	1 6%	* 1%	- -	- -	- -	- -	- -	- -	- -
Digital Media Player (i.e. Now TV/ Apple TV/ Roku player or stick/ Chromecast/ Amazon Fire TV player or stick) connected to a TV	4 14%	10 17%	6 15%	6 20%	6 18%	3 11%	3 15%	10 30%	4 25%	5 44%	2 14%	3 24%	3 19%	4 16%	2 14%	2 12%	4 18%	2 20%	3 14%	3 15%	7 16%	1 4%	2 9%	4 12%
Games console (i.e. Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) connected to a TV	1 5%	11 18%	5 12%	2 6%	3 9%	3 13%	1 6%	5 17%	2 13%	3 25%	* 1%	1 10%	1 5%	1 5%	1 4%	2 12%	2 11%	1 10%	3 12%	4 16%	5 11%	2 9%	1 3%	2 5%
Desktop/ Laptop computer connected to a TV	7 26%	12 20%	9 22%	10 33%	7 20%	10 43%	8 45%	8 26%	5 29%	4 34%	3 20%	3 26%	5 25%	8 34%	5 29%	6 34%	5 22%	3 36%	7 27%	7 29%	11 25%	7 31%	5 18%	10 31%
Tablet computer connected to a TV	4 16%	10 16%	6 13%	5 17%	6 16%	3 11%	3 17%	7 22%	1 7%	1 7%	3 17%	2 12%	4 24%	6 26%	3 15%	3 18%	3 12%	4 40%	7 30%	4 16%	5 12%	6 26%	8 31%	7 23%
Smartphone connected to a TV	2 7%	6 10%	6 14%	5 18%	10 27%	6 24%	3 15%	6 18%	1 5%	2 13%	1 8%	3 21%	7 37%	7 33%	6 34%	5 27%	3 12%	3 28%	5 21%	2 9%	7 16%	4 19%	6 25%	7 22%
Don't recall where I viewed	3 12%	6 9%	3 8%	- -	8 22%	7 28%	- -	4 12%	2 10%	- -	3 16%	2 16%	- -	1 3%	4 24%	1 5%	2 9%	* 2%	2 7%	2 10%	3 8%	4 17%	9 35%	5 14%

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 141

**QL6: SUMMARY - Thinking about each of the things you've seen that caused you concern, please can you say what device or devices you were watching at the time?**  
**Please select as many as apply for each. SINGLE CODE**

**Base: All who have seen something of concern on an ODO service**

	Welfare of children or young people	Other
Unweighted base	18	13
Weighted base	20	13
Effective base	15	12
TV service from ...	11 57%	2 18%
Blu-ray player connected to a TV	- -	- -
Digital Media Player (i.e. Now TV/ Apple TV/ Roku player or stick/ Chromecast/ Amazon Fire TV player or stick) connected to a TV	2 11%	2 16%
Games console (i.e. Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) connected to a TV	- -	- -
Desktop/ Laptop computer connected to a TV	3 16%	6 44%
Tablet computer connected to a TV	2 11%	2 12%
Smartphone connected to a TV	4 22%	4 28%
Don't recall where I viewed	3 16%	2 18%

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 142

**QL7: And how have you generally reacted when you have seen something that caused you concern?****IF NECESSARY in other words, what have you done?****MULTI CODE****Base: All who have seen something of concern on an ODO service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	172	138 80%	34 20%	74 43%	98 57%	33 19%	45 26%	34 20%	30 17%	16 9%	14 8%	51 30%	47 27%	37 22%	37 22%	98 57%	74 43%	88 51%	84 49%	80 47%	92 53%	116 67%	56 33%
Weighted base	168	132 78%	36* 22%**	71* 42%**	97* 58%**	33** 20%**	47* 28%**	28* 16%**	31** 19%**	16** 10%**	13** 8%**	45* 27%**	45* 27%**	39* 24%**	39* 23%**	90* 53%**	78* 47%**	88* 52%**	80* 48%**	81* 48%**	87* 52%**	99 59%	68* 41%**
Effective base	150	121	29	64	86	30	39	30	26	14	12	47	42	31	32	89	63	77	72	71	79	105	50
Stopped viewing	78 46%	59 45%	18 51%	32 45%	45 47%	12 37%	16 35%	15 56%	19 62%	8 48%	7 51%	20 45%	20 45%	22 55%	16 40%	40 45%	37 48%	43 50%	34 43%	41 50%	37 43%	45 45%	33 48%
		76%	24%	41%	59%	15%	21%	20%	25%	10%	8%	26%	26%	28%	20%	52%	48%	56%	44%	52%	48%	58%	42%
Told another family member	38 23%	35 26%	3 8%	14 20%	24 24%	8 24%	8 18%	3 10%	4 14%	6 40%	8 61%	12 28%	11 25%	8 21%	6 15%	24 27%	14 18%	19 22%	19 23%	18 22%	20 23%	17 17%	21 30%
		92%	8%	37%	63%	21%	22%	7%	12%	17%	21%	33%	30%	22%	15%	63%	37%	51%	49%	47%	53%	46%	54%
Told your friends	37 22%	30 23%	7 20%	9 13%	28 29%	11 33%	10 21%	5 17%	5 16%	3 20%	3 24%	7 17%	14 31%	8 20%	7 19%	22 24%	15 20%	17 20%	20 24%	16 20%	21 24%	24 24%	13 19%
		80%	20%	24%	76% <b>a</b>	30%	27%	13%	9%	8%		20%	38%	22%	20%	58%	42%	47%	53%	44%	56%	64%	36%
Told someone else	31 18%	20 15%	10 29%	12 17%	19 19%	7 21%	10 21%	4 14%	5 16%	2 13%	3 22%	10 23%	10 23%	4 11%	6 16%	20 23%	11 13%	23 26%	8 10%	22 27%	9 10%	18 18%	13 18%
		66%	34%	39%	61%	22%	33%	13%	16%	7%	9%	33%	33%	14%	20%	66%	34%	74% <b>p</b>	26%	71% <b>r</b>	29%	59%	41%
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust/ATVOD)	16 9%	11 8%	5 13%	8 11%	8 8%	1 2%	7 14%	- -	5 16%	2 15%	1 10%	8 17%	3 6%	3 7%	3 7%	10 11%	5 7%	8 9%	8 10%	8 10%	8 9%	12 12%	4 6%
		69%	31%	48%	52%	4%	41% <b>e</b>	-	32%	15%	8%	48%	17%	17%	17%	65%	35%	50%	50%	50%	50%	74%	26%
Told your parents	12 7%	9 7%	3 7%	6 9%	5 6%	7 22%	- -	2 6%	3 9%	- -	- -	3 7%	4 9%	3 8%	1 4%	7 8%	4 6%	6 6%	6 8%	6 7%	6 7%	5 47%	6 53%
		78%	22%	54%	46%	62%	-	15%	23%	-	-	28%	34%	26%	12%	62%	38%	48%	52%	48%	52%	47%	
Other (please type in)	10 6%	5 4%	5 14%	5 7%	5 6%	1 4%	5 11%	1 2%	1 4%	1 4%	1 6%	2 5%	5 11%	- -	3 7%	7 8%	3 4%	1 9%	9 12%	1 1%	9 11%	5 45%	6 8%
		49%	51%	48%	52%	13%	51%	7%	14%	6%	10%	24%	48%	-	28%	72%	28%	9%	91% <b>o</b>	9%	91% <b>q</b>	45%	55%
Net: Any action	142 85%	112 85%	30 83%	59 83%	83 86%	28 86%	36 77%	21 76%	30 96%	15 94%	11 87%	40 90%	42 92%	29 74%	31 80%	82 91%	60 77%	76 87%	66 82%	70 86%	72 83%	84 85%	58 84%
		79%	21%	42%	58%	20%	26%	15%	21%	11%	8%	28%	29% <b>k</b>	21%	22%	57% <b>n</b>	43%	54%	46%	49%	51%	59%	41%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 142

**QL7: And how have you generally reacted when you have seen something that caused you concern?**

**IF NECESSARY in other words, what have you done?**

**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	172	169 98%	3 2%	149 87%	23 13%	171 99%	1 1%	129 75%	16 9%	17 10%	10 6%	9 5%	14 8%	10 6%	16 9%	15 9%	9 5%	9 5%	16 9%	31 18%
Weighted base	168	165 98%	3** 2%**	145 87%	23** 13%**	167 100%	1** ***	142 84%	15** 9%**	9** 5%**	2** 1%**	10** 6%**	15** 9%**	10** 6%**	18** 11%**	15** 9%**	16** 9%**	10** 6%**	18** 11%**	30* 18%**
Effective base	150	147	3	129	21	149	1	120	15	16	10	9	14	10	15	14	9	8	15	30
Stopped viewing	78 46%	76 46% 98%	1 41% 2%	69 47% 89%	9 39% 11%	77 46% 99%	1 100% 1%	66 46% 85%	7 49% 10%	3 39% 4%	1 47% 1%	3 30% 4%	11 74% 14%	5 51% 6%	8 43% 10%	3 20% 4%	9 54% 11%	3 30% 4%	8 42% 10%	17 56% 22%
Told another family member	38 23%	37 22% 97%	1 38% 3%	35 24% 93%	2 11% 7%	38 23% 100%	- - -	33 23% 87%	4 24% 9%	1 6% 1%	1 32% 2%	4 37% 10%	6 43% 17%	3 31% 8%	2 14% 7%	6 39% 16%	- - -	3 25% 7%	4 21% 10%	5 18% 14%
Told your friends	37 22%	34 21% 93%	3 79% 7%	31 22% 85%	6 24% 15%	37 22% 100%	- - -	30 21% 80%	5 33% 13%	2 22% 5%	* 18% 1%	1 10% 3%	2 15% 6%	3 30% 8%	7 37% 18%	1 6% 2%	1 8% 3%	6 63% 17%	1 5% 3%	7 25% 20%
Told someone else	31 18%	31 19% 100%	- - -	27 18% 86%	4 19% 14%	31 18% 100%	- - -	25 18% 82%	4 27% 13%	1 9% 3%	1 29% 2%	3 32% 10%	- - -	- - -	1 5% 3%	2 12% 6%	2 11% 6%	6 59% 20%	5 28% 16%	7 22% 22%
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust/ATVOD)	16 9%	16 10% 100%	- - -	16 11% 100%	- - -	16 9% 100%	- - -	11 8% 68%	4 28% 27%	1 7% 4%	* 8% 1%	- - -	1 7% 6%	2 18% 11%	- - -	1 7% 7%	2 11% 11%	1 11% 7%	1 8% 9%	3 9% 17%
Told your parents	12 7%	10 6% 88%	1 41% 12%	10 7% 90%	1 5% 10%	12 7% 100%	- - -	11 7% 91%	1 5% 7%	- - -	* 12% 2%	- - -	1 8% 10%	- - -	2 12% 19%	1 7% 9%	- - -	2 18% 16%	2 9% 14%	3 9% 24%
Other (please type in)	10 6%	10 6% 93%	1 21% 7%	8 5% 74%	3 12% 26%	10 6% 100%	- - -	8 6% 80%	1 7% 11%	1 10% 9%	- - -	- - -	- - -	1 10% 9%	2 13% 23%	1 7% 10%	2 14% 21%	- - -	1 6% 10%	1 2% 7%
Net: Any action	142 85%	139 84% 98%	3 100% 2%	125 86% 88%	17 77% 12%	141 85% 100%	1 100% *	121 86% 85%	12 82% 9%	7 78% 5%	2 69% 1%	8 77% 5%	13 86% 9%	10 100% 7%	14 81% 10%	10 67% 7%	14 87% 10%	8 74% 5%	17 94% 12%	28 93% 20%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 142

**QL7: And how have you generally reacted when you have seen something that caused you concern?**

**IF NECESSARY In other words, what have you done?**

**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	172	42	130	86	70	29	29	126	123	44	120	158	14
		24%	76%	50%	41%	17%	17%	73%	72%	26%	70%	92%	8%
Weighted base	168	40*	128	81*	71*	27**	30**	121	118	44*	115	154	14**
		24%*	76%	48%*	42%*	16%**	18%**	72%	70%	26%*	69%	92%	8%**
Effective base	150	34	116	74	61	25	27	108	108	37	105	137	12
Stopped viewing	78	13	65	34	40	14	13	56	54	20	52	73	5
	46%	32%	51%	42%	57%	51%	43%	46%	46%	46%	45%	47%	37%
		17%	83%	44%	52%	18%	17%	72%	70%	26%	67%	93%	7%
Told another family member	38	13	24	17	22	7	7	29	28	9	28	34	4
	23%	33%	19%	22%	30%	26%	24%	24%	24%	21%	25%	22%	29%
		35%	65%	46%	57%	19%	19%	78%	75%	25%	75%	89%	11%
Told your friends	37	8	29	18	16	8	6	27	20	14	20	33	4
	22%	19%	23%	22%	23%	31%	21%	22%	17%	33%	18%	22%	27%
		21%	79%	48%	44%	23%	17%	72%	55%	39%	55%	90%	10%
Told someone else	31	4	27	16	12	10	5	22	24	7	24	31	-
	18%	10%	21%	19%	16%	35%	16%	18%	20%	16%	21%	20%	-
		13%	87%	51%	38%	31%	16%	72%	77%	23%	77%	100%	-
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust(ATVOD))	16	5	10	11	9	5	1	15	14	1	14	16	-
	9%	13%	8%	13%	12%	17%	4%	12%	12%	3%	13%	10%	-
		34%	66%	69%	54%	30%	7%	93%	92%	8%	92%	100%	-
Told your parents	12	1	10	8	1	2	-	8	9	1	9	10	1
	7%	3%	8%	9%	1%	6%	-	7%	8%	3%	8%	7%	10%
		12%	88%	66%	9%	14%	-	70%	79%	10%	79%	88%	12%
Other (please type in)	10	2	8	4	4	-	2	5	3	5	2	8	3
	6%	6%	6%	5%	5%	-	6%	5%	2%	12%	2%	5%	20%
		23%	77%	39%	35%	-	17%	53%	27%	53% <sup>h,j</sup>	20%	73%	27%
Net: Any action	142	32	110	69	64	25	23	102	99	38	96	131	11
	85%	81%	86%	85%	90%	93%	76%	85%	83%	86%	83%	85%	80%
		23%	77%	48%	45%	18%	16%	72%	69%	27%	67%	92%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 142

**QL7: And how have you generally reacted when you have seen something that caused you concern?**

**IF NECESSARY in other words, what have you done?**

**MULTI CODE**

**Base: All who have seen something of concern on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	172	131 76%	120 70%	93 54%	86 50%	78 45%	43 25%	55 32%	22 13%	158 92%	88 51%	108 63%	66 38%	132 77%	40 23%
Weighted base	168	126 75%	115 69%	90* 53%*	78* 47%*	75* 45%*	40* 24%*	55* 33%*	21** 13%**	154 92%	86* 51%*	102* 61%*	62* 37%*	129 77%	39* 23%*
Effective base	150	112	105	82	75	68	37	48	21	137	79	96	59	118	32
Stopped viewing	78 46%	59 47% 76%	52 45% 67%	42 47% 54%	40 51% 51%	35 46% 45%	26 65% 33% <b>n</b>	26 48% 34%	8 39% 11%	73 47% 93%	46 54% 60%	49 48% 64%	28 46% 37%	63 49% 81%	15 38% 19%
Told another family member	38 23%	27 22% 72%	28 25% 75%	20 22% 53%	17 22% 46%	19 25% 50%	9 23% 25%	11 19% 28%	6 27% 15%	34 22% 89%	20 23% 52%	23 23% 62%	16 26% 42%	30 23% 79%	8 20% 21%
Told your friends	37 22%	27 21% 72%	20 18% 55%	17 19% 46%	16 20% 42%	19 25% 50%	11 28% 30%	12 22% 33%	5 22% 13%	33 22% 90%	24 28% 64%	25 24% 66%	21 34% 57% <b>xz</b>	33 25% 89%	4 11% 11%
Told someone else	31 18%	24 19% 79%	24 21% 77%	20 22% 64%	16 20% 51%	14 19% 47%	7 17% 21%	14 26% 46%	10 47% 33%	31 20% 100%	14 16% 45%	24 24% 79%	16 26% 53%	27 21% 88%	4 9% 12%
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust/ATVOD)	16 9%	13 11% 85%	14 13% 92%	8 9% 50%	10 13% 62%	10 13% 62%	5 13% 33%	8 14% 48%	3 13% 17%	16 10% 100%	7 8% 42%	13 13% 82%	6 10% 41%	13 10% 82%	3 7% 18%
Told your parents	12 7%	10 8% 88%	9 8% 79%	8 8% 65%	6 8% 51%	8 10% 66%	1 3% 10%	4 8% 37%	4 16% 30%	10 7% 88%	3 4% 30%	8 7% 66%	7 12% 64%	9 7% 81%	2 5% 19%
Other (please type in)	10 6%	8 6% 73%	2 2% 20%	3 3% 29%	1 1% 9%	2 3% 21%	1 2% 6%	3 5% 27%	- - -	8 5% 73%	5 6% 53%	4 4% 42%	1 2% 10%	6 5% 59%	4 11% 41%
Net: Any action	142 85%	107 85% 75%	96 83% 67%	78 87% 55%	70 90% 49%	70 93% 49%	37 93% 26%	48 87% 34%	19 90% 14%	131 85% 92%	75 88% 53% <b>xz</b>	94 92% 66% <b>xz</b>	56 90% 39% <b>xz</b>	114 89% 81% <b>xz</b>	28 71% 19%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 143

**QL8: You said you complained to a third party body about the content that caused you concern. Who was this?****MULTI CODE****Base: All complaining to a third party when seeing something that caused concern on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
16	12 75%	4 25%	8 50%	8 50%	1 6%	6 38%	-	5 31%	3 19%	1 6%	8 50%	3 19%	2 13%	3 19%	11 69%	5 31%	7 44%	9 56%	7 44%	9 56%	12 75%	4 25%
16*	11* 69%*	5* 31%*	8** 48%**	8** 52%**	1** 4%**	7** 41%**	-**	5** 32%**	2** 15%**	1** 8%**	8** 48%**	3** 17%**	3** 17%**	3** 17%**	10** 65%**	5** 35%**	8** 50%**	8** 50%**	8** 50%**	8** 50%**	12** 74%**	4** 26%**
14	11	4	7	7	1	6	-	5	2	1	8	3	2	2	11	4	7	8	7	8	11	3
6 36%	5 45%	1 16%	2 25%	4 46%	-	4 58%	-	1 15%	1 47%	-	4 46%	1 37%	-	1 41%	5 44%	1 21%	4 52%	2 20%	4 52%	2 20%	5 39%	1 28%
86%	14%	33%	67%	-	66%	-	14%	20%	-	-	62%	18%	-	20%	80%	20%	72%	28%	72%	28%	80%	20%
5 35%	5 43%	1 16%	3 46%	2 24%	-	-	-	3 61%	2 100%	-	2 21%	1 41%	-	3 100%	3 26%	3 50%	1 14%	4 55%	1 14%	4 55%	3 23%	3 68%
86%	14%	64%	36%	-	-	-	56%	44%	-	-	30%	20%	-	50%	50%	50%	21%	79%	21%	79%	50%	50%
5 34%	5 41%	1 16%	2 33%	3 34%	1 100%	2 30%	-	2 33%	1 47%	-	4 47%	1 22%	-	1 41%	4 41%	1 21%	3 39%	2 28%	3 39%	2 28%	4 35%	1 28%
86%	14%	46%	54%	-	11%	37%	-	31%	21%	-	68%	11%	-	21%	79%	21%	58%	42%	58%	42%	79%	21%
5 31%	3 25%	2 43%	2 27%	3 34%	-	2 25%	-	1 15%	1 47%	1 100%	4 49%	-	-	1 41%	4 36%	1 21%	2 25%	3 37%	2 25%	3 37%	2 21%	2 60%
57%	43%	43%	43%	57%	-	34%	-	16%	23%	27%	77%	-	-	23%	77%	23%	41%	59%	41%	59%	50%	50%
4 24%	3 28%	1 16%	1 10%	3 37%	-	1 16%	-	2 33%	1 47%	-	2 21%	-	1 38%	1 41%	2 16%	2 40%	2 28%	2 21%	2 28%	3 23%	1 28%	
80%	20%	20%	80%	-	28%	-	43%	30%	-	-	43%	-	28%	30%	43%	57%	57%	43%	57%	43%	70%	30%
4 23%	3 25%	1 16%	1 10%	3 34%	-	2 25%	-	1 15%	1 47%	-	2 32%	-	-	1 41%	2 24%	1 21%	2 25%	2 20%	2 25%	2 21%	2 28%	
78%	22%	22%	78%	-	47%	-	22%	32%	-	-	68%	-	-	32%	68%	32%	56%	44%	56%	44%	68%	32%
2 10%	1 8%	1 16%	1 10%	1 10%	-	1 13%	-	1 15%	-	-	2 21%	-	-	-	2 16%	-	1 11%	1 10%	1 11%	1 10%	2 14%	-
53%	47%	47%	53%	-	53%	-	47%	-	-	-	100%	-	-	-	100%	-	53%	47%	53%	47%	100%	-
1 5%	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	1 100%	-
-	16%	-	10%	-	-	-	-	15%	-	-	10%	-	-	-	7%	-	-	10%	-	10%	7%	-
-	100%	-	100%	-	-	-	-	100%	-	-	100%	-	-	-	100%	-	-	100%	-	100%	100%	-
3 18%	-	3 57%	1 14%	2 21%	-	2 26%	-	1 22%	-	-	1 14%	-	2 62%	-	1 10%	2 31%	3 35%	-	3 35%	-	3 24%	-
-	100%	-	38%	62%	-	62%	-	38%	-	-	38%	-	62%	-	38%	62%	100%	-	100%	-	100%	-

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 143

**QL8: You said you complained to a third party body about the content that caused you concern. Who was this?****MULTI CODE****Base: All complaining to a third party when seeing something that caused concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	16	16	-	16	-	16	-	10	4	1	1	-	1	2	-	1	1	1	1	3
		100%	-	100%	-	100%	-	63%	25%	6%	6%	-	6%	13%	-	6%	6%	6%	6%	19%
Weighted base	16*	16**	-**	16**	-**	16**	-**	11**	4**	1**	**	-**	1**	2**	-**	1**	2**	1**	1**	3**
		100%**	-**	100%**	-**	100%**	-**	68%**	27%**	4%**	1%**	-**	6%**	11%**	-**	7%**	11%**	7%**	9%**	17%**
Effective base	14	14	-	14	-	14	-	9	4	1	1	-	1	2	-	1	1	1	1	3
BBFC/British Board of Film Classification	6	6	-	6	-	6	-	4	2	-	-	-	1	-	-	-	1	-	-	2
	36%	36%	-	36%	-	36%	-	35%	44%	-	-	-	100%	-	-	-	100%	-	-	61%
		100%	-	100%	-	100%	-	66%	34%	-	-	-	18%	-	-	-	20%	-	-	29%
BSC/Broadcasting Standards Commission	5	5	-	5	-	5	-	2	3	-	*	-	-	1	-	-	-	-	1	-
	35%	35%	-	35%	-	35%	-	21%	70%	-	100%	-	-	50%	-	-	-	-	100%	-
		100%	-	100%	-	100%	-	42%	55%	-	3%	-	-	16%	-	-	-	-	26%	-
ATVOD – Authority for Television On Demand	5	5	-	5	-	5	-	3	2	1	-	-	-	1	-	-	-	1	-	1
	34%	34%	-	34%	-	34%	-	26%	44%	100%	-	-	-	50%	-	-	-	100%	-	31%
		100%	-	100%	-	100%	-	53%	36%	11%	-	-	-	16%	-	-	-	21%	-	16%
ASA/Advertising Standards Authority	5	5	-	5	-	5	-	2	3	-	-	-	-	-	-	-	-	-	-	2
	31%	31%	-	31%	-	31%	-	15%	75%	-	-	-	-	-	-	-	-	-	-	61%
		100%	-	100%	-	100%	-	34%	66%	-	-	-	-	-	-	-	-	-	-	34%
Ofcom/Office of Communications	4	4	-	4	-	4	-	2	2	-	-	-	-	1	-	1	-	-	-	-
	24%	24%	-	24%	-	24%	-	18%	44%	-	-	-	-	50%	-	100%	-	-	-	-
		100%	-	100%	-	100%	-	50%	50%	-	-	-	-	22%	-	28%	-	-	-	-
MediaWatch/National Viewers and Listeners Association	4	4	-	4	-	4	-	2	2	-	-	-	-	-	-	-	-	-	-	2
	23%	23%	-	23%	-	23%	-	15%	44%	-	-	-	-	-	-	-	-	-	-	61%
		100%	-	100%	-	100%	-	47%	53%	-	-	-	-	-	-	-	-	-	-	47%
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	2	2	-	2	-	2	-	1	1	-	-	-	-	-	-	-	-	-	-	1
	10%	10%	-	10%	-	10%	-	8%	18%	-	-	-	-	-	-	-	-	-	-	31%
		100%	-	100%	-	100%	-	53%	47%	-	-	-	-	-	-	-	-	-	-	53%
BBC Trust	1	1	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	5%	5%	-	5%	-	5%	-	-	18%	-	-	-	-	-	-	-	-	-	-	-
		100%	-	100%	-	100%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Other	3	3	-	3	-	3	-	3	-	-	-	-	-	-	-	-	2	-	-	1
	18%	18%	-	18%	-	18%	-	26%	-	-	-	-	-	-	-	-	100%	-	-	39%
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	62%	-	-	38%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 143

**QL8: You said you complained to a third party body about the content that caused you concern. Who was this?****MULTI CODE****Base: All complaining to a third party when seeing something that caused concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	16	6	10	12	9	5	1	15	15	1	15	16	-
		38%	63%	75%	56%	31%	6%	94%	94%	6%	94%	100%	-
Weighted base	16*	5**	10**	11**	9**	5**	1**	15**	14**	1**	14**	16**	-.**
		34%**	66%**	69%**	54%**	30%**	7%**	93%**	92%**	8%**	92%**	100%**	-.**
Effective base	14	5	10	10	8	5	1	13	13	1	13	14	-
BBFC/British Board of Film Classification	6	2	4	6	4	3	-	6	6	-	6	6	-
	36%	34%	37%	52%	45%	64%	-	38%	39%	-	39%	36%	-
		32%	68%	100%	69%	53%	-	100%	100%	-	100%	100%	-
BSC/Broadcasting Standards Commission	5	1	4	3	3	3	1	4	5	-	5	5	-
	35%	24%	40%	27%	38%	58%	100%	30%	38%	-	38%	35%	-
		23%	77%	54%	60%	51%	20%	80%	100%	-	100%	100%	-
ATVOD – Authority for Television On Demand	5	1	5	5	4	4	-	5	5	-	5	5	-
	34%	11%	45%	49%	46%	82%	-	36%	37%	-	37%	34%	-
		11%	89%	100%	74%	73%	-	100%	100%	-	100%	100%	-
ASA/Advertising Standards Authority	5	1	4	4	3	2	-	5	4	1	4	5	-
	31%	15%	39%	33%	32%	40%	-	33%	25%	100%	25%	31%	-
		17%	83%	73%	57%	39%	-	100%	73%	27%	73%	100%	-
Ofcom/Office of Communications	4	-	4	4	2	3	-	4	4	-	4	4	-
	24%	-	37%	35%	23%	58%	-	26%	26%	-	26%	24%	-
		-	100%	100%	52%	72%	-	100%	100%	-	100%	100%	-
MediaWatch/National Viewers and Listeners Association	4	1	3	4	3	2	-	4	4	-	4	4	-
	23%	15%	26%	33%	32%	40%	-	24%	25%	-	25%	23%	-
		23%	77%	100%	78%	53%	-	100%	100%	-	100%	100%	-
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	2	-	2	2	1	1	-	2	2	-	2	2	-
	10%	-	16%	15%	10%	16%	-	11%	11%	-	11%	10%	-
		-	100%	100%	53%	47%	-	100%	100%	-	100%	100%	-
BBC Trust	1	-	1	1	-	1	-	1	1	-	1	1	-
	5%	-	7%	7%	-	16%	-	5%	5%	-	5%	5%	-
		-	100%	100%	-	100%	-	100%	100%	-	100%	100%	-
Other	3	2	1	2	2	-	-	3	3	-	3	3	-
	18%	32%	10%	16%	20%	-	-	19%	19%	-	19%	18%	-
		62%	38%	62%	62%	-	-	100%	100%	-	100%	100%	-

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

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 143

**QL8: You said you complained to a third party body about the content that caused you concern. Who was this?****MULTI CODE****Base: All complaining to a third party when seeing something that caused concern on an ODO service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	16	14 88%	15 94%	9 56%	11 69%	11 69%	6 38%	9 56%	3 19%	16 100%	7 44%	14 88%	8 50%	14 88%	2 13%
Weighted base	16*	13** 85%**	14** 92%**	8** 50%**	10** 62%**	10** 62%**	5** 33%**	8** 48%**	3** 17%**	16** 100%**	7** 42%**	13** 82%**	6** 41%**	13** 82%**	3** 18%**
Effective base	14	13	13	9	10	10	5	8	3	14	7	13	7	13	2
BBFC/British Board of Film Classification	6 36%	6 42%	6 39%	6 71%	5 49%	5 49%	2 43%	5 61%	2 69%	6 36%	4 61%	6 43%	5 75%	6 43%	-
		100%	100%	100%	86%	86%	40%	82%	33%	100%	71%	100%	85%	100%	-
BSC/Broadcasting Standards Commission	5 35%	5 40%	5 38%	3 35%	5 55%	4 44%	3 62%	4 53%	1 28%	5 35%	2 34%	5 42%	2 32%	5 42%	-
		100%	100%	51%	100%	80%	60%	74%	14%	100%	41%	100%	38%	100%	-
ATVOD – Authority for Television On Demand	5 34%	5 35%	5 37%	5 67%	5 54%	5 54%	3 59%	5 62%	3 100%	5 34%	4 56%	5 41%	4 69%	5 41%	-
		89%	100%	100%	100%	100%	58%	89%	51%	100%	70%	100%	84%	100%	-
ASA/Advertising Standards Authority	5 31%	5 36%	4 25%	4 45%	3 28%	3 28%	1 22%	4 47%	1 28%	5 31%	2 29%	5 37%	3 42%	5 37%	-
		100%	73%	73%	57%	57%	23%	73%	16%	100%	40%	100%	56%	100%	-
Ofcom/Office of Communications	4 24%	4 28%	4 26%	3 35%	3 28%	4 39%	2 38%	3 36%	2 59%	4 24%	2 30%	4 29%	3 43%	4 29%	-
		100%	100%	72%	72%	100%	52%	72%	43%	100%	52%	100%	72%	100%	-
MediaWatch/National Viewers and Listeners Association	4 23%	4 26%	4 25%	4 45%	3 28%	3 28%	1 22%	4 47%	1 28%	4 23%	2 29%	4 27%	3 42%	4 27%	-
		100%	100%	100%	77%	77%	32%	100%	22%	100%	55%	100%	76%	100%	-
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	2 10%	2 12%	2 11%	2 20%	2 16%	2 16%	-	2 21%	1 28%	2 10%	-	2 12%	1 12%	2 12%	-
		100%	100%	100%	100%	100%	-	100%	47%	100%	-	100%	47%	100%	-
BBC Trust	1 5%	1 6%	1 5%	1 10%	1 8%	1 8%	-	1 10%	1 28%	1 5%	-	1 6%	1 12%	1 6%	-
		100%	100%	100%	100%	100%	-	100%	100%	100%	-	100%	100%	100%	-
Other	3 18%	1 8%	3 19%	-	-	-	-	-	-	3 18%	-	-	-	-	3 100%
		38%	100%	-	-	-	-	-	-	100%	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 144

**QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand] you are aware of, please can you say how much regulation there should be on a scale of 1 to 5, where 5 is "this content should be highly regulated" and 1 that "this content should not be regulated at all".**

**SINGLE CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
1 – This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	75 3%	39 3%	36 3%	47 4%	27 2%	11 3%	15 4%	12 3%	9 2%	18 5%	9 2%	9 12%	32 4%	23 5%	11 2%	41 3%	34 3%	22 30%	53 70%	21 28%	54 72%	45 60%	30 40%
2	157 7%	103 9%	54 5%	100 9%	57 5%	42 12%	35 9%	21 5%	20 5%	22 6%	19 4%	33 6%	63 9%	18 4%	43 7%	97 8%	61 5%	51 6%	106 7%	32 5%	125 7%	85 7%	72 6%
3	1070 45%	573 48%	497 42%	544 47%	526 43%	168 48%	183 47%	165 41%	179 44%	160 47%	214 44%	236 45%	326 44%	230 45%	278 45%	562 44%	508 45%	346 43%	723 46%	293 42%	777 46%	541 46%	527 44%
4	603 25%	310 26%	293 25%	268 23%	335 27%	94 27%	92 24%	105 26%	118 29%	65 19%	128 26%	145 27%	196 27%	123 24%	140 23%	341 27%	262 23%	213 26%	389 25%	192 27%	411 24%	303 26%	297 25%
5 – This type of content should be highly regulated /there should be lots of official rules about what can be shown	481 20%	167 14%	314 26%	201 17%	280 23%	35 10%	66 17%	103 25%	82 20%	79 23%	117 24%	107 20%	118 16%	113 22%	143 23%	225 18%	256 23%	176 37%	305 63%	161 33%	321 67%	213 44%	266 55%
Net: Should be regulated	1084 45%	477 40%	607 51%	469 40%	615 50%	129 37%	158 41%	208 51%	200 49%	144 42%	245 50%	252 47%	314 43%	235 47%	283 46%	566 45%	518 46%	390 48%	694 44%	352 50%	732 43%	517 43%	563 47%
Net: Should not be regulated	232 10%	143 12%	90 8%	148 13%	84 7%	53 15%	50 13%	33 8%	29 7%	39 11%	27 6%	42 8%	96 13%	41 8%	53 9%	138 11%	94 8%	73 9%	159 10%	53 8%	179 11%	130 11%	102 9%
Mean	3.53	3.39	3.67	3.41	3.64a	3.28	3.41	3.65cdg	3.60cd	3.48c	3.67cdg	3.58j	3.41	3.56j	3.59j	3.48	3.58m	3.58	3.50	3.63r	3.49	3.47	3.58s
SD	0.99	0.94	1.01	1.00	0.96	0.92	1.00	1.01	0.94	1.07	0.94	0.94	1.00	1.02	0.98	0.98	1.00	0.99	0.99	0.98	0.98	0.99	0.98
SE	0.02	0.03	0.03	0.03	0.03	0.05	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.03	0.03	0.04	0.02	0.03	0.03

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 144

**QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand] you are aware of, please can you say how much regulation there should be on a scale of 1 to 5, where 5 is "this content should be highly regulated" and 1 that "this content should not be regulated at all".**

**SINGLE CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
1 – This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	75 3%	73 3%	2 1%	46 3%	28 4%	65 3%	9 2%	63 3%	7 3%	4 3%	1 1%	2 2%	-	6 3%	6 4%	5 2%	9 4%	9 5%	11 3%	14 5%
		98%b	2%	62%	38%	88%	12%	84%	9%	6%	1%	3%l	-	8%l	9%l	6%l	12%l	12%l	15%l	19%l
2	157 7%	142 7%	16 6%	119 7%	39 5%	140 7%	17 4%	132 7%	14 7%	11 7%	1 1%	11 11%	25 10%	8 4%	14 8%	10 5%	12 6%	11 5%	17 5%	24 8%
		90%	10%	75%	25%	89%f	11%	84%j	9%j	7%j	*	7%*m	16%*m	5%	9%	7%	8%	7%	11%	16%
3	1070 45%	954 45%	115 46%	730 45%	340 44%	856 45%	214 45%	896 45%	96 44%	54 38%	23 43%	52 53%	122 46%	95 49%	88 52%	89 43%	93 43%	109 54%	119 37%	129 43%
		89%	11%	68%	32%	80%	20%	84%i	9%	5%	2%	5%r	11%r	9%r	6%r	8%	9%	10%ors	11%	12%
4	603 25%	542 25%	54 22%	411 25%	192 25%	499 26%	104 22%	508 26%	57 26%	27 19%	12 21%	16 16%	68 26%	56 29%	30 18%	52 25%	52 24%	36 18%	93 29%	105 35%
		90%	9%	68%	32%	83%	17%	84%i	9%	4%	2%	3%	11%	9%knq	5%	9%	9%	6%	15%knq	17%kinopq
5 – This type of content should be highly regulated /there should be lots of official rules about what can be shown	481 20%	417 20%	61 25%	305 19%	176 23%	354 19%	127 27%	374 19%	43 20%	45 32%	19 34%	17 18%	48 18%	30 15%	31 18%	51 25%	51 23%	36 18%	83 26%	28 9%
		87%	13%	63%	37%	74%	26%e	78%	9%	9%gh	4%gh	4%*s	10%*s	6%*s	6%*s	11%*ms	11%*s	7%*s	17%*ms	6%
Net: Should be regulated	1084 45%	959 45%	115 47%	716 44%	368 47%	853 45%	231 49%	882 45%	100 46%	72 51%	30 55%	33 34%	116 44%	86 44%	61 36%	103 50%	103 47%	72 36%	175 54%	133 44%
		89%	11%	66%	34%	79%	21%	81%	9%	7%	3%g	3%	11%	8%	6%	10%knq	9%	7%	16%klmnpq	12%
Net: Should not be regulated	232 10%	215 10%	17 7%	165 10%	67 9%	205 11%	27 6%	195 10%	21 10%	15 11%	1 2%	13 13%	25 10%	14 7%	21 12%	15 7%	22 10%	20 10%	28 9%	38 13%
		92%	8%	71%	29%	88%l	12%	84%j	9%j	6%j	1%	6%	11%	6%	9%	6%	9%	9%	12%	16%
Mean	3.53	3.51	3.64	3.50	3.58	3.49	3.68e	3.51	3.53	3.69g	3.85gh	3.36	3.53s	3.49	3.38	3.65knqs	3.56	3.39	3.68knqs	3.36
SD	0.99	0.99	0.95	0.97	1.01	0.99	0.97	0.98	0.99	1.09	0.95	0.97	0.90	0.91	1.00	0.98	1.04	0.99	1.02	0.93
SE	0.02	0.02	0.07	0.02	0.04	0.02	0.05	0.02	0.06	0.07	0.06	0.11	0.06	0.07	0.08	0.07	0.09	0.08	0.06	0.05

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 144

**QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand] you are aware of, please can you say how much regulation there should be on a scale of 1 to 5, where 5 is "this content should be highly regulated" and 1 that "this content should not be regulated at all".**

**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
1 – This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	75 3%	8 2% 11%	66 3% 89%	33 3% 44%	24 2% 32%	7 3% 9%	15 2% 19%	46 3% 61%	32 3% 43%	39 3% 52%	28 3% 38%	66 4% 88% <b>l</b>	9 1% 12%
2	157 7%	27 7% 17%	131 7% 83%	71 7% 45%	79 8% 50%	9 4% 6%	41 7% 26%	92 6% 58%	69 6% 44%	80 7% 51%	65 7% 41%	119 7% 76%	38 6% 24%
3	1070 45%	172 43% 16%	897 45% 84%	469 44% 44%	471 46% 44%	101 46% 9%	281 45% 26%	653 45% 61%	501 45% 47%	528 44% 49%	443 46% 41%	755 44% 71%	315 46% 29%
4	603 25%	94 24% 16%	509 26% 84%	274 26% 45%	240 23% 40%	62 28% 10%	144 23% 24%	379 26% 63%	279 25% 46%	303 25% 50%	236 24% 39%	436 26% 72%	167 25% 28%
5 – This type of content should be highly regulated /there should be lots of official rules about what can be shown	481 20%	97 24% 20% <b>b</b>	384 19% 80%	211 20% 44%	217 21% 45%	43 19% 9%	147 23% 31%	289 20% 60%	238 21% 50%	238 20% 49%	201 21% 42%	329 19% 68%	152 22% 32%
Net: Should be regulated	1084 45%	191 48% 18%	893 45% 82%	485 46% 45%	458 44% 42%	105 47% 10%	291 46% 27%	668 46% 62%	517 46% 48%	541 46% 50%	437 45% 40%	765 45% 71%	319 47% 29%
Net: Should not be regulated	232 10%	35 9% 15%	197 10% 85%	104 10% 45%	103 10% 44%	16 7% 7%	56 9% 24%	138 9% 59%	101 9% 44%	119 10% 51%	93 10% 40%	185 11% 80% <b>l</b>	47 7% 20%
Mean	3.53	3.62	3.51	3.53	3.53	3.56	3.59	3.53	3.56	3.52	3.53	3.49	3.61 <b>k</b>
SD	0.99	0.99	0.98	0.98	0.98	0.95	0.99	0.98	0.98	0.99	0.99	1.00	0.94
SE	0.02	0.05	0.02	0.03	0.03	0.06	0.04	0.03	0.03	0.03	0.03	0.02	0.04

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 144

**QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand] you are aware of, please can you say how much regulation there should be on a scale of 1 to 5, where 5 is "this content should be highly regulated" and 1 that "this content should not be regulated at all".**

**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
1 – This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	75 3%	44 3% 59%	28 3% 38%	28 4% 37%	16 3% 21%	30 6% 40% <b>mnmp</b>	12 4% 16%	11 4% 14%	8 4% 11%	66 4% 88%	12 3% 17%	11 2% 15%	10 5% 13%	21 3% 28%	54 3% 72%
2	157 7%	89 7% 56%	65 7% 41%	61 8% 39%	50 9% 32%	51 10% 32% <b>mnnu</b>	20 7% 13%	28 9% 18%	11 6% 7%	119 7% 76%	14 3% 9%	25 5% 16%	15 7% 9% <b>v</b>	36 5% 23%	121 7% 77% <b>vyv</b>
3	1070 45%	594 44% 56%	443 46% 41%	348 47% 33%	256 45% 24%	232 45% 22%	130 47% 12%	135 45% 13%	110 58% 10% <b>mnopqrsu</b>	755 44% 71%	178 40% 17%	194 39% 18%	67 34% 6%	296 39% 28%	774 47% 72% <b>wxy</b>
4	603 25%	349 26% 58%	236 24% 39%	178 24% 29%	152 27% 25%	125 24% 21%	67 24% 11%	73 24% 12%	39 21% 6%	436 26% 72%	114 26% 19%	127 25% 21%	48 24% 8%	196 26% 32%	407 25% 68%
5 – This type of content should be highly regulated /there should be lots of official rules about what can be shown	481 20%	265 20% 55% <b>qt</b>	201 21% 42% <b>oqqt</b>	119 16% 25%	89 16% 19%	78 15% 16%	50 18% 10%	52 18% 11%	22 12% 5%	329 19% 68% <b>qt</b>	128 29% 27% <b>z</b>	148 29% 31% <b>z</b>	59 29% 12% <b>z</b>	203 27% 42% <b>z</b>	278 17% 58%
Net: Should be regulated	1084 45%	614 46% 57% <b>oqt</b>	437 45% 40% <b>t</b>	296 40% 27% <b>t</b>	242 43% 22% <b>t</b>	202 39% 19%	118 42% 11% <b>t</b>	125 42% 12% <b>t</b>	61 32% 6%	765 45% 71% <b>qt</b>	242 54% 22% <b>z</b>	275 54% 25% <b>z</b>	107 54% 10% <b>z</b>	399 53% 37% <b>z</b>	685 42% 63%
Net: Should not be regulated	232 10%	133 10% 57%	93 10% 40%	89 12% 38%	66 12% 28%	81 16% 35% <b>mnnu</b>	31 11% 14%	38 13% 16%	19 10% 8%	185 11% 80%	26 6% 11%	36 7% 15%	25 12% 11% <b>vyv</b>	57 8% 25%	175 11% 75% <b>vyv</b>
Mean	3.53	3.52 <b>oqt</b>	3.53 <b>oqt</b>	3.41	3.44	3.33	3.45	3.43	3.30	3.49 <b>qt</b>	3.74 <b>z</b>	3.74 <b>z</b>	3.66 <b>z</b>	3.70 <b>z</b>	3.45
SD	0.99	0.99	0.99	0.98	0.96	1.03	1.00	1.00	0.90	1.00	1.00	1.00	1.13	1.01	0.97
SE	0.02	0.03	0.03	0.04	0.04	0.05	0.06	0.06	0.06	0.02	0.05	0.04	0.08	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 145

**QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1875	1072 57%	803 43%	888 47%	987 53%	253 13%	302 16%	372 20%	355 19%	276 15%	317 17%	486 26%	592 32%	359 19%	438 23%	1078 57%	797 43%	690 37%	1185 63%	608 32%	1267 68%	1143 61%	730 39%
Weighted base	1842	989 54%	853 46%	903 49%	939 51%	264 14%	298 16%	333 18%	342 19%	285 15%	320 17%	446 24%	579 31%	393 21%	424 23%	1025 56%	817 44%	658 36%	1184 64%	571 31%	1272 69%	982 53%	859 47%
Effective base	1590	927	674	740	855	221	260	327	299	240	251	416	507	300	375	923	671	594	998	524	1069	997	633
Yes – is regulated	1386	766	620	680	706	191	224	263	281	210	217	361	443	291	291	805	581	513	873	446	940	774	611
	75%	77%	73%	75%	75%	72%	75%	79%	82%	74%	68%	81%	76%	74%	69%	78%	71%	78%	74%	78%	74%	79%	71%
		55%	45%	49%	51%	14%	16%	19% <sup>h</sup>	20% <sup>cdgh</sup>	15%	16%	26% <sup>kl</sup>	32% <sup>l</sup>	21%	21%	58% <sup>n</sup>	42%	37%	63%	32%	68%	56% <sup>t</sup>	44%
No – is not regulated	130	65	65	73	57	18	28	25	14	14	31	30	37	30	34	67	63	42	88	35	95	65	65
	7%	7%	8%	8%	6%	7%	9%	8%	4%	5%	10%	7%	6%	8%	8%	7%	8%	6%	7%	6%	7%	7%	8%
		50%	50%	56%	44%	14%	21% <sup>i</sup>	19%	11%	10%	24% <sup>fg</sup>	23%	28%	23%	26%	51%	49%	32%	68%	27%	73%	50%	50%
Don't know	326	159	167	150	176	55	47	45	47	61	72	54	100	72	100	154	172	103	223	89	237	143	183
	18%	16%	20%	17%	19%	21%	16%	13%	14%	21%	22%	12%	17%	18%	24%	15%	21%	16%	19%	16%	19%	15%	21%
		49%	51%	46%	54%	17% <sup>ef</sup>	14%	14%	14%	19% <sup>ef</sup>	22% <sup>ef</sup>	17%	31% <sup>i</sup>	22% <sup>i</sup>	31% <sup>kl</sup>	47%	53% <sup>m</sup>	32%	68%	27%	73%	44%	56% <sup>s</sup>

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



# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 145

**QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All carrying out each viewing activity in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1875	1825 97%	46 2%	1470 78%	405 22%	1714 91%	161 9%	1337 71%	172 9%	198 11%	168 9%	59 3%	186 10%	138 7%	114 6%	151 8%	105 6%	124 7%	229 12%	231 12%
Weighted base	1842	1786 97%	51* 3%*	1431 78%	411 22%	1669 91%	174 9%	1538 84%	152 8%	111 6%	41 2%	70* 4%*	210 11%	147 8%	131 7%	163 9%	165* 9%*	154 8%	269 15%	231 13%
Effective base	1590	1545	42	1248	343	1452	140	1242	159	182	111	57	175	131	107	144	99	114	215	220
Yes – is regulated	1386	1356 76%	26 50%	1151 80%	235 57%	1297 78%	89 51%	1169 76%	104 69%	91 81%	22 54%	44 63%	158 75%	110 75%	95 73%	117 72%	132 80%	119 77%	216 80%	177 77%
	75%	98% <b>b</b>	2%	83% <b>d</b>	17%	94% <b>f</b>	6%	84% <b>h</b>	7% <b>j</b>	7% <b>h</b>	2%	3%	11%	8%	7%	8%	10% <b>k</b>	9%	16% <b>k</b>	13% <b>k</b>
No – is not regulated	130	124 7%	6 13%	88 6%	42 10%	111 7%	20 11%	108 7%	12 8%	7 7%	2 6%	4 6%	12 6%	17 11%	12 9%	6 4%	15 9%	15 10%	12 4%	15 7%
	7%	95%	5%	67% 33% <b>c</b>	67%	85% 15% <b>e</b>	85%	83%	10%	6%	2%	3%	10%	13% <b>or</b>	9%	5%	11%	11%	9%	12%
Don't know	326	306 17%	19 37%	193 13%	133 32%	261 16%	65 37%	261 17%	35 23%	13 12%	16 40%	21 31%	39 19%	20 14%	23 18%	39 24%	18 11%	21 13%	41 15%	38 17%
	18%	94%	6% <b>a</b>	59% 41% <b>c</b>	59%	80% 20% <b>e</b>	80%	80%	11% <b>i</b>	4%	5% <b>g</b> <b>h</b> <b>i</b>	7% <b>mp</b> <b>q</b> <b>r</b> <b>s</b>	12%	6%	7%	12% <b>mp</b> <b>q</b> <b>r</b> <b>s</b>	6%	6%	13%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 145

**QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1875	348 19%	1527 81%	946 50%	774 41%	200 11%	407 22%	1298 69%	978 52%	877 47%	869 46%	1515 81%	360 19%
Weighted base	1842	309 17%	1533 83%	895 49%	769 42%	197 11%	411 22%	1259 68%	956 52%	863 47%	844 46%	1466 80%	376 20%
Effective base	1590	280	1311	790	663	165	352	1095	839	734	745	1286	306
Yes – is regulated	1386	235	1151	692	570	165	274	976	741	624	664	1137	249
	75%	76%	75%	77%	74%	84%	67%	77%	78%	72%	79%	78%	66%
		17%	83%	50% <b>f</b>	41% <b>f</b>	12% <b>df</b>	20%	70% <b>f</b>	53% <b>h</b>	45%	48% <b>h</b>	82% <b>h</b>	18%
No – is not regulated	130	16	114	64	57	13	34	87	72	58	65	104	26
	7%	5%	7%	7%	7%	6%	8%	7%	8%	7%	8%	7%	7%
		13%	87%	49%	44%	10%	26%	67%	55%	45%	50%	80%	20%
Don't know	326	57	269	140	142	19	102	196	143	181	115	225	101
	18%	19%	18%	16%	18%	10%	25%	16%	15%	21%	14%	15%	27%
		18%	82%	43% <b>e</b>	43% <b>e</b>	6%	31% <b>cdeg</b>	60% <b>e</b>	44%	55% <b>hj</b>	35%	69%	31% <b>k</b>

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 145

**QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1875	1219 65%	869 46%	641 34%	525 28%	428 23%	251 13%	271 14%	171 9%	1515 81%	342 18%	405 22%	157 8%	593 32%	1282 68%
Weighted base	1842	1180 64%	844 46%	622 34%	469 25%	418 23%	235 13%	253 14%	171 9%	1466 80%	338 18%	391 21%	156 8%	581 32%	1261 68%
Effective base	1590	1029	745	555	438	372	212	232	154	1286	290	348	135	508	1082
Yes – is regulated	1386	922	664	498	385	324	182	199	142	1137	253	292	105	435	951
	75%	78%	79%	80%	82%	78%	77%	79%	83%	78%	75%	75%	67%	75%	75%
		67%	48%	36%	28%u	23%	13%	14%	10%	82%	18%	21%	8%	31%	69%x
No – is not regulated	130	94	65	48	37	37	20	22	13	104	40	49	30	67	64
	7%	8%	8%	8%	8%	9%	8%	9%	8%	7%	12%	13%	19%	11%	5%
		72%	50%	37%	28%	29%	15%	17%	10%	80%	31%z	38%z	23%yz	51%z	49%
Don't know	326	164	115	75	47	57	34	32	16	225	45	49	21	80	247
	18%	14%	14%	12%	10%	14%	14%	13%	10%	15%	13%	13%	14%	14%	20%
		50%p	35%	23%	14%	17%	10%	10%	5%	69%p	14%	15%	7%	24%	76%vwy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 146

**QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1469	904 62%	565 38%	666 45%	803 55%	212 14%	258 18%	294 20%	280 19%	202 14%	223 15%	427 29%	469 32%	283 19%	290 20%	896 61%	573 39%	545 37%	924 63%	483 33%	986 67%	910 62%	558 38%
Weighted base	1443	840 58%	603 42%	677 47%	766 53%	224 16%	261 18%	263 18%	268 19%	208 14%	218 15%	389 27%	465 32%	308 21%	281 20%	853 59%	589 41%	519 36%	924 64%	453 31%	990 69%	786 55%	655 45%
Effective base	1248	780	476	553	700	185	226	259	236	176	173	374	400	234	248	772	480	467	783	416	834	795	483
Yes – is regulated	1099	631	468	520	579	168	197	211	212	165	146	307	355	226	211	662	437	410	689	359	740	617	481
	76%	75%	78%	77%	76%	75%	76%	80%	79%	79%	67%	79%	76%	73%	75%	78%	74%	79%	75%	79%	75%	78%	73%
		57%	43%	47%	53%	15%	18%	19%h	19%h	15%h	13%	28%	32%	21%	19%	60%	40%	37%	63%	33%	67%	56%t	44%
No – is not regulated	91	66	25	41	50	15	18	18	13	9	19	24	25	26	16	49	42	29	63	25	66	47	44
	6%	8%	4%	6%	7%	7%	7%	7%	5%	4%	9%	6%	5%	9%	6%	6%	7%	6%	7%	6%	7%	6%	7%
		72%	28%	45%	55%	16%	19%	19%	15%	10%	21%	26%	27%	29%	18%	53%	47%	31%	69%	28%	72%	52%	48%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 146

Absolutes/col percents/row percents 19 Apr 2018

**QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>1469</b>	1446 98%	20 1%	1398 95%	71 5%	1426 97%	43 3%	1040 71%	144 10%	167 11%	118 8%	49 3%	143 10%	101 7%	85 6%	121 8%	93 6%	107 7%	190 13%	151 10%
Weighted base	<b>1443</b>	1413 98%	25** 2%**	1364 95%	79* 5%*	1395 97%	48* 3%*	1198 83%	125 9%	91 6%	29* 2%*	56* 4%*	160 11%	107* 7%*	97* 7%*	130 9%	143* 10%*	129* 9%*	225 16%	152 11%
Effective base	<b>1248</b>	1229	18	1188	61	1210	39	967	133	154	70	47	134	97	81	115	88	98	178	143
Yes – is regulated	<b>1099</b> <b>76%</b>	1084 77% 99%	11 43% 1%	1058 78% <b>96%<sub>d</sub></b>	41 52% 4%	1075 77% <b>98%<sub>f</sub></b>	24 51% 2%	917 77% <b>83%<sub>j</sub></b>	92 74% <b>8%<sub>j</sub></b>	73 80% <b>7%<sub>j</sub></b>	18 61% <b>2%</b>	36 63% 3%	124 78% 11%	82 77% 7%	68 71% 6%	91 70% 8%	110 77% 10%	102 79% <b>9%<sub>k</sub></b>	179 79% <b>16%<sub>k</sub></b>	125 82% <b>11%<sub>kno</sub></b>
No – is not regulated	<b>91</b> <b>6%</b>	89 6% 98%	2 6% 2%	86 6% 94%	5 7% 6%	90 6% 99%	1 2% 1%	75 6% 83%	10 8% 11%	4 4% 4%	2 6% 2%	3 6% 4%	19 12% <b>21%<sub>or</sub></b>	6 5% 6%	6 7% 7%	4 3% 5%	12 9% 13%	8 6% 9%	7 3% 8%	9 6% 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 146

Absolutes/col percents/row percents 19 Apr 2018

**QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1469	263 18%	1206 82%	754 51%	617 42%	185 13%	275 19%	1053 72%	845 58%	598 41%	768 52%	1271 87%	198 13%
Weighted base	1443	235 16%	1208 84%	717 50%	617 43%	177 12%	276 19%	1021 71%	817 57%	597 41%	738 51%	1228 85%	215 15%
Effective base	1248	214	1035	625	533	153	242	888	724	502	657	1077	173
Yes – is regulated	1099	172	927	531	467	140	206	782	628	447	571	952	147
	76%	73%	77%	74%	76%	79%	75%	77%	77%	75%	77%	78%	68%
		16%	84%	48%	43%	13%	19%	71%	57%	41%	52%	87% <b>l</b>	13%
No – is not regulated	91	15	77	57	44	12	15	70	58	31	52	76	15
	6%	6%	6%	8%	7%	7%	5%	7%	7%	5%	7%	6%	7%
		16%	84%	62%	49%	13%	16%	77%	64%	34%	57%	84%	16%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 146

Absolutes/col percents/row percents 19 Apr 2018

**QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1469	1020 69%	768 52%	570 39%	489 33%	380 26%	229 16%	254 17%	142 10%	1271 87%	270 18%	338 23%	126 9%	484 33%	985 67%
Weighted base	1443	985 68%	738 51%	546 38%	443 31%	367 25%	217 15%	235 16%	139 10%	1228 85%	270 19%	325 23%	122 8%	473 33%	969 67%
Effective base	1248	857	657	489	408	329	193	216	125	1077	230	288	108	413	835
Yes – is regulated	1099	768	571	427	353	293	167	184	103	952	198	238	84	355	744
	76%	78% 70%	77% 52%	78% 39%	80% 32%	80% 27%	77% 15%	78% 17%	74% 9%	78% 87%	74% 18%	73% 22%	69% 8%	75% 32%	77% 68%
No – is not regulated	91	63	52	43	36	26	14	20	12	76	24	33	19	41	50
	6%	6% 70%	7% 57%	8% 47%	8% 39%	7% 29%	6% 15%	9% 22%	8% 13%	6% 84%	9% 27%z	10% 36%z	15% 20%yz	9% 45%z	5% 55%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 147

**QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>767</b>	480 63%	287 37%	359 47%	408 53%	120 16%	168 22%	166 22%	156 20%	80 10%	77 10%	215 28%	238 31%	155 20%	159 21%	453 59%	314 41%	336 44%	431 56%	298 39%	469 61%	514 67%	251 33%
Weighted base	<b>730</b>	442 61%	288 39%	349 48%	381 52%	120 16%	171 23%	145 20%	145 20%	81* 11%*	68* 9%*	188 26%	232 32%	159 22%	151 21%	419 57%	311 43%	310 42%	420 58%	270 37%	460 63%	442 61%	286 39%
Effective base	<b>654</b>	414	241	300	354	102	148	142	131	71	61	189	201	132	134	388	266	283	371	251	403	447	217
Yes – is regulated	<b>524</b>	308	215	260	264	79	123	109	102	67	44	135	172	111	105	307	216	216	308	189	334	326	195
	<b>72%</b>	70%	75%	75%	69%	66%	72%	75%	71%	82%	65%	72%	74%	70%	70%	73%	70%	70%	73%	70%	73%	74%	68%
		59%	41%	50%	50%	15%	24%	21%	20%	13% <b>ch</b>	8%	26%	33%	21%	20%	59%	41%	41%	59%	36%	64%	62%	37%
No – is not regulated	<b>57</b>	45	12	25	32	17	10	11	11	*	8	18	13	18	9	31	26	27	30	26	31	34	23
	<b>8%</b>	10%	4%	7%	8%	14%	6%	7%	8%	*	11%	9%	6%	11%	6%	7%	8%	9%	7%	10%	7%	8%	8%
		78%	22%	44%	56%	30% <b>dg</b>	18% <b>g</b>	19% <b>g</b>	19% <b>g</b>	*	13% <b>g</b>	31%	24%	31%	15%	54%	46%	48%	52%	45%	55%	60%	40%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 147

**QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	767	761 99%	6 1%	743 97%	24 3%	751 98%	16 2%	532 69%	77 10%	79 10%	79 10%	27 4%	75 10%	61 8%	46 6%	56 7%	43 6%	65 8%	93 12%	66 9%
Weighted base	730	723 99%	7** 1%**	703 96%	28** 4%**	711 97%	19** 3%**	604 83%	64* 9%*	44* 6%*	18* 2%*	30** 4%**	84* 12%*	65* 9%*	51* 7%*	59* 8%*	66* 9%*	75* 10%*	108* 15%*	67* 9%*
Effective base	654	648	5	631	23	639	15	503	71	72	75	26	72	59	44	54	41	63	89	63
Yes – is regulated	524	521 72%	2 33%	509 72%	15 54%	515 72%	9 44%	441 73%	41 65%	31 72%	10 55%	15 49%	59 70%	54 84%	39 76%	41 69%	53 81%	55 74%	74 69%	50 75%
	72%	100%	*	97%	3%	98%	2%	84% <sub>n</sub>	8%	6% <sub>n</sub>	2%	3%	11%	10% <sub>n</sub>	7%	8%	10%	11%	14%	10%
No – is not regulated	57	57	-	56	1	57	-	47	5	4	2	2	12	4	-	4	9	4	8	5
	8%	8%	-	8%	4%	8%	-	8%	8%	8%	9%	7%	14%	6%	-	6%	13%	5%	7%	8%
	8%	100%	-	98%	2%	100%	-	82%	9%	6%	3%	4%	21% <sub>n</sub>	6%	-	7%	16% <sub>n</sub>	7%	13%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 147

**QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	767	145 19%	622 81%	490 64%	262 34%	105 14%	42 5%	690 90%	474 62%	291 38%	440 57%	730 95%	37 5%
Weighted base	730	124 17%	606 83%	454 62%	254 35%	95* 13%*	42* 6%*	654 90%	446 61%	281 38%	411 56%	687 94%	43* 6%*
Effective base	654	114	540	415	229	84	38	586	405	247	378	621	34
Yes – is regulated	524 72%	78 63%	445 73%	319 70%	192 75%	69 73%	28 67%	474 72%	333 75%	189 67%	307 75%	496 72%	27 63%
		15%	65% <sup>a</sup>	61%	37%	13%	5%	91%	64% <sup>i</sup>	36%	59%	95%	5%
No – is not regulated	57 8%	14 11%	43 7%	40 9%	22 9%	5 5%	4 10%	50 8%	33 7%	24 9%	31 8%	54 8%	3 6%
		25%	75%	69%	39%	9%	7%	87%	58%	42%	54%	95%	5%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 147

**QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	767	634 83%	440 57%	374 49%	315 41%	248 32%	152 20%	172 22%	90 12%	730 95%	115 15%	183 24%	70 9%	244 32%	523 68%
Weighted base	730	590 81%	411 56%	357 49%	286 39%	237 32%	149 20%	158 22%	85* 12%*	687 94%	111* 15%*	172 24%	66* 9%*	234 32%	496 68%
Effective base	654	534	378	322	264	216	131	147	80	621	100	158	60	210	444
Yes – is regulated	524	428	307	255	212	172	111	106	55	496	83	124	47	167	357
	72%	72% 82%	75% 59%	71% 49%	74% 40%	73% 33%	75% 21%	67% 20%	65% 11%	72% 95%	74% 16%	72% 24%	71% 9%	71% 32%	72% 68%
No – is not regulated	57	46	31	35	29	21	17	21	10	54	12	22	8	26	31
	8%	8% 81%	8% 54%	10% 62%	10% 51%	9% 37%	11% 30%	13% 37%mmu	12% 18%	8% 95%	10% 20%	13% 38%z	13% 15%	11% 45%z	6% 55%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 148

Absolutes/col percents/row percents 19 Apr 2018

**QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	321	194 60%	127 40%	142 44%	179 56%	56 17%	83 26%	85 26%	61 19%	20 6%	16 5%	113 35%	97 30%	64 20%	47 15%	210 65%	111 35%	172 54%	149 46%	159 50%	162 50%	240 75%	80 25%
Weighted base	311	178 57%	133 43%	138 44%	173 56%	59* 19%*	86* 28%*	77* 25%*	59* 19%*	16** 5%**	13** 4%**	101 33%	93* 30%*	69* 22%*	47* 15%*	194 63%	116* 37%*	163 52%	148 48%	150 48%	160 52%	212 68%	97* 31%*
Effective base	279	169	112	121	158	49	74	75	53	16	14	101	84	56	41	184	96	149	131	138	142	212	72
Yes – is regulated	216 69%	113 64%	103 77%	97 71%	119 69%	38 64%	50 58%	59 77%	46 78%	13 79%	10 76%	73 72%	68 73%	46 66%	29 61%	141 72%	75 64%	113 69%	103 69%	106 71%	109 68%	152 71%	63 65%
		52%	48%	45%	55%	17%	23%	27% <b>d</b>	21% <b>d</b>	6%	5%	34%	32%	21%	13%	65%	35%	52%	48%	49%	51%	70%	29%
No – is not regulated	36 12%	27 15%	9 7%	15 11%	21 12%	9 16%	14 17%	6 8%	6 10%	1 5%	-	14 14%	7 8%	12 17%	3 7%	21 11%	15 13%	22 13%	14 10%	18 12%	18 11%	24 11%	12 13%
		76%	24%	42%	58%	26%	40%	16%	16%	2%	-	39%	19%	33%	9%	58%	42%	61%	39%	50%	50%	66%	34%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 148

**QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	321	319 99%	2 1%	305 95%	16 5%	321 100%	-	236 74%	28 9%	33 10%	24 7%	14 4%	32 10%	28 9%	20 6%	23 7%	22 7%	24 7%	39 12%	34 11%
Weighted base	311	308 99%	2** 1%**	294 95%	17** 5%**	311 100%	-**	265 85%	23** 8%**	17** 6%**	5** 2%**	16** 5%**	35* 11%**	30** 10%**	22** 7%**	23** 7%**	33** 11%**	27** 9%**	46* 15%**	33* 11%**
Effective base	279	278	2	264	15	279	-	223	26	30	23	14	31	27	19	22	21	23	38	32
Yes – is regulated	216	213	2	208	8	216	-	183	17	12	4	10	24	24	13	15	26	19	32	21
	69%	69%	100%	71%	47%	69%	-	69%	72%	70%	73%	63%	70%	79%	58%	64%	80%	69%	69%	64%
No – is not regulated	36	36	-	32	4	36	-	30	3	3	1	1	5	3	2	1	2	3	4	8
	12%	12%	-	11%	22%	12%	-	11%	11%	15%	16%	6%	15%	10%	10%	4%	6%	13%	10%	24%
		100%	-	90%	10%	100%	-	83%	7%	7%	2%	3%	14%	9%	6%	2%	6%	9%	12%	22%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 148

Absolutes/col percents/row percents 19 Apr 2018

**QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	321	47 15%	274 85%	194 60%	103 32%	47 15%	25 8%	276 86%	229 71%	89 28%	214 67%	314 98%	7 2%
Weighted base	311	43* 14%*	268 86%	182 59%	98* 32%*	46* 15%*	26** 8%**	266 86%	222 72%	85* 27%*	206 66%	303 97%	8** 3%**
Effective base	279	38	241	168	91	40	22	240	200	77	188	273	6
Yes – is regulated	216 69%	24 56% 11%	192 72% 89%	120 66% 56%	77 79% 36% <b>c</b>	36 79% 17%	22 85% 10%	186 70% 86%	151 68% 70%	63 75% 29%	141 69% 66%	210 69% 97%	5 69% 3%
No – is not regulated	36 12%	8 19% 22%	28 10% 78%	25 13% 68%	8 8% 21%	2 5% 7%	2 9% 6%	32 12% 89%	31 14% 85%	5 6% 15%	27 13% 75%	36 12% 100%	- - -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 148

**QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	321	269 84%	214 67%	178 55%	145 45%	134 42%	82 26%	107 33%	57 18%	314 98%	49 15%	89 28%	35 11%	111 35%	210 65%
Weighted base	311	258 83%	206 66%	175 56%	137 44%	126 40%	82* 26%*	103* 33%*	53* 17%*	303 97%	47* 15%*	84* 27%*	34** 11%**	106* 34%*	204 66%
Effective base	279	233	188	157	126	116	74	96	51	273	44	78	30	97	183
Yes – is regulated	216 69%	175 68% 81%	141 69% 66%	124 71% 57%	99 72% 46%	88 70% 41%	61 74% 28%	73 70% 34%	35 66% 16%	210 69% 97%	25 53% 12%	55 65% 25%	20 59% 9%	67 63% 31%	149 73% 69% <b>v</b>
No – is not regulated	36 12%	34 13% 95%	27 13% 75%	20 12% 56%	20 14% 54%	18 14% 50%	8 10% 22%	11 11% 32%	8 16% 23%	36 12% 100%	9 18% 24%	14 17% 39%	6 17% 16%	16 15% 43%	21 10% 57%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 149  
**QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	771	520 67%	251 33%	301 39%	470 61%	164 21%	183 24%	179 23%	138 18%	64 8%	43 6%	201 26%	264 34%	158 20%	148 19%	465 60%	306 40%	370 48%	401 52%	325 42%	446 58%	518 67%	253 33%
Weighted base	720	475 66%	245 34%	287 40%	433 60%	164 23%	180 25%	159 22%	127 18%	54* 7%*	36* 5%*	171 24%	250 35%	161 22%	138 19%	421 58%	300 42%	338 47%	382 53%	294 41%	426 59%	440 61%	280 39%
Effective base	657	450	209	250	408	139	160	157	115	53	35	176	227	131	127	402	257	315	343	278	380	452	218
Yes – is regulated	422	264	158	173	249	87	97	108	71	37	22	104	144	93	81	248	174	198	224	172	250	258	164
	59%	56%	64%	60%	58%	53%	54%	68%	55%	69%	61%	61%	58%	58%	58%	59%	58%	58%	59%	58%	59%	59%	59%
		63%	37%	41%	59%	21%	23%	26%cd	17%	9%cd	5%	25%	34%	22%	19%	59%	41%	47%	53%	41%	59%	61%	39%
No – is not regulated	106	83	24	41	65	30	24	19	20	8	5	27	38	26	15	65	41	52	54	43	63	72	35
	15%	17%	10%	14%	15%	18%	14%	12%	16%	15%	14%	16%	15%	16%	11%	15%	14%	16%	14%	15%	15%	16%	12%
		78%	22%	39%	61%	28%	23%	18%	19%	8%	5%	25%	36%	25%	14%	61%	39%	49%	51%	41%	59%	68%	32%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 149  
**QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All carrying out each viewing activity in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	771	760 99%	8 1%	700 91%	71 9%	764 99%	7 1%	511 66%	91 12%	88 11%	81 11%	30 4%	69 9%	49 6%	48 6%	59 8%	39 5%	44 6%	77 10%	96 12%
Weighted base	720	706 98%	10** 1%**	653 91%	67* 9%*	713 99%	7** 1%**	574 80%	76* 11%*	50* 7%*	20* 3%*	35** 5%**	76* 11%*	51* 7%*	53* 7%*	61* 8%*	62* 9%*	50* 7%*	91* 13%*	95* 13%*
Effective base	657	648	7	599	59	651	6	481	85	80	77	29	66	48	46	57	37	43	73	91
Yes – is regulated	422	414	5	386	36	421	1	337	42	32	10	17	42	34	26	33	39	31	58	58
	59%	59%	48%	59%	54%	59%	16%	59%	56%	64%	50%	48%	56%	66%	50%	55%	62%	63%	63%	61%
		98%	1%	91%	9%	100%	*	80%	10%	8%	2%	4%	10%	8%	6%	8%	9%	7%	14%	14%
No – is not regulated	106	103	3	99	7	106	*	84	11	8	3	3	19	6	5	7	5	10	9	20
	15%	15%	27%	15%	10%	15%	2%	15%	14%	17%	15%	9%	25%	12%	9%	12%	8%	19%	10%	21%
		97%	3%	93%	7%	100%	*	79%	10%	8%	3%	3%	18% <b>npr</b>	6%	4%	7%	5%	9%	9%	19% <b>r</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 149  
**QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	771	133 17%	638 83%	410 53%	293 38%	108 14%	114 15%	573 74%	506 66%	242 31%	478 62%	720 93%	51 7%
Weighted base	720	102 14%	618 86%	365 51%	279 39%	97* 14%*	113 16%	527 73%	465 65%	231 32%	437 61%	667 93%	53* 7%*
Effective base	657	102	556	343	251	93	101	485	431	207	409	613	45
Yes – is regulated	422 59%	55 54% 13%	367 59% 87%	211 58% 50%	162 58% 38%	67 69% 16% <b>ci</b>	62 55% 15%	321 61% 76%	285 61% <b>68%<b>li</b></b>	121 53% 29%	263 60% 62%	395 59% 94%	27 51% 6%
No – is not regulated	106 15%	19 19% 18%	87 14% 82%	59 16% 55%	42 15% 39%	10 11% 10%	20 18% 19%	74 14% 70%	65 14% 62%	39 17% 37%	64 15% 60%	100 15% 94%	6 12% 6%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 149  
**QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	771	567 74%	478 62%	418 54%	377 49%	265 34%	173 22%	194 25%	92 12%	720 93%	127 16%	191 25%	75 10%	250 32%	521 68%
Weighted base	720	528 73%	437 61%	392 54%	338 47%	251 35%	158 22%	176 24%	88* 12%*	667 93%	117 16%	180 25%	73* 10%*	236 33%	484 67%
Effective base	657	484	409	359	318	233	144	166	81	613	111	164	66	217	441
Yes – is regulated	422 59%	314 60% 74%	263 60% 62%	228 58% 54%	208 62% 49%	146 58% 35%	99 62% 23%	105 60% 25%	55 59% 13%	395 94%	61 52% 14%	100 56% 24%	42 58% 10%	127 54% 30%	295 61% 70%
No – is not regulated	106 15%	75 14% 71%	64 15% 60%	59 15% 55%	53 16% 50%	44 18% 42%	17 11% 16%	24 14% 23%	13 15% 12%	100 15% 94%	18 15% 17%	36 20% 34%uz	11 15% 11%	46 20% 44%uz	60 12% 56%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 150

**QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	171	113 66%	58 34%	85 50%	86 50%	30 18%	47 27%	45 26%	28 16%	10 6%	11 6%	59 35%	55 32%	27 16%	30 18%	114 67%	57 33%	86 50%	85 50%	78 46%	93 54%	120 70%	51 30%
Weighted base	172	109 63%	63* 37%*	85* 49%*	87* 51%*	32** 19%**	49* 28%*	43* 25%*	29** 17%**	11** 6%**	7** 4%**	55* 32%*	56* 33%*	29** 17%**	32** 19%**	111 65%	61* 35%*	88* 51%*	85* 49%*	77* 45%*	95* 55%*	110 64%	62* 36%*
Effective base	151	101	51	73	78	27	42	42	25	10	8	55	48	24	25	103	49	79	72	72	80	111	45
Yes – is regulated	110 64%	65 60%	45 71%	54 64%	56 64%	18 56%	28 58%	29 66%	22 76%	9 79%	4 57%	39 70%	34 60%	18 65%	19 60%	72 65%	38 62%	53 61%	57 67%	48 62%	62 66%	72 66%	38 61%
		59%	41%	49%	51%	16%	26%	26%	20%	8%	4%	35%	31%	17%	17%	66%	34%	48%	52%	44%	56%	65%	35%
No – is not regulated	30 18%	22 20%	8 13%	16 18%	15 17%	7 22%	9 19%	8 19%	5 17%	- 10%	1 10%	8 14%	12 21%	4 13%	7 23%	19 17%	11 18%	18 21%	12 14%	14 19%	16 17%	17 16%	13 20%
		72%	28%	52%	48%	23%	31%	27%	16%	-	3%	25%	39%	12%	25%	64%	36%	60%	40%	48%	52%	58%	42%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 150

Absolutes/col percents/row percents 19 Apr 2018

**QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	171	168 98%	2 1%	163 95%	8 5%	171 100%	-	132 77%	21 12%	9 5%	9 5%	11 6%	18 11%	9 5%	7 4%	13 8%	12 7%	18 11%	20 12%	24 14%
Weighted base	172	168 98%	3** 2%**	164 95%	8** 5%**	172 100%	-**	149 87%	17** 10%**	4** 2%**	2** 1%**	11** 7%**	21** 12%**	10** 6%**	8** 5%**	13** 8%**	19** 11%**	20** 11%**	22** 13%**	24** 14%**
Effective base	151	148	2	144	7	151	-	124	20	9	8	11	17	9	7	13	11	18	20	22
Yes – is regulated	110 64%	109 65%	-	104 63%	6 75%	110 64%	-	96 64%	10 59%	3 78%	1 58%	4 32%	13 62%	9 88%	3 40%	8 62%	15 76%	16 82%	12 53%	16 67%
		99%	-	94%	6%	100%	-	87%	9%	3%	1%	3%	12%	8%	3%	8%	13%	15%	11%	14%
No – is not regulated	30 18%	29 17%	2 57%	29 18%	1 15%	30 18%	-	28 19%	2 13%	-	* 21%	3 28%	7 33%	-	4 47%	1 7%	3 17%	3 14%	3 14%	3 14%
		95%	5%	96%	4%	100%	-	91%	7%	-	1%	11%	23%	-	12%	3%	11%	9%	10%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 150

**QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	171	24 14%	147 86%	95 56%	70 41%	41 24%	20 12%	139 81%	129 75%	42 25%	123 72%	165 96%	6 4%
Weighted base	172	24** 14%**	148 86%	94* 54%*	66* 38%*	42* 24%*	20** 12%**	140 81%	131 76%	41* 24%*	124 72%	165 96%	7** 4%**
Effective base	151	22	130	84	62	36	18	123	114	37	110	145	6
Yes – is regulated	110 64%	16 66% 14%	94 64% 86%	49 52% 44%	43 65% 39%	28 68% 26%	14 68% 13%	90 64% 82%	84 64% 76%	26 64% 24%	77 63% 70%	107 65% 97%	3 44% 3%
No – is not regulated	30 18%	4 15% 12%	27 18% 88%	22 23% 72%	13 19% 42%	7 17% 24%	2 12% 8%	24 17% 80%	25 19% 84%	5 12% 16%	24 19% 80%	29 17% 95%	2 25% 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Absolutes/col percents/row percents 19 Apr 2018

Table 150

**QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	171	139 81%	123 72%	109 64%	95 56%	82 48%	60 35%	71 42%	39 23%	165 96%	41 24%	68 40%	32 19%	80 47%	91 53%
Weighted base	172	139 81%	124 72%	109* 64%*	92* 54%*	77* 45%*	61* 35%*	70* 41%*	38* 22%*	165 96%	42* 24%*	67* 39%*	34** 20%**	79* 46%*	93* 54%*
Effective base	151	122	110	97	84	73	54	64	36	145	38	59	28	71	80
Yes – is regulated	110 64%	86 62%	77 63%	69 63%	59 64%	49 64%	41 67%	43 62%	23 60%	107 65%	21 51%	39 58%	19 56%	44 56%	66 71%
		78%	70%	63%	54%	45%	37%	39%	21%	97%	19%	35%	17%	40%	60%v
No – is not regulated	30 18%	26 19%	24 19%	22 21%	18 20%	16 20%	9 15%	16 22%	7 19%	29 17%	9 21%	16 24%	10 30%	18 22%	12 13%
		88%	80%	75%	60%	52%	30%	52%	24%	95%	29%	53%	34%	59%	41%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 151

Absolutes/col percents/row percents 19 Apr 2018

**QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1122	720 64%	402 36%	537 48%	585 52%	219 20%	236 21%	232 21%	200 18%	136 12%	99 9%	291 26%	378 34%	201 18%	252 22%	669 60%	453 40%	447 40%	675 60%	381 34%	741 66%	734 65%	387 34%
Weighted base	1073	666 62%	407 38%	530 49%	543 51%	227 21%	236 22%	203 19%	187 17%	135 13%	85* 8%*	254 24%	373 35%	210 20%	237 22%	626 58%	447 42%	419 39%	654 61%	352 33%	722 67%	631 59%	442 41%
Effective base	957	623	337	452	506	189	206	202	165	119	78	254	322	171	215	573	385	380	577	325	632	639	336
Yes – is regulated	295	149	146	155	140	65	79	52	45	39	15	71	98	59	68	168	127	128	167	104	191	182	113
	27%	22%	36%	29%	26%	29%	33%	26%	24%	29%	18%	28%	26%	28%	29%	27%	28%	31%	26%	30%	26%	29%	26%
		51%	49%	53%	47%	22%	27%h	18%	15%	13%	5%	24%	33%	20%	23%	57%	43%	43%	57%	35%	65%	62%	38%
No – is not regulated	488	334	154	239	249	111	96	95	91	57	38	130	162	96	100	292	196	188	300	155	333	278	209
	45%	50%	38%	45%	46%	49%	41%	47%	49%	43%	44%	51%	44%	46%	42%	47%	44%	45%	46%	44%	46%	44%	47%
		68%	32%	49%	51%	23%	20%	19%	19%	12%	8%	27%h	33%	20%	20%	60%	40%	38%	62%	32%	68%	57%	43%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 151

Absolutes/col percents/row percents 19 Apr 2018

**QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1122	1092 97%	27 2%	955 85%	167 15%	1108 99%	14 1%	788 70%	106 9%	113 10%	115 10%	40 4%	101 9%	90 8%	71 6%	69 6%	63 6%	73 7%	124 11%	157 14%
Weighted base	1073	1042 97%	28** 3%**	911 85%	163 15%	1057 98%	16** 2%**	893 83%	90* 8%*	63 6%	27 3%	47* 4%*	114* 11%*	95* 9%*	78* 7%*	72* 7%*	97* 9%*	88* 8%*	144 13%	158 15%
Effective base	957	930	23	816	141	946	12	741	98	104	109	39	96	87	68	67	60	69	118	149
Yes – is regulated	295	284	8	234	61	293	2	251	22	17	5	10	29	25	20	17	21	24	45	60
	27%	27%	30%	26%	37%	28%	10%	28%	25%	27%	20%	22%	25%	27%	25%	23%	22%	28%	31%	38%
		96%	3%	79%	21% <b>c</b>	99%	1%	85%	7%	6%	2%	3%	10%	9%	7%	6%	7%	8%	15%	20% <b>lop</b>
No – is not regulated	488	477	10	438	50	487	1	403	47	30	9	16	60	49	33	28	53	45	55	65
	45%	46%	34%	48%	31%	46%	7%	45%	52%	47%	32%	33%	53%	51%	42%	38%	55%	51%	38%	41%
		98%	2%	90% <b>d</b>	10%	100%	*	83% <b>j</b>	10% <b>j</b>	6% <b>j</b>	2%	3%	12% <b>kr</b>	10%	7%	6%	11% <b>kr</b>	9%	11%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 151

**QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1122	191 17%	931 83%	559 50%	489 44%	138 12%	225 20%	760 68%	624 56%	457 41%	562 50%	951 85%	171 15%
Weighted base	1073	160 15%	913 85%	514 48%	477 44%	128 12%	224 21%	712 66%	594 55%	434 40%	530 49%	899 84%	174 16%
Effective base	957	152	806	471	425	112	198	641	535	385	482	808	149
Yes – is regulated	295 27%	37 23%	258 28%	139 27%	125 26%	31 24%	63 28%	195 27%	175 29%	110 25%	153 29%	248 28%	47 27%
		13%	87%	47%	42%	10%	21%	66%	59%	37%	52%	84%	16%
No – is not regulated	488 45%	69 43%	419 46%	236 46%	218 46%	58 45%	104 46%	321 45%	265 44%	203 47%	239 45%	413 46%	75 43%
		14%	86%	48%	45%	12%	21%	66%	54%	42%	49%	85%	15%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 151

**QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Devices connected TV through										Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
1122	741 66%	562 50%	484 43%	392 35%	325 29%	189 17%	221 20%	118 11%	951 85%	210 19%	252 22%	91 8%	370 33%	752 67%	
1073	696 65%	530 49%	463 43%	351 33%	316 29%	173 16%	201 19%	118 11%	899 84%	205 19%	242 23%	88* 8%*	356 33%	717 67%	
957	623	482	416	324	283	157	188	105	808	184	218	79	321	636	
295	184	153	131	87	98	53	58	41	248	50	62	33	92	203	
27%	26%	29%	28%	25%	31%	31%	29%	35%	28%	24%	26%	37%	26%	28%	
	62%	52%	44%	29%	33%	18%	20%	14%p	84%	17%	21%	11%y	31%	69%	
488	325	239	214	180	147	83	98	52	413	96	126	36	171	317	
45%	47%	45%	46%	51%	46%	48%	49%	44%	46%	47%	52%	41%	48%	44%	
	67%	49%	44%	37%	30%	17%	20%	11%	85%	20%	26%z	7%	35%	65%	

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 152

Absolutes/col percents/row percents 19 Apr 2018

**QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>738</b>	473 64%	265 36%	360 49%	378 51%	171 23%	173 23%	160 22%	125 17%	65 9%	44 6%	174 24%	256 35%	144 20%	164 22%	430 58%	308 42%	312 42%	426 58%	262 36%	476 64%	483 65%	255 35%
Weighted base	<b>723</b>	447 62%	277 38%	364 50%	359 50%	180 25%	175 24%	144 20%	115 16%	68* 9%*	41* 6%*	156 22%	257 36%	154 21%	157 22%	413 57%	310 43%	300 41%	424 59%	245 34%	478 66%	425 59%	298 41%
Effective base	<b>634</b>	414	223	306	329	148	151	139	106	57	34	152	221	122	142	371	263	268	367	226	409	424	223
Yes – is regulated	<b>225</b>	125	99	125	100	67	52	46	26	26	8	47	73	45	60	120	105	96	128	73	151	132	93
	<b>31%</b>	28%	36%	34%	28%	37%	30%	32%	22%	38%	19%	30%	28%	29%	38%	29%	34%	32%	30%	30%	32%	31%	31%
		56%	44%	56%	44%	30% <b>fh</b>	23%	20%	11%	12% <b>fi</b>	3%	21%	32%	20%	27%	53%	47%	43%	57%	33%	67%	59%	41%
No – is not regulated	<b>308</b>	201	106	149	158	67	79	65	58	24	14	76	109	67	56	185	123	133	175	113	195	187	120
	<b>43%</b>	45%	38%	41%	44%	37%	45%	45%	51%	35%	34%	49%	43%	43%	36%	45%	39%	44%	41%	46%	41%	44%	40%
		65%	35%	49%	51%	22%	26%	21%	19% <b>c</b>	8%	5%	25% <b>di</b>	36%	22%	18%	60%	40%	43%	57%	37%	63%	61%	39%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 152

**QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>738</b>	714 97%	21 3%	629 85%	109 15%	731 99%	7 1%	519 70%	78 11%	68 9%	73 10%	21 3%	65 9%	62 8%	49 7%	41 6%	43 6%	56 8%	77 10%	105 14%
Weighted base	<b>723</b>	697 96%	23** 3%**	616 85%	108* 15%*	717 99%	7** 1%**	601 83%	66* 9%*	39* 5%*	18* 2%*	25** 3%**	75* 10%*	68* 9%*	54* 7%*	43* 6%*	65* 9%*	69* 9%*	92* 13%*	112* 15%*
Effective base	<b>634</b>	613	18	541	94	629	5	490	72	63	70	20	62	59	47	40	41	54	73	100
Yes – is regulated	<b>225</b>	212	10	179	46	225	-	193	20	9	3	9	19	21	17	11	19	22	29	46
	<b>31%</b>	30%	44%	29%	42%	31%	-	32%	30%	23%	16%	38%	25%	31%	32%	26%	29%	31%	32%	41%
		94%	4%	80%	<b>20%<i>c</i></b>	100%	-	<b>86%<i>j</i></b>	9%	4%	1%	4%	8%	9%	8%	5%	8%	10%	13%	<b>21%<i>l</i></b>
No – is not regulated	<b>308</b>	301	5	278	30	308	-	256	27	19	5	9	41	35	20	16	30	30	36	39
	<b>43%</b>	43%	23%	45%	28%	43%	-	43%	40%	50%	29%	38%	55%	52%	38%	37%	46%	44%	39%	35%
		98%	2%	<b>90%<i>d</i></b>	10%	100%	-	<b>83%<i>j</i></b>	9%	<b>6%<i>j</i></b>	2%	3%	<b>13%<i>s</i></b>	<b>11%<i>s</i></b>	7%	5%	10%	10%	12%	13%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 152  
**QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	738	127 17%	611 83%	360 49%	310 42%	94 13%	146 20%	487 66%	408 55%	293 40%	369 50%	629 85%	109 15%
Weighted base	723	110 15%	614 85%	336 46%	310 43%	91* 13%*	146 20%	470 65%	396 55%	287 40%	356 49%	617 85%	107* 15%*
Effective base	634	103	532	306	270	78	129	412	352	249	320	540	94
Yes – is regulated	225 31%	34 31%	191 31%	101 30%	93 30%	19 21%	54 37%	136 29%	125 32%	86 30%	111 31%	181 29%	44 41%
		15%	85%	45%	41%	9%	24% <b>g</b>	61%	56%	38%	49%	81%	19% <b>k</b>
No – is not regulated	308 43%	48 43%	260 42%	151 45%	128 41%	41 45%	53 36%	212 45%	169 43%	124 43%	153 43%	275 45%	33 30%
		15%	85%	49%	41%	13%	17%	69%	55%	40%	50%	89% <b>l</b>	11%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 152

**QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	738	478 65%	369 50%	345 47%	265 36%	247 33%	150 20%	171 23%	76 10%	629 85%	146 20%	171 23%	63 9%	243 33%	495 67%
Weighted base	723	468 65%	356 49%	339 47%	240 33%	250 35%	144 20%	159 22%	79* 11%*	617 85%	149 21%	168 23%	64* 9%*	244 34%	479 66%
Effective base	634	407	320	299	219	219	127	148	70	540	128	149	53	211	423
Yes – is regulated	225 31%	136 29% 60%	111 31% 49%	102 30% 45%	62 26% 28%	78 31% 35%	44 30% 20%	50 31% 22%	29 37% 13%	181 29% 81%	39 26% 17%	50 30% 22%	21 34% 10%	68 28% 30%	156 33% 70%
No – is not regulated	308 43%	216 46% 70%	153 43% 50%	156 46% 51%	123 51% 40%	110 44% 36%	71 49% 23%	79 50% 26%	37 47% 12%	275 45% 89%	67 45% 22%	83 49% 27%	30 47% 10%	115 47% 37%	192 40% 63%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 153

**QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2121	1228 58%	893 42%	989 47%	1132 53%	311 15%	365 17%	420 20%	393 19%	299 14%	333 16%	544 26%	666 31%	410 19%	501 24%	1210 57%	911 43%	792 37%	1329 63%	699 33%	1422 67%	1290 61%	828 39%
Weighted base	2086	1139 55%	947 45%	1010 48%	1076 52%	325 16%	363 17%	376 18%	380 18%	307 15%	335 16%	499 24%	659 32%	446 21%	483 23%	1157 55%	929 45%	754 36%	1332 64%	657 32%	1429 68%	1115 53%	969 46%
Effective base	1801	1063	750	827	979	270	315	368	333	260	263	467	572	341	429	1038	766	678	1125	599	1204	1128	716
TV live at the time of broadcast	1386 66%	766 67%	620 65%	680 67%	706 66%	191 59%	224 62%	263 70%	281 74%	210 68%	217 65%	361 72%	443 67%	291 65%	291 60%	805 70%	581 63%	513 68%	873 66%	446 68%	940 66%	774 69%	611 63%
		55%	45%	49%	51%	14%	16%	19% <i>cd</i>	20% <i>cdh</i>	15% <i>c</i>	16%	26% <i>kl</i>	32% <i>l</i>	21%	21%	58% <i>n</i>	42%	37%	63%	32%	68%	56% <i>t</i>	44%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1099 53%	631 55%	468 49%	520 51%	579 54%	168 52%	197 54%	211 56%	212 56%	165 54%	146 43%	307 62%	355 54%	226 51%	211 44%	662 57%	437 47%	410 54%	689 52%	359 55%	740 52%	617 55%	481 50%
		57%	43%	47%	53%	15%	18% <i>h</i>	19% <i>h</i>	19% <i>h</i>	15% <i>h</i>	13%	28% <i>kl</i>	32% <i>kl</i>	21%	19%	60% <i>n</i>	40%	37%	63%	33%	67%	56% <i>t</i>	44%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	524 25%	308 27%	215 23%	260 26%	264 24%	79 24%	123 34%	109 29%	102 27%	67 22%	44 13%	135 27%	172 26%	111 25%	105 22%	307 27%	216 23%	216 29%	308 23%	189 29%	334 23%	326 29%	195 20%
		59%	41%	50%	50%	15% <i>h</i>	24% <i>clgh</i>	21% <i>gh</i>	20% <i>h</i>	15% <i>h</i>	8%	26%	33%	21%	20%	59%	41%	41% <i>p</i>	59%	36% <i>r</i>	64%	62% <i>t</i>	37%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	422 20%	264 23%	158 17%	173 17%	249 23%	87 27%	97 27%	108 29%	71 19%	37 12%	22 7%	104 21%	144 22%	93 21%	81 17%	248 21%	174 19%	198 26%	224 17%	172 26%	250 17%	258 23%	164 17%
		63%	37%	41%	59% <i>a</i>	21% <i>fgh</i>	23% <i>fgh</i>	26% <i>fgh</i>	17% <i>gh</i>	9% <i>h</i>	5%	25%	34% <i>l</i>	22%	19%	59%	41%	47% <i>p</i>	53%	41% <i>r</i>	59%	61% <i>t</i>	39%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	295 14%	149 13%	146 15%	155 15%	140 13%	65 20%	79 22%	52 14%	45 12%	39 13%	15 5%	71 14%	98 15%	59 13%	68 14%	168 15%	127 14%	128 17%	167 13%	104 16%	191 13%	182 16%	113 12%
		51%	49%	53%	47%	22% <i>efgh</i>	27% <i>efgh</i>	18% <i>h</i>	15% <i>h</i>	13% <i>h</i>	5%	24%	33%	20%	23%	57%	43%	43% <i>p</i>	57%	35%	65%	62% <i>t</i>	38%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	225 11%	125 11%	99 10%	125 12%	100 9%	67 21%	52 14%	46 12%	26 7%	26 8%	8 2%	47 9%	73 11%	45 10%	60 12%	120 10%	105 11%	96 13%	128 10%	73 11%	151 11%	132 12%	93 10%
		56%	44%	56% <i>b</i>	44%	30% <i>defgh</i>	23% <i>fgh</i>	20% <i>fh</i>	11% <i>h</i>	12% <i>h</i>	3%	21%	32%	20%	27%	53%	47%	43% <i>p</i>	57%	33%	67%	59%	41%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	216 10%	113 10%	103 11%	97 10%	119 11%	38 12%	50 14%	59 16%	46 12%	13 4%	10 3%	73 15%	68 10%	46 10%	29 6%	141 12%	75 8%	113 15%	103 8%	106 16%	109 8%	152 14%	63 6%
		52%	48%	45%	55%	17% <i>gh</i>	23% <i>gh</i>	27% <i>gh</i>	21% <i>gh</i>	6%	5%	34% <i>l</i>	32% <i>l</i>	21% <i>l</i>	13%	65% <i>n</i>	35%	52% <i>p</i>	48%	49% <i>r</i>	51%	70% <i>t</i>	29%
TV, box sets, or films from an online pay-per-view or download to own service	110 5%	65 6%	45 5%	54 5%	56 5%	18 6%	28 8%	29 8%	22 6%	9 3%	4 1%	39 8%	34 5%	18 4%	19 4%	72 6%	38 4%	53 7%	57 4%	48 7%	62 4%	72 6%	38 4%
		59%	41%	49%	51%	16% <i>h</i>	26% <i>gh</i>	26% <i>gh</i>	20% <i>h</i>	8%	4%	35% <i>kl</i>	31%	17%	17%	66% <i>n</i>	34%	48% <i>p</i>	52%	44% <i>r</i>	56%	65% <i>t</i>	35%
NET: Believe any online/ on demand content is regulated	1624 78%	922 81%	703 74%	784 78%	840 78%	251 77%	283 78%	302 80%	316 83%	236 77%	235 70%	419 84%	525 80%	330 74%	350 72%	944 82%	680 73%	606 80%	1018 76%	525 80%	1099 77%	902 81%	720 74%
		57%	43%	48%	52%	15%	17% <i>h</i>	19% <i>h</i>	19% <i>h</i>	15%	14%	26% <i>kl</i>	32% <i>kl</i>	20%	22%	68% <i>n</i>	42%	37%	63%	32%	68%	56% <i>t</i>	44%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 153

**QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2121	2065 97%	51 2%	1646 78%	475 22%	1959 92%	162 8%	1511 71%	199 9%	219 10%	192 9%	71 3%	209 10%	155 7%	133 6%	165 8%	126 6%	139 7%	242 11%	271 13%
Weighted base	2086	2022 97%	58* 3%*	1604 77%	482 23%	1911 92%	175 8%	1741 83%	176 8%	123 6%	47 2%	82* 4%*	235 11%	165 8%	153 7%	179 9%	198 9%	173 8%	285 14%	271 13%
Effective base	1801	1750	47	1398	403	1661	141	1404	184	201	133	68	197	147	126	158	119	128	228	259
TV live at the time of broadcast	1386 66%	1356 67% <b>98%b</b>	26 45% 2%	1151 72% <b>83%b</b>	235 49% 17%	1297 68% <b>94%b</b>	89 51% 6%	1169 67% <b>84%h</b>	104 59% <b>7%j</b>	91 74% <b>7%h</b>	22 47% 2%	44 54% 3%	158 67% <b>11%k</b>	110 62% 8%	95 67% 7%	117 65% 8%	132 67% 10%	119 69% <b>9%k</b>	216 76% <b>16%knos</b>	177 65% 13%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1099 53%	1084 54% <b>99%b</b>	11 19% 1%	1058 66% <b>96%b</b>	41 8% 4%	1075 56% <b>98%b</b>	24 14% 2%	917 53% <b>83%j</b>	92 53% <b>8%j</b>	73 59% <b>7%j</b>	18 37% 2%	36 43% 3%	124 53% 11%	82 50% 7%	68 45% 6%	91 51% 8%	110 56% 10%	102 59% <b>9%kns</b>	179 63% <b>16%klmno</b>	125 46% 11%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	524 25%	521 26% <b>100%b</b>	2 4% *	509 32% <b>97%b</b>	15 3% 3%	515 27% <b>98%b</b>	9 5% 2%	441 25% <b>84%j</b>	41 24% 8%	31 26% 6%	10 21% 2%	15 18% 3%	59 25% 11%	54 33% <b>10%kos</b>	39 25% 7%	41 23% 8%	53 27% 10%	55 32% <b>11%ks</b>	74 26% <b>14%ks</b>	50 18% 10%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	422 20%	414 20% <b>98%b</b>	5 8% 1%	386 24% <b>91%b</b>	36 7% 9%	421 22% <b>100%b</b>	1 1% *	337 19% <b>80%j</b>	42 24% 10%	32 26% <b>8%j</b>	10 21% 2%	17 20% 4%	42 18% 10%	34 20% 8%	26 17% 6%	33 19% 8%	39 20% 9%	31 18% 7%	58 20% 14%	58 21% 14%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	295 14%	284 14% 96%	8 15% 3%	234 15% 79%	61 13% 21%	293 15% <b>99%b</b>	2 1% 1%	251 14% 85%	22 13% 7%	17 14% 6%	5 11% 2%	10 12% 3%	29 12% 10%	25 15% 9%	20 13% 7%	17 9% 6%	21 11% 7%	24 14% 8%	45 16% 15%	60 22% <b>20%lnop</b>
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	225 11%	212 10% 94%	10 17% 4%	179 11% 80%	46 9% 20%	225 12% <b>100%b</b>	- - -	193 11% 86%	20 11% 9%	9 7% 4%	3 6% 1%	9 11% 4%	19 8% 8%	21 13% 9%	17 11% 8%	11 6% 5%	19 10% 8%	22 12% 10%	29 10% 13%	46 17% <b>21%lor</b>
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	216 10%	213 11% 99%	2 4% 1%	208 13% <b>96%b</b>	8 2% 4%	216 11% <b>100%b</b>	- - -	183 11% 85%	17 10% 8%	12 10% 6%	4 8% 2%	10 12% 5%	24 10% 11%	24 15% <b>11%b</b>	13 8% 6%	15 8% 7%	26 13% 12%	19 11% 9%	32 11% 15%	21 8% 10%
TV, box sets, or films from an online pay-per-view or download to own service	110 5%	109 5% 99%	- - -	104 6% <b>94%b</b>	6 1% 6%	110 6% <b>100%b</b>	- - -	96 6% 87%	10 6% 9%	3 2% 3%	1 3% 1%	4 4% 3%	13 6% 12%	9 5% 8%	3 2% 3%	8 5% 8%	15 7% 13%	16 9% <b>15%b</b>	12 4% 11%	16 6% 14%
NET: Believe any online/ on demand content is regulated	1624 78%	1590 79% <b>98%b</b>	29 50% 2%	1343 84% <b>83%b</b>	281 58% 17%	1532 80% <b>94%b</b>	92 53% 6%	1366 79% <b>84%j</b>	129 73% <b>8%j</b>	101 82% <b>6%h</b>	28 60% 2%	55 67% 3%	188 80% <b>12%k</b>	129 78% 8%	116 76% 7%	131 73% 8%	151 76% 9%	143 83% <b>9%k</b>	235 82% <b>14%ko</b>	219 81% <b>13%k</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 153

Absolutes/col percents/row percents 19 Apr 2018

**QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2121	400	1721	1052	854	223	455	1439	1107	965	986	1712	409
		19%	81%	50%	40%	11%	21%	68%	52%	45%	46%	81%	19%
Weighted base	2086	355	1731	997	850	216	461	1394	1076	956	951	1660	426
		17%	83%	48%	41%	10%	22%	67%	52%	46%	46%	80%	20%
Effective base	1801	321	1481	877	731	184	396	1212	946	811	841	1452	350
TV live at the time of broadcast	1386	235	1151	692	570	165	274	976	741	624	664	1137	249
	66%	66%	66%	69%	67%	76%	59%	70%	69%	65%	70%	69%	58%
		17%	83%	50% <b>f</b>	41% <b>f</b>	12% <b>df</b>	20%	70% <b>f</b>	53%	45%	48% <b>l</b>	82% <b>l</b>	18%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	1099	172	927	531	467	140	206	782	628	447	571	952	147
	53%	48%	54%	53%	55%	65%	45%	56%	58%	47%	60%	57%	34%
		16%	84%	48% <b>f</b>	43% <b>f</b>	13% <b>cdffg</b>	19%	71% <b>f</b>	57% <b>l</b>	41%	52% <b>l</b>	87% <b>l</b>	13%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	524	78	445	319	192	69	28	474	333	189	307	496	27
	25%	22%	26%	32%	23%	32%	6%	34%	31%	20%	32%	30%	6%
		15%	85%	61% <b>df</b>	37% <b>f</b>	13% <b>df</b>	5%	91% <b>df</b>	64% <b>l</b>	36%	59% <b>l</b>	95% <b>l</b>	5%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	422	55	367	211	162	67	62	321	285	121	263	395	27
	20%	15%	21%	21%	19%	31%	13%	23%	26%	13%	28%	24%	6%
		13%	87% <b>a</b>	50% <b>f</b>	38% <b>f</b>	16% <b>cdffg</b>	15%	76% <b>df</b>	68% <b>l</b>	29%	62% <b>l</b>	94% <b>l</b>	6%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	295	37	258	139	125	31	63	195	175	110	153	248	47
	14%	10%	15%	14%	15%	14%	14%	14%	16%	12%	16%	15%	11%
		13%	87% <b>a</b>	47%	42%	10%	21%	66%	59% <b>l</b>	37%	52% <b>l</b>	84%	16%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	225	34	191	101	93	19	54	136	125	86	111	181	44
	11%	10%	11%	10%	11%	9%	12%	10%	12%	9%	12%	11%	10%
		15%	85%	45%	41%	9%	24%	61%	56%	38%	49%	81%	19%
Paid Video On-demand content available through your TV service provider – e.g. film rental or events on a pay-per-view basis	216	24	192	120	77	36	22	186	151	63	141	210	5
	10%	7%	11%	12%	9%	17%	5%	13%	14%	7%	15%	13%	1%
		11%	89% <b>a</b>	56% <b>f</b>	36% <b>f</b>	17% <b>df</b>	10%	86% <b>df</b>	70% <b>l</b>	29%	66% <b>l</b>	97% <b>l</b>	3%
TV, box sets, or films from an online pay-per- view or download to own service	110	16	94	49	43	28	14	90	84	26	77	107	3
	5%	4%	5%	5%	5%	13%	3%	6%	8%	3%	8%	6%	1%
		14%	86%	44%	39%	26% <b>cdffg</b>	13%	82% <b>f</b>	76% <b>l</b>	24%	70% <b>l</b>	97% <b>l</b>	3%
NET: Believe any online/ on demand content is regulated	1624	273	1352	797	665	190	327	1124	876	708	786	1336	288
	78%	77%	78%	80%	78%	88%	71%	81%	81%	74%	83%	81%	68%
		17%	83%	49% <b>f</b>	41% <b>f</b>	12% <b>cdffg</b>	20%	69% <b>f</b>	54% <b>l</b>	44%	46% <b>l</b>	82% <b>l</b>	18%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 153

Absolutes/col percents/row percents 19 Apr 2018

**QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2121	1353 64%	986 46%	742 35%	613 29%	513 24%	288 14%	313 15%	192 9%	1712 81%	395 19%	471 22%	189 9%	682 32%	1439 68%
Weighted base	2086	1313 63%	951 46%	717 34%	557 27%	504 24%	275 13%	294 14%	186 9%	1660 80%	395 19%	457 22%	189 9%	673 32%	1413 68%
Effective base	1801	1141	841	641	514	447	243	269	170	1452	338	406	165	588	1213
TV live at the time of broadcast	1386 66%	922 70%	664 70%	498 70%	385 69%	324 64%	182 66%	199 68%	142 76%	1137 69%	253 64%	292 64%	105 55%	435 65%	951 67%
		67%q	48%q						10%qr					31% <b>x</b>	69% <b>x</b>
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1099 53%	768 58%	571 60%	427 60%	353 63%	293 58%	167 61%	184 63%	103 55%	952 57%	198 50%	238 52%	84 45%	355 53%	744 53%
		70%	52%	39%	32% <b>u</b>	27%	15%	17%	9%	87%	18%	22%	8%	32%	68%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	524 25%	428 33%	307 32%	255 36%	212 38%	172 34%	111 40%	106 36%	55 30%	496 30%	83 21%	124 27%	47 25%	167 25%	357 25%
		82%	59%	49% <b>u</b>	40% <b>mntu</b>	33%	21% <b>mntu</b>	20% <b>u</b>	11%	95%	16%	24% <b>v</b>	9%	32%	68%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	422 20%	314 24%	263 28%	228 32%	208 37%	146 29%	99 36%	105 36%	55 30%	395 24%	61 15%	100 22%	42 22%	127 19%	295 21%
		74%		62% <b>u</b>	54% <b>mu</b>	49% <b>mnou</b>	35% <b>mu</b>	23% <b>mnou</b>	25% <b>mnou</b>	13%	94%	14%	24% <b>v</b>	10%	30%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	295 14%	184 14%	153 16%	131 18%	87 16%	98 19%	53 19%	58 20%	41 22%	248 15%	50 13%	62 14%	33 17%	92 14%	203 14%
		62%	52%	44% <b>m</b>	29%	33% <b>mu</b>	18% <b>m</b>	20% <b>mu</b>	14% <b>mu</b>	84%	17%	21%	11%	31%	69%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	225 11%	136 10%	111 12%	102 14%	62 11%	78 16%	44 16%	50 17%	29 16%	181 11%	39 10%	50 11%	21 11%	68 10%	156 11%
		60%	49%	45% <b>mu</b>	28%	35% <b>mnpu</b>	20% <b>mu</b>	22% <b>mnpu</b>	13% <b>m</b>	81%	17%	22%	10%	30%	70%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	216 10%	175 13%	141 15%	124 17%	99 18%	88 18%	61 22%	73 25%	35 19%	210 13%	25 6%	55 12%	20 11%	67 10%	149 11%
		81%	66%	57% <b>mu</b>	46% <b>mu</b>	41% <b>mu</b>	28% <b>mnou</b>	34% <b>mnopqu</b>	16% <b>u</b>	97%	12%	25% <b>v</b>	9%	31%	69% <b>v</b>
TV,box sets,or films from an online pay-per-view or download to own service	110 5%	86 7%	77 8%	69 10%	59 11%	49 10%	41 15%	43 15%	23 12%	107 6%	21 5%	39 8%	19 10%	44 7%	66 5%
		78%	70%	63% <b>mu</b>	54% <b>mu</b>	45% <b>mu</b>	37% <b>mnou</b>	39% <b>mnou</b>	21% <b>mu</b>	97%	19%	35% <b>z</b>	17% <b>z</b>	40%	60%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 153

Absolutes/col percents/row percents 19 Apr 2018

**QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes**

**Base: All carrying out each viewing activity in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2086	1313 63%	951 46%	717 34%	557 27%	504 24%	275 13%	294 14%	186 9%	1660 80%	395 19%	457 22%	189 9%	673 32%	1413 68%
NET: Believe any online/ on demand content is regulated	1624 78%	1069 81% 66%	786 83% 48%	593 83% 36%	469 84% 29%	412 82% 25%	221 81% 14%	245 83% 15%	163 88% 10%mu	1336 81% 82%	306 78% 19%	365 80% 22%	144 76% 9%	528 78% 32%	1097 78% 68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 154

**QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen?**

**MULTI CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Ofcom/Office of Communications	719 30%	421 35% 59%	298 25% 41%	370 32% 51%	349 28% 49%	65 19% 9%	112 29% 16% <b>c</b>	155 38% 22% <b>cdh</b>	153 38% 21% <b>cdh</b>	120 35% 17% <b>ch</b>	113 23% 16%	207 39% 29% <b>ijkl</b>	236 32% 33% <b>l</b>	136 27% 19%	140 23% 19%	444 35% 62% <b>n</b>	275 25% 38%	266 33% 37%	453 29% 63%	240 34% 33% <b>r</b>	479 28% 67%	424 36% 59% <b>t</b>	294 25% 41%
Broadcaster/channel/ station	612 26%	394 33% 64%	217 18% 36%	291 25% 48%	321 26% 52%	113 32% 18% <b>egh</b>	116 30% 19% <b>eh</b>	90 22% 15%	115 28% 19% <b>h</b>	81 24% 13%	97 20% 16%	130 24% 21%	190 26% 31%	147 29% 24%	145 24% 24%	320 25% 52%	292 26% 48%	224 28% 37%	388 25% 63%	194 28% 32%	418 25% 68%	313 26% 51%	299 25% 49%
The Government	389 16%	200 17% 51%	189 16% 49%	217 19% 56% <b>b</b>	172 14% 44%	90 26% 23% <b>defg</b>	71 18% 18% <b>g</b>	65 16% 17% <b>g</b>	57 14% 15%	35 10% 9%	71 15% 18%	80 15% 20%	129 18% 33%	90 18% 23%	90 15% 23%	209 17% 54%	180 16% 46%	138 17% 35%	251 16% 65%	109 16% 28%	280 17% 72%	207 17% 53%	183 15% 47%
The internet service provider (ISP)	237 10%	162 14% 68%	75 6% 32%	116 10% 49%	121 10% 51%	49 14% 21% <b>h</b>	42 11% 18% <b>h</b>	38 9% 16% <b>h</b>	50 12% 21% <b>h</b>	38 11% 16% <b>h</b>	19 4% 8%	49 9% 21%	76 10% 32%	54 11% 23%	59 10% 25%	124 10% 52%	113 10% 48%	94 12% 40%	142 9% 60%	83 12% 35% <b>r</b>	153 9% 65%	134 11% 56%	103 9% 44%
The police	78 3%	57 5% 74%	21 2% 26%	42 4% 54%	36 3% 46%	12 4% 16%	25 6% 32% <b>egh</b>	12 3% 16%	14 4% 19% <b>h</b>	7 2% 10%	6 1% 8%	14 3% 18%	28 4% 36%	18 4% 24%	17 3% 22%	42 3% 54%	36 3% 46%	27 3% 35%	51 3% 65%	23 3% 29%	55 3% 71%	46 4% 58%	32 3% 42%
Other	26 1%	3 * 13%	22 2% 87%	18 2% 70% <b>b</b>	8 1% 30%	7 2% 28% <b>e</b>	2 * 6%	1 * 2%	5 1% 18%	7 2% 26% <b>e</b>	5 1% 20%	4 1% 16%	5 1% 18%	6 1% 22%	11 2% 43%	9 1% 34%	17 1% 66%	5 1% 20%	20 1% 80%	4 1% 15%	22 1% 85%	10 1% 39%	16 1% 61%
Don't know	827 35%	328 27% 40%	499 42% 60%	380 33% 46%	447 36% 54%	111 32% 13%	129 33% 16%	128 32% 15%	115 28% 14%	127 37% 15% <b>f</b>	218 45% 26% <b>cdel</b>	158 30% 19%	236 32% 29%	171 34% 21%	262 43% 32% <b>ijk</b>	394 31% 48%	433 39% 52% <b>lm</b>	243 30% 29%	583 37% 71% <b>o</b>	208 30% 25%	619 37% 76% <b>q</b>	340 29% 41%	482 40% 58% <b>s</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 154

**QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen?**

**MULTI CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Ofcom/Office of Communications	719	697 33%	21 8%	566 35%	153 20%	650 34%	69 15%	595 30%	61 28%	54 38%	9 17%	29 30%	82 31%	57 29%	42 25%	54 26%	76 35%	56 28%	96 30%	103 34%
	30%	97% <b>b</b>	3%	79% <b>d</b>	21%	90% <b>f</b>	10%	83% <b>j</b>	8% <b>j</b>	8% <b>ghj</b>	1%	4%	11%	8%	6%	7%	11%	8%	13%	14% <b>n</b>
Broadcaster/channel/ station	612	562 26%	45 18%	452 28%	160 21%	519 27%	93 20%	505 26%	67 31%	31 22%	9 16%	22 22%	82 31%	43 22%	40 24%	47 24%	56 26%	56 28%	86 27%	73 24%
	26%	92% <b>b</b>	7%	74% <b>d</b>	26%	85% <b>f</b>	15%	83% <b>j</b>	11% <b>j</b>	5%	1%	4%	13% <b>m</b>	7%	7%	8%	9%	9%	14%	12%
The Government	389	319 15%	65 26%	261 16%	129 17%	315 16%	74 16%	328 17%	39 18%	17 12%	5 9%	17 18%	33 12%	24 12%	31 18%	21 10%	43 20%	36 18%	49 15%	74 24%
	16%	82%	17% <b>a</b>	67%	33%	81%	19%	84% <b>j</b>	10% <b>j</b>	4%	1%	4%	8%	6%	8% <b>d</b>	5%	11% <b>o</b>	9% <b>o</b>	13%	19% <b>lmor</b>
The internet service provider (ISP)	237	217 10%	14 6%	179 11%	58 7%	211 11%	26 5%	200 10%	25 12%	9 6%	3 5%	11 12%	25 10%	21 11%	19 11%	19 9%	19 9%	16 8%	27 9%	41 14%
	10%	92%	6%	76% <b>d</b>	24%	89% <b>f</b>	11%	84%	11% <b>j</b>	4%	1%	5%	11%	9%	8%	8%	8%	7%	12%	17%
The police	78	71 3%	7 3%	58 4%	20 3%	62 3%	16 3%	66 3%	9 4%	2 1%	* 1%	2 2%	8 3%	6 3%	6 4%	8 4%	8 3%	8 4%	4 1%	16 5%
	3%	91%	9%	74%	26%	80%	20%	85%	12%	3%	*	3%	11%	8%	8%	10%	10%	10%	5%	20% <b>r</b>
Other	26	22 1%	4 1%	16 1%	10 1%	20 1%	6 1%	25 1%	- -	1 -	- -	- -	1 -	3 1%	5 3%	1 1%	6 3%	4 2%	4 1%	1 *
	1%	86%	14%	62%	38%	77%	23%	98%	-	2%	-	-	4%	10%	20% <b>is</b>	5%	25% <b>s</b>	17% <b>s</b>	14%	2%
Don't know	827	683 32%	139 56%	473 29%	353 46%	584 30%	243 52%	668 34%	75 35%	49 35%	34 63%	37 37%	80 30%	82 42%	57 34%	100 48%	56 26%	71 36%	103 32%	82 27%
	35%	83%	17% <b>a</b>	57%	43% <b>c</b>	71%	29% <b>e</b>	81%	9%	6%	4% <b>ghj</b>	4%	10%	10% <b>lpqs</b>	7%	12% <b>lnpqrs</b>	7%	9%	12%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 154

Absolutes/col percents/row percents 19 Apr 2018

**QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen?**

**MULTI CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Ofcom/Office of Communications	719 30%	117 29%	602 30%	336 32%	288 28%	90 41%	145 23%	483 33%	374 33%	320 27%	333 34%	581 34%	138 20%
		16%	84%	47%f	40%f	12%cdfg	20%	67%df	52%l	44%	46%l	81%l	19%
Broadcaster/channel/ station	612 26%	112 28%	500 25%	293 28%	257 25%	63 28%	137 22%	407 28%	313 28%	283 24%	279 29%	470 28%	142 21%
		18%	82%	48%f	42%	10%	22%	66%f	51%l	46%	46%l	77%l	23%
The Government	389 16%	48 12%	342 88%a	167 43%	192 49%g	42 11%	115 30%	217 56%	201 52%l	170 44%	181 47%l	265 68%	124 32%
		12%		16%	19%	19%	18%	15%	18%	14%	19%	16%	18%
The internet service provider (ISP)	237 10%	39 10%	197 10%	114 11%	107 10%	28 12%	59 9%	146 10%	125 11%	101 8%	112 12%	181 11%	56 8%
		17%	83%	48%	45%	12%	25%	62%	53%l	43%	47%l	77%	23%
The police	78 3%	15 4%	63 3%	40 4%	35 3%	9 4%	15 2%	49 3%	47 4%	29 2%	45 5%	65 4%	13 2%
		19%	81%	51%	45%	11%	19%	63%	61%l	37%	58%l	83%l	17%
Other	26 1%	3 1%	23 1%	10 1%	11 1%	- -	11 2%	11 1%	8 1%	18 2%	8 1%	18 1%	7 1%
		12%	88%	40%	43%	-	43%	41%	30%	70%	30%	71%	29%
Don't know	827 35%	151 38%	676 34%	338 32%	371 36%	52 23%	260 41%	450 31%	322 29%	474 40%	260 27%	508 30%	319 47%
		18%	82%	41%e	45%eg	6%	31%cddeg	54%e	39%	57%hj	31%	61%	39%k

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 154

**QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen?**

**MULTI CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Ofcom/Office of Communications	719 30%	475 35% 66%	333 34% 46%	231 31% 32%	201 36% 28%	171 33% 24%	117 42% 16%noqu	105 35% 15%	69 36% 10%	581 34% 81%	151 34% 21%	156 31% 22%	66 33% 9%	238 32% 33%	481 29% 67%
Broadcaster/channel/ station	612 26%	363 27% 59%	279 29% 46%	235 32% 38%mu	172 31% 28%	168 33% 27%mrqu	71 26% 12%	102 34% 17%mrqu	61 32% 10%	470 28% 77%	114 26% 19%	189 37% 31%vvyz	70 35% 11%vz	228 30% 37%z	384 23% 63%
The Government	389 16%	211 16% 54%	181 19% 47%	140 19% 36%u	98 17% 25%	97 19% 25%	55 20% 14%	61 20% 16%u	54 28% 14%mnopqr	265 16% 68%	80 18% 21%	108 21% 28%z	41 20% 10%	142 19% 36%z	248 15% 64%
The internet service provider (ISP)	237 10%	138 10% 58%	112 12% 47%	98 13% 41%am	86 15% 36%mntu	76 15% 32%mtu	33 12% 14%	44 15% 18%am	17 9% 7%	181 11% 77%	53 12% 22%	68 13% 29%z	35 18% 15%z	93 12% 39%z	144 9% 61%
The police	78 3%	54 4% 69%	45 5% 58%	39 5% 50%	35 6% 45%mu	34 7% 43%mu	17 6% 22%	17 6% 22%	16 8% 20%mn	65 4% 83%	21 5% 28%z	39 8% 50%z	22 11% 28%vvyz	45 6% 57%z	33 2% 43%
Other	26 1%	14 1% 54%	8 1% 30%	7 1% 26%	3 1% 12%	5 1% 20%	4 1% 15%	3 1% 13%	3 1% 11%	18 1% 71%	1 * 4%	1 * 4%	2 1% 9%	4 * 15%	22 1% 85%w
Don't know	827 35%	384 29% 46%t	260 27% 31%	189 26% 23%	146 26% 18%	138 27% 17%	74 26% 9%	73 25% 9%	39 21% 5%	508 30% 61%t	134 30% 16%wx	106 21% 13%	37 19% 4%	197 26% 24%wx	630 39% 76%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 155  
**QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV live at the time of broadcast**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All who believe the ODO service is regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1408	831 59%	577 41%	665 47%	743 53%	179 13%	222 16%	291 21%	284 20%	205 15%	227 16%	401 28%	443 31%	268 19%	296 21%	844 60%	564 40%	527 37%	881 63%	466 33%	942 67%	886 63%	520 37%
Weighted base	1386	766 55%	620 45%	680 49%	706 51%	191 14%	224 16%	263 19%	281 20%	210 15%	217 16%	361 26%	443 32%	291 21%	291 21%	805 58%	581 42%	513 37%	873 63%	446 32%	940 68%	774 56%	611 44%
Effective base	1210	716	500	564	650	158	193	259	244	179	180	348	384	226	259	730	482	462	749	408	803	781	455
Too much	(3) 63 5%	50 79%	13 2%	41 6%	23 3%	11 6%	10 5%	11 4%	17 6%	12 6%	2 1%	12 3%	17 4%	17 6%	17 6%	29 4%	34 6%	21 4%	43 5%	17 4%	46 5%	43 5%	21 3%
		79%	21%	64% <b>b</b>	36%	17% <b>h</b>	16% <b>h</b>	17%	26% <b>h</b>	19% <b>h</b>	4%	19%	26%	27%	27%	46%	54%	33%	67%	27%	73%	67%	33%
Too little	(1) 128 9%	82 11%	46 7%	60 9%	68 10%	11 6%	20 9%	22 8%	28 10%	14 7%	32 15%	42 12%	38 9%	24 8%	25 9%	80 10%	48 8%	45 9%	83 9%	38 8%	90 10%	75 10%	53 9%
		64%	36%	47%	53%	9%	16%	17%	22%	11%	25% <b>ceg</b>	33%	30%	18%	19%	62%	38%	35%	65%	30%	70%	59%	41%
About the right amount	(2) 1100 79%	582 76%	518 84%	542 80%	559 79%	157 82%	175 78%	215 82%	217 77%	166 79%	170 78%	282 78%	351 79%	240 83%	226 78%	634 79%	467 80%	412 80%	689 79%	360 81%	740 79%	608 79%	492 80%
		53%	47%	49%	51%	14%	16%	20%	20%	15%	15%	26%	32%	22%	21%	58%	42%	37%	63%	33%	67%	55%	45%
Don't know	94 7%	51 7%	43 7%	38 6%	57 8%	12 6%	19 8%	15 6%	19 7%	18 8%	12 6%	25 7%	37 8%	10 3%	22 8%	62 8%	32 5%	35 7%	59 7%	31 7%	63 7%	48 6%	46 8%
		54%	46%	40%	60%	12%	20%	16%	20%	19%	13%	27%	39% <b>k</b>	10%	24% <b>k</b>	66%	34%	38%	62%	33%	67%	51%	49%
Mean	1.95	1.96	1.94	1.97	1.93	2.00 <b>h</b>	1.95 <b>h</b>	1.96 <b>h</b>	1.96 <b>h</b>	1.99 <b>h</b>	1.85	1.91	1.95	1.98	1.97	1.93	1.97	1.95	1.95	1.95	1.95	1.95	1.94
SD	0.38	0.43	0.31	0.40	0.37	0.36	0.38	0.36	0.41	0.37	0.38	0.39	0.36	0.38	0.40	0.38	0.39	0.37	0.39	0.36	0.39	0.40	0.36
SE	0.01	0.02	0.01	0.02	0.01	0.03	0.03	0.02	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.01	0.01	0.02

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 155

Absolutes/col percents/row percents 19 Apr 2018

**QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV live at the time of broadcast**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1408	1383 98%	22 2%	1177 84%	231 16%	1325 94%	83 6%	1024 73%	122 9%	164 12%	98 7%	38 3%	143 10%	105 7%	82 6%	108 8%	86 6%	100 7%	183 13%	179 13%
Weighted base	1386	1356 98%	26** 2%**	1151 83%	235 17%	1297 94%	89* 6%*	1169 84%	104 7%	91 7%	22* 2%*	44* 3%*	158 11%	110* 8%*	95* 7%*	117 8%	132* 10%*	119* 9%*	216 16%	177 13%
Effective base	1210	1187	20	1011	199	1139	72	955	113	151	93	37	136	100	77	104	81	93	172	170
Too much (3)	63 5%	61 4% 96%	1 4% 2%	59 5% 93% <b>d</b>	4 2% 7%	62 5% 98%	1 1% 2%	55 5% 87%	4 4% 6%	4 4% 6%	* 2% 1%	2 5% 3%	9 6% 14%	4 3% 6%	5 5% 8%	7 6% 11%	3 3% 6%	5 4% 8%	9 4% 14%	11 6% 18%
Too little (1)	128 9%	127 9% 99%	1 5% 1%	110 10% 86%	18 8% 14%	122 9% 95%	6 7% 5%	103 9% 80%	13 12% 10%	10 11% 8%	3 12% 2%	4 9% 3%	11 7% 9%	5 5% 4%	11 11% 9%	10 9% 8%	11 8% 9%	17 14% 13% <b>m</b>	19 9% 15%	15 8% 12%
About the right amount (2)	1100 79%	1079 80% 98%	18 72% 2%	909 79% 83%	191 81% 17%	1028 79% 93%	73 82% 7%	938 80% 85% <b>h</b>	73 70% 7%	73 80% 7%	18 79% 2%	36 81% 3%	132 83% 12%	88 80% 8%	76 80% 7%	89 76% 8%	117 88% 11% <b>os</b>	94 79% 9%	172 80% 16%	135 76% 12%
Don't know	94 7%	90 7% 95%	5 18% 5%	73 6% 77%	22 9% 23%	85 7% 91%	9 10% 9%	74 6% 79%	14 14% 15% <b>qj</b>	4 5% 5%	1 7% 2%	3 6% 3%	7 4% 7%	13 12% 14% <b>lpq</b>	4 4% 4%	11 9% 12% <b>ppq</b>	1 1% 1%	3 2% 3%	17 8% 18% <b>p</b>	17 9% 18% <b>pq</b>
Mean	1.95	1.95	1.99	1.95	1.93	1.95	1.93	1.96	1.90	1.93	1.89	1.95	1.99	1.99	1.93	1.97	1.94	1.90	1.95	1.98
SD	0.38	0.38	0.35	0.39	0.32	0.39	0.30	0.38	0.42	0.40	0.38	0.38	0.36	0.30	0.41	0.40	0.33	0.43	0.37	0.40
SE	0.01	0.01	0.08	0.01	0.02	0.01	0.03	0.01	0.04	0.03	0.04	0.06	0.03	0.03	0.05	0.04	0.04	0.04	0.03	0.03

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 155  
**QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV live at the time of broadcast**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1408	263 19%	1145 81%	724 51%	579 41%	166 12%	276 20%	1000 71%	755 54%	635 45%	681 48%	1171 83%	237 17%
Weighted base	1386	235 17%	1151 83%	692 50%	570 41%	165 12%	274 20%	976 70%	741 53%	624 45%	664 48%	1137 82%	249 18%
Effective base	1210	214	996	612	501	138	244	854	655	539	592	1005	205
Too much	(3) 63 5%	9 4%	54 5%	34 5%	26 5%	9 5%	12 4%	43 4%	38 5%	24 4%	36 5%	56 5%	8 3%
		14%	86%	53%	41%	14%	19%	67%	60%	38%	56%	88%	12%
Too little	(1) 128 9%	36 15%	92 8%	64 9%	59 10%	16 10%	34 12%	76 8%	75 10%	53 8%	67 10%	106 9%	22 9%
		28% <b>b</b>	72%	50%	46%	13%	26% <b>g</b>	59%	59%	41%	52%	83%	17%
About the right amount	(2) 1100 79%	171 73%	929 81%	542 78%	456 80%	131 79%	212 77%	793 81%	582 78%	502 80%	519 78%	906 80%	195 78%
		16%	84% <b>a</b>	49%	41%	12%	19%	72%	53%	46%	47%	82%	18%
Don't know	94 7%	20 8%	75 6%	53 8%	30 5%	9 6%	17 6%	64 7%	47 6%	45 7%	42 6%	70 6%	24 10%
		21%	79%	56%	32%	10%	18%	68%	50%	48%	44%	74%	26%
Mean	1.95	1.88	1.96 <b>a</b>	1.95	1.94	1.95	1.92	1.96	1.95	1.95	1.95	1.95	1.93
SD	0.38	0.44	0.37	0.39	0.39	0.40	0.41	0.36	0.40	0.36	0.40	0.39	0.36
SE	0.01	0.03	0.01	0.01	0.02	0.03	0.03	0.01	0.02	0.01	0.02	0.01	0.02

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 155  
**QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV live at the time of broadcast**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All who believe the ODO service is regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1408	950 67%	681 48%	507 36%	417 30%	336 24%	195 14%	214 15%	141 10%	1171 83%	257 18%	307 22%	106 8%	445 32%	963 68%
Weighted base	1386	922 67%	664 48%	498 36%	385 28%	324 23%	182 13%	199 14%	142 10%	1137 82%	253 18%	292 21%	105* 8%*	435 31%	951 69%
Effective base	1210	810	592	440	352	293	167	184	126	1005	220	265	92	384	826
Too much	(3) 63 5%	43 5%	36 5%	25 5%	29 7%	29 9%	15 8%	20 10%	12 8%	56 5%	14 6%	14 5%	8 7%	26 6%	37 4%
		68%	56%	40%	45%	46% <b>mnou</b>	23%	31% <b>mnou</b>	19%	88%	22%	22%	12%	41%	59%
Too little	(1) 128 9%	84 9%	67 10%	46 9%	39 10%	34 10%	23 12%	29 14%	15 11%	106 9%	79 31%	76 26%	26 25%	103 24%	25 3%
		66%	52%	36%	31%	26%	18%	22% <b>mu</b>	12%	83%	62% <b>yz</b>	60% <b>z</b>	20% <b>z</b>	80% <b>z</b>	20%
About the right amount	(2) 1100 79%	742 81%	519 78%	406 82%	298 77%	253 78%	137 75%	139 70%	105 74%	906 80%	144 57%	191 65%	63 60%	282 65%	819 86%
		67% <b>s</b>	47% <b>s</b>	37% <b>s</b>	27%	23% <b>s</b>	12%	13%	10%	82% <b>s</b>	13%	17%	6%	26%	74% <b>vwxy</b>
Don't know	94 7%	52 6%	42 6%	21 4%	20 5%	8 3%	8 4%	11 6%	10 7%	70 6%	16 6%	11 4%	8 8%	24 5%	71 7%
		55% <b>q</b>	44% <b>q</b>	22%	21%	9%	8%	12%	10% <b>q</b>	74% <b>q</b>	17%	12%	9%	25%	75% <b>w</b>
Mean	1.95	1.95	1.95	1.96	1.97	1.98	1.96	1.95	1.97	1.95	1.73	1.78	1.81	1.81	2.01 <b>vwxy</b>
SD	0.38	0.38	0.40	0.38	0.43	0.45	0.46	0.51	0.45	0.39	0.56	0.52	0.56	0.53	0.27
SE	0.01	0.01	0.02	0.02	0.02	0.02	0.03	0.04	0.04	0.01	0.04	0.03	0.06	0.03	0.01

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 156  
**QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV programmes or films that have been broadcast using broadcaster catch-up services**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE	CAPI	Male	Female	16-24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	ABC1	C2DE	Yes	No	Yes	No	Working	Not working
		(A)	(B)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	1125	690 61%	435 39%	515 46%	610 54%	156 14%	192 17%	231 21%	220 20%	165 15%	161 14%	346 31%	355 32%	209 19%	215 19%	701 62%	424 38%	426 38%	699 62%	380 34%	745 66%	712 63%	412 37%
Weighted base	1099	631 57%	468 43%	520 47%	579 53%	168 15%	197 18%	211 19%	212 19%	165 15%	146 13%	307 28%	355 32%	226 21%	211 19%	662 60%	437 40%	410 37%	689 63%	359 33%	740 67%	617 56%	481 44%
Effective base	962	593	375	428	537	137	169	206	186	143	125	303	305	175	187	605	360	369	594	330	633	624	360
Too much	(3) 63 6%	49 8% 78%	14 3% 22%	39 7% 62%b	24 4% 38%	18 11% 28%eh	10 5% 17%	8 4% 13%	13 6% 21%h	11 7% 18%h	2 2% 4%	12 4% 19%	20 6% 32%	16 7% 26%	14 5% 23%	32 5% 51%	31 49% 49%	19 5% 30%	44 6% 70%	13 4% 21%	50 7% 79%	39 6% 62%	24 5% 38%
Too little	(1) 86 8%	57 9% 66%	29 6% 34%	37 7% 44%	49 8% 56%	11 6% 12%	16 8% 19%	11 5% 12%	10 20% 24%	18 6% 11%	13% 13% 21%e	239 10% 35%k	275 8% 32%	192 5% 12%	169 8% 20%	514 9% 67%	361 6% 33%	333 37% 37%	543 8% 63%	299 8% 31%	577 8% 69%	484 8% 59%	391 7% 41%
About the right amount	(2) 876 80%	485 77% 55%	390 83% 45%	410 79% 47%	466 80% 53%	125 75% 14%	157 79% 18%	182 87% 21%cf	164 77% 19%	133 80% 15%	115 79% 13%	239 78% 27%	275 78% 31%	192 85% 22%j	169 80% 19%	514 78% 59%	361 83% 41%	333 81% 38%	543 79% 62%	299 83% 34%	577 78% 66%	484 78% 55%	391 81% 45%
Don't know	75 7%	40 6% 53%	35 7% 47%	33 6% 45%	41 7% 55%	14 8% 19%	14 7% 18%	10 5% 13%	14 7% 19%	12 7% 16%	11 7% 14%	26 8% 35%k	32 9% 43%k	7 3% 9%	10 5% 14%	58 9% 77%n	17 4% 23%	27 7% 36%	47 6% 74%	20 6% 27%	54 7% 73%	43 7% 58%	32 7% 42%
Mean	1.98	1.99	1.96	2.00	1.95	2.05h	1.97	1.99h	1.96	2.01h	1.88	1.93	1.98	2.03i	1.98	1.96	2.01	1.97	1.98	1.96	1.99	1.98	1.97
SD	0.38	0.42	0.31	0.40	0.36	0.43	0.38	0.30	0.41	0.37	0.37	0.38	0.39	0.35	0.40	0.38	0.37	0.36	0.39	0.34	0.40	0.40	0.36
SE	0.01	0.02	0.02	0.02	0.02	0.04	0.03	0.02	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 156  
**QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV programmes or films that have been broadcast using broadcaster catch-up services**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All who believe the ODO service is regulated**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1125	1113 99%	9 1%	1086 97%	39 3%	1102 98%	23 2%	801 71%	110 10%	135 12%	79 7%	32 3%	113 10%	78 7%	60 5%	84 7%	72 6%	87 8%	150 13%	125 11%
Weighted base	1099	1084 99%	11** 1%**	1058 96%	41* 4%**	1075 98%	24** 2%**	917 83%	92 8%	73 7%	18* 2%*	36* 3%*	124 11%	82* 7%*	68* 6%*	91* 8%*	110* 10%*	102* 9%*	179 16%	125 11%
Effective base	962	952	8	928	35	941	21	747	102	125	75	31	107	75	57	81	68	81	140	118
Too much (3)	63 6%	60 6%	2 23%	63 6%	- -	63 6%	- -	54 6%	5 6%	3 5%	* 1%	2 6%	8 6%	4 5%	6 8%	4 4%	7 6%	10 10%	6 3%	8 7%
		96%	4%	100%	-	100%	-	86%	9%	5%	*	3%	12%	6%	9%	6%	11%	16%r	9%	13%
Too little (1)	86 8%	83 8%	2 15%	80 8%	6 15%	84 8%	2 10%	64 7%	12 12%	8 11%	2 10%	2 6%	9 7%	1 1%	2 3%	6 7%	2 2%	15 14%	14 8%	13 11%
		97%	2%	93%	7%	97%	3%	75%	13%	10%	2%	2%	10%	1%	2%	7%	3%	17%mp	18%mp	15%mp
About the right amount (2)	876 80%	866 80%	6 55%	847 80%	29 71%	857 80%	19 78%	738 81%	67 73%	55 76%	15 85%	29 82%	103 83%	73 89%	60 87%	75 83%	95 87%	74 72%	140 78%	90 72%
		99%	1%	97%	3%	98%	2%	84%	8%	6%	2%	3%	12%	8%qs	7%qs	9%	11%qs	8%	16%	10%
Don't know	75 7%	74 7%	1 7%	69 6%	6 15%	72 7%	3 12%	60 7%	8 9%	5 8%	1 4%	2 7%	5 4%	4 5%	1 1%	6 6%	5 5%	4 4%	19 11%	13 11%
		99%	1%	92%	8%	96%	4%	81%	11%	7%	1%	3%	7%	5%	1%	8%	7%	6%	25%mp	18%mp
Mean	1.98	1.98	2.08	1.98	1.83	1.98	1.89	1.99	1.93	1.93	1.91	2.00	1.99	2.04	2.05	1.97	2.04	1.95	1.95	1.96
SD	0.38	0.38	0.67	0.38	0.38	0.38	0.32	0.37	0.45	0.41	0.33	0.36	0.37	0.25	0.34	0.34	0.30	0.50	0.35	0.44
SE	0.01	0.01	0.24	0.01	0.07	0.01	0.07	0.01	0.04	0.04	0.04	0.07	0.04	0.03	0.04	0.04	0.04	0.06	0.03	0.04

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 156  
**QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV programmes or films that have been broadcast using broadcaster catch-up services**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1125	193 17%	932 83%	560 50%	472 42%	148 13%	207 18%	812 72%	649 58%	454 40%	594 53%	987 88%	138 12%
Weighted base	1099	172 16%	927 84%	531 48%	467 43%	140 13%	206 19%	782 71%	628 57%	447 41%	571 52%	952 87%	147 13%
Effective base	962	161	802	467	410	121	186	688	557	386	511	841	122
Too much	(3) 63 6%	7 4%	56 6%	28 5%	31 7%	7 5%	14 7%	36 5%	32 5%	26 6%	30 5%	52 5%	11 8%
		10%	90%	44%	49%	12%	23%	58%	51%	41%	47%	82%	18%
Too little	(1) 86 8%	26 15%	60 6%	35 7%	44 9%	8 6%	27 13%	47 6%	49 8%	35 8%	43 8%	70 7%	16 11%
		31% <b>b</b>	69%	41%	51% <b>g</b>	10%	31% <b>cg</b>	54%	58%	41%	51%	81%	19%
About the right amount	(2) 876 80%	128 74%	748 81%	429 81%	369 79%	115 82%	153 74%	642 82%	513 82%	346 78%	468 82%	768 81%	108 73%
		15%	85%	49%	42%	13%	18%	73% <b>f</b>	59%	40%	53%	88%	12%
Don't know	75 7%	11 7%	63 7%	40 8%	23 5%	9 7%	12 6%	57 7%	34 5%	39 9%	30 5%	63 7%	12 8%
		15%	85%	53%	31%	12%	16%	77%	45%	53% <b>hj</b>	40%	84%	16%
Mean	1.98	1.88	2.00 <b>a</b>	1.99	1.97	1.99	1.94	1.99	1.97	1.98	1.97	1.98	1.96
SD	0.38	0.44	0.37	0.36	0.41	0.35	0.46	0.34	0.37	0.39	0.37	0.37	0.45
SE	0.01	0.03	0.01	0.02	0.02	0.03	0.03	0.01	0.01	0.02	0.02	0.01	0.04

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 156

Absolutes/col percents/row percents 19 Apr 2018

**QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV programmes or films that have been broadcast using broadcaster catch-up services**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1125	797 71%	594 53%	445 40%	384 34%	306 27%	178 16%	198 18%	104 9%	987 88%	204 18%	257 23%	87 8%	369 33%	756 67%
Weighted base	1099	768 70%	571 52%	427 39%	353 32%	293 27%	167 15%	184 17%	103* 9%*	952 87%	198 18%	238 22%	84* 8%*	355 32%	744 68%
Effective base	962	672	511	383	322	264	151	168	91	841	174	220	74	314	648
Too much	(3) 63 6%	42 5% 66%	30 5% 47%	24 6% 37%	23 6% 36%	32 11% 52% <b>mnopru</b>	9 5% 14%	16 9% 26%	10 9% 15%	52 5% 82%	7 3% 11%	7 3% 12%	8 10% 14% <b>vw</b>	18 5% 28%	45 6% 72%
Too little	(1) 86 8%	60 8% 70%	43 8% 51%	31 7% 36%	29 8% 34%	22 7% 25%	14 8% 16%	16 9% 19%	8 8% 10%	70 7% 81%	49 25% 57% <b>x</b>	51 22% 60% <b>x</b>	21 25% 25% <b>x</b>	65 18% 76% <b>x</b>	21 3% 24%
About the right amount	(2) 876 80%	615 80% 70%	468 82% 53%	355 78% 41% <b>qs</b>	276 76% 32%	224 76% 26%	132 79% 15%	139 76% 16%	78 76% 9%	768 81% 88%	127 64% 15%	165 69% 19%	49 58% 6%	246 69% 28%	630 85% 72% <b>vwxy</b>
Don't know	75 7%	51 7% 68%	30 5% 40%	17 4% 23%	25 7% 34%	15 5% 20%	13 8% 17%	12 7% 16%	6 6% 8%	63 7% 84%	15 8% 20%	14 6% 19%	6 7% 8%	26 7% 35%	48 6% 65%
Mean	1.98	1.97	1.97	1.98	1.98	2.04 <b>mnu</b>	1.97	2.00	2.01	1.98	1.77	1.80	1.84	1.86	2.03 <b>vwxy</b>
SD	0.38	0.38	0.37	0.37	0.40	0.44	0.38	0.44	0.44	0.37	0.50	0.47	0.60	0.48	0.31
SE	0.01	0.01	0.02	0.02	0.02	0.03	0.03	0.03	0.04	0.01	0.04	0.03	0.07	0.03	0.01

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 157

**QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Free Video On-demand content available as part of your subscription through your TV service provider**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	539	335 62%	204 38%	260 48%	279 52%	76 14%	118 22%	122 23%	110 20%	66 12%	47 9%	157 29%	170 32%	108 20%	104 19%	327 61%	212 39%	228 42%	311 58%	205 38%	334 62%	373 69%	164 30%
Weighted base	524	308 59%	215 41%	260 50%	264 50%	79* 15%*	123 24%	109 21%	102* 20%*	67* 13%*	44* 8%*	135 26%	172 33%	111* 21%*	105* 20%*	307 59%	216 41%	216 41%	308 59%	189 36%	334 64%	326 62%	195 37%
Effective base	464	290	176	218	247	66	106	105	93	59	37	136	146	93	91	280	184	197	267	177	288	326	145
Too much	(3) 41 8%	30 10% 74%	11 5% 26%	25 10% 60%	16 6% 40%	9 11% 21%	13 10% 31%	8 7% 19%	5 5% 13%	6 8% 14%	1 1% 2%	7 5% 17%	11 6% 26%	11 10% 26%	13 12% 32% <b>l</b>	17 6% 42%	24 11% 58% <b>m</b>	17 8% 41%	24 8% 59%	11 6% 26%	31 9% 74%	26 8% 62%	16 8% 38%
Too little	(1) 35 7%	23 7% 64%	13 6% 36%	23 9% 64%	13 5% 36%	7 9% 20%	10 8% 28%	2 2% 7%	5 5% 16%	3 4% 8%	7 17% 21% <b>o</b> <b>g</b>	12 9% 34% <b>k</b>	12 7% 33%	2 2% 7%	9 9% 27% <b>k</b>	23 8% 67%	12 5% 33%	12 6% 35%	23 7% 65%	10 5% 28%	25 8% 72%	26 8% 74%	9 5% 26%
About the right amount	(2) 400 76%	229 74% 57%	171 79% 43%	196 75% 49%	204 77% 51%	55 70% 14%	94 76% 24%	90 83% 23% <b>c</b>	78 76% 19%	50 75% 13%	33 74% 8%	103 76% 26%	133 77% 33%	92 83% 23% <b>l</b>	72 68% 18%	237 77% 59%	163 75% 41%	171 79% 43%	229 74% 57%	155 82% 39% <b>l</b>	245 73% 61%	247 76% 62%	151 77% 38%
Don't know	47 9%	27 9% 56%	21 10% 44%	17 7% 36%	30 12% 64%	8 10% 17%	7 5% 14%	8 7% 17%	14 13% 29%	3 8% 16%	13 12% 7%	17 10% 28%	17 10% 36%	6 6% 14%	11 11% 23%	30 10% 63%	17 8% 37%	16 7% 33%	32 10% 67%	13 7% 28%	34 10% 72%	28 9% 59%	19 10% 41%
Mean	2.01	2.03	1.99	2.01	2.02	2.02	2.03 <b>h</b>	2.05 <b>h</b>	2.00 <b>h</b>	2.04 <b>h</b>	1.83	1.96	1.99	2.08 <b>l</b>	2.04	1.98	2.06 <b>m</b>	2.02	2.01	2.00	2.02	2.00	2.04
SD	0.40	0.43	0.35	0.44	0.35	0.48	0.44	0.32	0.35	0.38	0.42	0.39	0.38	0.35	0.49	0.38	0.42	0.38	0.41	0.34	0.43	0.42	0.38
SE	0.02	0.02	0.03	0.03	0.02	0.06	0.04	0.03	0.04	0.05	0.06	0.03	0.03	0.03	0.05	0.02	0.03	0.03	0.02	0.02	0.02	0.02	0.03

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 157

Absolutes/col percents/row percents 19 Apr 2018

**QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**

**Free Video On-demand content available as part of your subscription through your TV service provider**

**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>539</b>	537 100%	2 *	526 98%	13 2%	532 99%	7 1%	385 71%	52 10%	57 11%	45 8%	14 3%	52 10%	51 9%	33 6%	38 7%	35 6%	48 9%	64 12%	50 9%
Weighted base	<b>524</b>	521 100%	2** ***	509 97%	15** 3%**	515 98%	9** 2%**	441 84%	41* 8%*	31* 6%*	10* 2%*	15** 3%**	59* 11%*	54* 10%*	39* 7%*	41* 8%*	53* 10%*	55* 11%*	74* 14%*	50* 10%*
Effective base	<b>464</b>	462	2	451	13	457	7	363	48	52	43	14	50	50	32	37	33	46	61	47
Too much (3)	<b>41</b> <b>8%</b>	41 8% 100%	- - -	41 8% 100%	- - -	41 8% 100%	- - -	34 8% 83%	4 10% 10%	3 9% 7%	- - -	3 20% 7%	5 8% 11%	4 7% 10%	4 10% 9%	2 4% 4%	3 6% 8%	7 12% 16%	2 3% 5%	5 10% 12%
Too little (1)	<b>35</b> <b>7%</b>	34 6% 95%	2 66% 5%	34 7% 97%	1 8% 3%	35 7% 100%	- - -	30 7% 86%	2 5% 6%	2 6% 6%	1 8% 2%	2 14% 6%	4 6% 11%	1 2% 2%	4 10% 11%	3 7% 8%	1 2% 2%	5 8% 13%	7 9% 20%	4 9% 12%
About the right amount (2)	<b>400</b> <b>76%</b>	399 77% 100%	1 34% *	388 76% 97%	11 76% 3%	393 76% 98%	7 84% 2%	335 76% 84%	33 80% 8%	23 74% 6%	8 80% 2%	10 66% 2%	46 78% 12%	40 73% 10%	30 77% 7%	30 74% 8%	48 89% <b>12%<sup>ns</sup></b>	40 72% 10%	58 78% 15%	34 68% 9%
Don't know	<b>47</b> <b>9%</b>	47 9% 100%	- - -	45 9% 95%	2 16% 5%	46 9% 97%	1 16% 3%	41 9% 87%	2 5% 4%	3 10% 7%	1 11% 2%	- - -	4 8% 9%	10 18% <b>21%<sup>ns</sup></b>	1 3% 3%	6 15% 13%	1 3% 3%	4 8% 9%	7 10% 15%	7 13% 14%
Mean	<b>2.01</b>	2.02	1.34	2.02	1.90	2.01	2.00	2.01	2.05	2.03	1.91	2.06	2.02	2.07	2.00	1.97	2.05	2.04	1.93	2.01
SD	<b>0.40</b>	0.40	0.61	0.40	0.31	0.40	0.00	0.40	0.40	0.42	0.31	0.60	0.40	0.32	0.46	0.37	0.28	0.47	0.36	0.47
SE	<b>0.02</b>	0.02	0.43	0.02	0.09	0.02	0.00	0.02	0.06	0.06	0.05	0.16	0.06	0.05	0.08	0.07	0.05	0.07	0.05	0.07

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 157  
**QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Free Video On-demand content available as part of your subscription through your TV service provider**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	539	88 16%	451 84%	340 63%	196 36%	74 14%	28 5%	489 91%	343 64%	195 36%	320 59%	516 96%	23 4%
Weighted base	524	78* 15%*	445 85%	319 61%	192 37%	69* 13%*	28** 5%**	474 91%	333 64%	189 36%	307 59%	496 95%	27** 5%**
Effective base	464	70	393	291	172	60	26	419	296	167	278	443	21
Too much	(3) 41 8%	5 6% 12%	36 8% 88%	22 7% 54%	21 11% 51%	8 12% 20%	6 21% 14%	32 7% 78%	27 8% 66%	14 7% 34%	25 8% 62%	39 8% 96%	2 7% 4%
Too little	(1) 35 7%	5 6% 13%	31 7% 87%	21 6% 59%	12 6% 34%	6 9% 17%	2 8% 7%	31 7% 88%	22 7% 63%	13 7% 37%	21 7% 59%	32 7% 92%	3 10% 8%
About the right amount	(2) 400 76%	58 73% 14%	342 77% 86%	241 75% 60%	144 75% 36%	52 75% 13%	15 55% 4%	371 78% 93%	254 76% 64%	144 76% 36%	235 77% 59%	382 77% 95%	18 67% 5%
Don't know	47 9%	11 14% 23%	36 8% 77%	35 11% 74%	15 8% 33%	3 4% 7%	4 15% 9%	40 9% 85%	29 9% 62%	18 10% 38%	26 8% 55%	43 9% 91%	4 16% 9%
Mean	2.01	2.00	2.01	2.01	2.05	2.03	2.15	2.00	2.02	2.01	2.02	2.02	1.96
SD	0.40	0.38	0.40	0.39	0.43	0.47	0.58	0.38	0.40	0.40	0.41	0.40	0.46
SE	0.02	0.04	0.02	0.02	0.03	0.06	0.12	0.02	0.02	0.03	0.02	0.02	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 157

Absolutes/col percents/row percents 19 Apr 2018

**QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Free Video On-demand content available as part of your subscription through your TV service provider**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	539	448 83%	320 59%	262 49%	224 42%	179 33%	113 21%	115 21%	58 11%	516 96%	83 15%	128 24%	47 9%	170 32%	369 68%
Weighted base	524	428 82%	307 59%	255 49%	212 40%	172 33%	111* 21%*	106* 20%*	55* 11%*	496 95%	83* 16%*	124 24%	47* 9%*	167 32%	357 68%
Effective base	464	381	278	227	190	155	98	98	52	443	72	111	40	147	317
Too much	(3) 41 8%	34 8%	25 8%	24 9%	17 8%	27 16%	9 8%	15 14%	6 11%	39 8%	8 9%	11 9%	9 19%	15 9%	26 7%
		84%	62%	57%	42%	65% <b>mnpu</b>	23%	35%	15%	96%	19%	27%	22% <b>z</b>	36%	64%
Too little	(1) 35 7%	29 7%	21 7%	15 6%	14 7%	16 10%	10 9%	9 9%	6 11%	32 7%	16 19%	23 19%	8 17%	27 16%	9 2%
		82%	59%	41%	40%	47%	28%	26%	17%	92%	45% <b>z</b>	66% <b>z</b>	23% <b>z</b>	75% <b>z</b>	25%
About the right amount	(2) 400 76%	327 76%	235 77%	202 79%	162 77%	118 69%	83 75%	76 72%	40 72%	382 77%	50 60%	82 66%	28 60%	112 67%	288 81%
		82%	59%	51% <b>q</b>	41%	30%	21%	19%	10%	95% <b>q</b>	12%	20%	7%	28%	72% <b>vwx</b>
Don't know	47 9%	37 9%	26 8%	14 6%	18 9%	11 6%	9 8%	6 6%	3 5%	43 9%	10 12%	8 7%	2 3%	14 8%	33 9%
		78%	55%	30%	38%	23%	19%	13%	6%	91%	20%	17%	3%	30%	70%
Mean	2.01	2.01	2.02	2.04	2.02	2.06	2.00	2.05	2.01	2.02	1.89	1.89	2.02	1.92	2.05 <b>vwy</b>
SD	0.40	0.40	0.41	0.40	0.40	0.52	0.44	0.49	0.49	0.40	0.56	0.54	0.62	0.52	0.33
SE	0.02	0.02	0.02	0.03	0.03	0.04	0.04	0.05	0.07	0.02	0.06	0.05	0.09	0.04	0.02

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 158  
**QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Paid Video On-demand content available through your TV service provider**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		125 56%	99 44%	101 45%	123 55%	36 16%	48 21%	66 29%	48 21%	15 7%	11 5%	82 37%	69 31%	43 19%	30 13%	151 67%	73 33%	122 54%	102 46%	116 52%	108 48%	172 77%	51 23%
Weighted base		113 52%	103* 48%*	97* 45%*	119 55%	38* 17%*	50* 23%*	59* 27%*	46* 21%*	13** 6%**	10** 5%**	73* 34%*	68* 32%*	46* 21%*	29** 13%**	141 65%	75* 35%*	113 52%	103* 48%*	106* 49%*	109* 51%*	152 70%	63* 29%*
Effective base		110	86	85	109	32	43	57	41	13	10	73	59	38	25	131	63	105	90	99	96	150	47
Too much	(3)	14 6%	11 9%	3 3%	11 11%	4 10%	* 1%	3 5%	4 8%	3 22%	- -	4 6%	4 6%	3 7%	3 9%	8 6%	6 8%	7 6%	6 6%	7 7%	6 6%	9 6%	4 7%
		77%	23%	77% <b>b</b>	23%	28%	3%	21%	27%	21%	-	30%	28%	23%	19%	59%	41%	53%	47%	53%	47%	69%	31%
Too little	(1)	16 8%	10 9%	6 6%	7 8%	6 16%	5 10%	3 4%	1 2%	1 8%	1 8%	6 8%	5 7%	5 10%	1 4%	11 7%	6 8%	12 11%	4 4%	11 10%	5 5%	11 7%	5 8%
		62%	38%	45%	55%	37% <b>f</b>	30%	15%	6%	7%	5%	36%	28%	28%	7%	64%	36%	73%	27%	68%	32%	69%	31%
About the right amount	(2)	169 78%	88 78%	81 79%	96 81%	28 74%	41 82%	49 83%	37 79%	7 52%	8 79%	56 77%	57 84%	34 75%	21 74%	113 80%	56 75%	89 79%	80 77%	84 79%	85 78%	118 78%	50 79%
		52%	48%	43%	57%	16%	24%	29%	22%	4%	5%	33%	34%	20%	13%	67%	33%	53%	47%	50%	50%	70%	30%
Don't know		17 8%	4 3%	13 12%	7 9%	- -	4 7%	5 8%	5 11%	2 17%	1 13%	7 9%	2 3%	4 8%	4 13%	9 7%	7 10%	4 4%	12 12%	4 4%	12 11%	13 8%	4 6%
		24%	76%	39%	61%	-	22%	28%	29%	14%	7%	41%	14%	23%	22%	55%	45%	26%	74% <b>o</b>	26%	74%	77%	23%
Mean		1.99	2.00	1.97	2.03	1.94	1.90	2.01	2.07 <b>d</b>	2.16	1.90	1.97	1.99	1.96	2.05	1.98	2.00	1.96	2.02	1.96	2.01	1.99	1.98
SD		0.39	0.44	0.32	0.45	0.52	0.33	0.32	0.33	0.61	0.31	0.39	0.36	0.43	0.39	0.38	0.42	0.42	0.35	0.42	0.35	0.39	0.40
SE		0.03	0.04	0.03	0.05	0.09	0.05	0.04	0.05	0.17	0.10	0.05	0.04	0.07	0.08	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.06

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 158

**QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?****Paid Video On-demand content available through your TV service provider****SINGLE CODE****Base: All who believe the ODO service is regulated**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	224	222 99%	2 1%	217 97%	7 3%	224 100%	-	163 73%	21 9%	22 10%	18 8%	9 4%	22 10%	22 10%	11 5%	14 6%	18 8%	17 8%	27 12%	23 10%
Weighted base	216	213 99%	2** 1%**	208 96%	8** 4%**	216 100%	-**	183 85%	17** 8%**	12** 6%**	4** 2%**	10** 5%**	24** 11%**	24** 11%**	13** 6%**	15** 7%**	26** 12%**	19** 9%**	32** 15%**	21** 10%**
Effective base	195	193	2	188	7	195	-	154	20	20	17	9	21	22	11	13	17	16	26	22
Too much (3)	14 6%	12 6%	2 66%	14 7%	-	14 6%	-	11 6%	2 12%	*	-	-	3 12%	-	2 20%	1 6%	1 5%	-	1 5%	2 12%
		88%	12%	100%	-	100%	-	82%	15%	3%	-	-	21%	-	18%	6%	9%	-	10%	18%
Too little (1)	16 8%	16 8%	-	15 7%	1 15%	16 8%	-	12 7%	1 8%	2 17%	1 16%	1 12%	1 5%	-	1 6%	3 21%	-	2 10%	2 6%	2 10%
		100%	-	93%	7%	100%	-	75%	9%	13%	4%	7%	7%	-	5%	19%	-	11%	12%	13%
About the right amount (2)	169 78%	168 79%	1 34%	162 78%	7 85%	169 78%	-	146 80%	11 67%	9 73%	3 84%	9 88%	17 71%	22 91%	9 74%	11 73%	25 95%	14 73%	25 78%	15 69%
		99%	1%	96%	4%	100%	-	86%	7%	5%	2%	5%	10%	13%	6%	6%	15%	8%	15%	9%
Don't know	17 8%	17 8%	-	17 8%	-	17 8%	-	14 8%	2 13%	1 6%	-	-	3 13%	2 9%	-	-	-	3 17%	3 11%	2 9%
		100%	-	100%	-	100%	-	83%	13%	4%	-	-	18%	13%	-	-	-	19%	21%	11%
Mean	1.99	1.98	2.66	1.99	1.85	1.99	-	1.99	2.04	1.86	1.84	1.88	2.08	2.00	2.13	1.85	2.05	1.88	1.98	2.02
SD	0.39	0.38	0.61	0.39	0.38	0.39	-	0.37	0.49	0.47	0.43	0.34	0.44	0.00	0.51	0.51	0.21	0.33	0.36	0.50
SE	0.03	0.03	0.43	0.03	0.15	0.03	-	0.03	0.12	0.11	0.10	0.11	0.10	0.00	0.15	0.14	0.05	0.09	0.07	0.11

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 158  
**QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Paid Video On-demand content available through your TV service provider**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	224	28 13%	196 88%	130 58%	79 35%	37 17%	21 9%	192 86%	157 70%	66 29%	148 66%	219 98%	5 2%
Weighted base	216	24** 11%**	192 89%	120 56%	77* 36%*	36* 17%*	22** 10%**	186 86%	151 70%	63* 29%*	141 66%	210 97%	5** 3%**
Effective base	195	23	171	112	71	32	18	167	136	57	130	190	5
Too much	(3) 14 6%	- 7% -	14 7% 100%	8 7% 57%	8 10% 57%	2 5% 14%	2 10% 15%	12 6% 85%	10 6% 70%	4 6% 30%	10 7% 70%	12 6% 88%	2 30% 12%
Too little	(1) 16 8%	5 19% 29%	12 6% 71%	13 11% 80%	6 8% 38%	2 6% 13%	1 3% 4%	16 8% 96%	13 9% 81%	3 5% 19%	12 9% 75%	16 8% 100%	- - -
About the right amount	(2) 169 78%	19 78% 11%	150 78% 89%	90 75% 54%	58 75% 34%	32 89% 19%	17 78% 10%	144 78% 85%	118 78% 70%	50 78% 29%	111 78% 65%	166 79% 98%	3 57% 2%
Don't know	17 8%	1 3% 4%	16 8% 96%	9 7% 53%	5 7% 33%	- 7% -	2 9% 12%	14 7% 83%	10 7% 62%	6 10% 38%	9 6% 53%	16 8% 96%	1 13% 4%
Mean	1.99	1.80	2.01	1.95	2.02	2.00	2.07	1.98	1.97	2.02	1.98	1.98	2.35
SD	0.39	0.41	0.38	0.43	0.44	0.34	0.37	0.40	0.40	0.36	0.41	0.38	0.54
SE	0.03	0.08	0.03	0.04	0.05	0.06	0.09	0.03	0.03	0.05	0.03	0.03	0.27

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 158

Absolutes/col percents/row percents 19 Apr 2018

**QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Paid Video On-demand content available through your TV service provider**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

		Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
			TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base		224	184 82%	148 66%	126 56%	105 47%	94 42%	62 28%	75 33%	37 17%	219 98%	27 12%	58 26%	20 9%	71 32%	153 68%
Weighted base		216	175 81%	141 66%	124 57%	99* 46%*	88* 41%*	61* 28%*	73* 34%*	35* 16%*	210 97%	25** 12%**	55* 25%*	20** 9%**	67* 31%*	149 69%
Effective base		195	158	130	110	90	81	55	67	34	190	24	49	16	60	134
Too much	(3)	14 6%	12 7%	10 7%	9 7%	10 10%	11 13%	3 5%	5 7%	2 6%	12 6%	2 8%	6 11%	2 10%	6 9%	7 5%
			88%	70%	67%	70%	82%	21%	37%	15%	88%	14%	45%	14%	45%	55%
Too little	(1)	16 8%	16 9%	12 9%	8 7%	7 7%	7 8%	6 10%	6 9%	4 11%	16 8%	3 13%	10 18%	4 19%	12 19%	4 3%
			97%	75%	51%	45%	43%	36%	39%	24%	100%	20%	59% <b>x</b>	24%	76% <b>x</b>	24%
About the right amount	(2)	169 78%	134 77%	111 78%	101 82%	77 78%	64 72%	46 75%	56 77%	29 83%	166 79%	16 64%	35 64%	13 66%	42 63%	127 85%
			79%	65%	60%	45%	38%	27%	33%	17%	98%	10%	21%	8%	25%	75% <b>wy</b>
Don't know		17 8%	13 7%	9 6%	5 4%	5 5%	6 7%	6 11%	5 7%	- -	16 8%	4 15%	4 7%	1 5%	6 9%	10 7%
			78%	53%	29%	32%	38%	39%	30%	-	96%	23%	22%	6%	38%	62%
Mean		1.99	1.98	1.98	2.01	2.02	2.05	1.94	1.98	1.95	1.98	1.94	1.93	1.90	1.90	2.03 <b>y</b>
SD		0.39	0.42	0.41	0.39	0.43	0.47	0.40	0.42	0.42	0.38	0.50	0.56	0.56	0.55	0.29
SE		0.03	0.03	0.03	0.04	0.04	0.05	0.05	0.05	0.07	0.03	0.11	0.08	0.13	0.07	0.02

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 159

**QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV, box sets or films from an online subscription service**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE	CAPI	Male	Female	16-24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	ABC1	C2DE	Yes	No	Yes	No	Working	Not working
		(A)	(B)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	451	294 65%	157 35%	181 40%	270 60%	87 19%	99 22%	120 27%	79 18%	42 9%	24 5%	125 28%	150 33%	89 20%	87 19%	275 61%	176 39%	217 48%	234 52%	193 43%	258 57%	307 68%	144 32%
Weighted base	422	264 63%	158 37%	173 41%	249 59%	87* 21%*	97* 23%*	108 26%	71* 17%*	37* 9%*	22** 5%**	104 25%	144 34%	93* 22%*	81* 19%*	248 59%	174 41%	198 47%	224 53%	172 41%	250 59%	258 61%	164 39%
Effective base	383	252	133	148	236	73	87	106	63	37	19	108	129	75	74	236	149	186	198	165	219	267	125
Too much	(3) 24 6%	21 8% 86%	3 2% 14%	11 7% 46%	13 5% 54%	8 9% 32%	3 3% 11%	8 8% 34%	1 2% 5%	4 10% 15%	1 3% 3%	8 7% 32%	8 5% 31%	4 4% 16%	5 6% 21%	15 6% 63%	9 5% 37%	10 5% 40%	15 7% 60%	9 5% 38%	15 6% 62%	15 6% 60%	10 6% 40%
Too little	(1) 22 5%	19 7% 86%	3 2% 14%	11 6% 51%	11 4% 49%	5 6% 25%	4 4% 18%	3 3% 13%	4 6% 19%	* 1% 2%	5 23% 23%	5 5% 22%	10 7% 46%	2 2% 8%	5 6% 24%	15 6% 69%	7 4% 31%	13 6% 59%	9 4% 41%	9 5% 41%	13 5% 59%	12 5% 56%	9 6% 44%
About the right amount	(2) 342 81%	202 76% 59%	140 89% 41%	139 81% 41%	203 81% 59%	69 79% 20%	82 85% 24%	88 81% 26%	56 79% 16%	31 84% 9%	16 73% 5%	82 79% 24%	116 80% 34%	82 88% 24%	62 77% 18%	197 80% 58%	145 83% 42%	160 81% 47%	182 81% 53%	141 82% 41%	201 81% 59%	212 82% 62%	130 80% 38%
Don't know	34 8%	23 9% 68%	11 7% 32%	11 6% 33%	23 9% 67%	5 6% 15%	8 8% 23%	10 9% 28%	9 13% 28%	2 4% 5%	* 2% 1%	9 9% 28%	11 7% 31%	6 6% 17%	8 10% 24%	20 8% 60%	14 8% 40%	15 8% 44%	19 8% 56%	13 8% 38%	21 8% 62%	20 8% 58%	14 9% 42%
Mean	2.01	2.01	2.00	2.00	2.01	2.03	1.98	2.06	1.95	2.09f	1.80	2.03	1.98	2.03	2.00	2.00	2.01	1.98	2.03	2.00	2.01	2.01	2.00
SD	0.34	0.41	0.21	0.37	0.32	0.40	0.27	0.33	0.30	0.34	0.48	0.37	0.36	0.25	0.38	0.37	0.31	0.35	0.34	0.34	0.35	0.34	0.36
SE	0.02	0.02	0.02	0.03	0.02	0.04	0.03	0.03	0.04	0.05	0.10	0.03	0.03	0.03	0.04	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.03

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 159  
**QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV, box sets or films from an online subscription service**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	451	445 99%	4 1%	416 92%	35 8%	450 100%	1 *	300 67%	52 12%	57 13%	42 9%	15 3%	38 8%	32 7%	24 5%	31 7%	24 5%	28 6%	49 11%	59 13%
Weighted base	422	414 98%	5** 1%**	386 91%	36* 9%*	421 100%	1** ***	337 80%	42* 10%*	32* 8%*	10* 2%*	17** 4%**	42* 10%*	34* 8%*	26** 6%**	33* 8%*	39** 9%**	31** 7%**	58* 14%*	58* 14%*
Effective base	383	378	4	353	31	382	1	281	48	52	40	14	36	31	23	30	23	27	46	56
Too much (3)	24 6%	23 6%	- -	24 6%	1 2%	24 6%	- -	19 6%	3 7%	2 6%	- -	3 17%	1 3%	1 3%	- -	- -	1 3%	1 4%	4 8%	8 13%
		95%	-	97%	3%	100%	-	80%	12%	8%	-	12%	5%	4%	-	-	5%	5%	18%	31% <sup>o</sup>
Too little (1)	22 5%	22 5%	- -	20 5%	2 4%	22 5%	- -	15 4%	4 9%	2 5%	1 13%	1 7%	- -	2 5%	2 9%	3 15%	- -	2 10%	2 3%	3 5%
		100%	-	93%	7%	100%	-	70%	17%	7%	6% <sup>g</sup>	5%	-	8%	9%	15%	-	10%	8%	14%
About the right amount (2)	342 81%	335 81%	5 100%	313 81%	29 79%	341 81%	1 100%	276 82%	33 79%	26 80%	7 72%	11 68%	40 95%	28 82%	25 93%	24 72%	37 97%	27 86%	42 74%	41 72%
		98%	1%	92%	8%	100%	*	81%	10%	8%	2%	3%	12% <sup>ors</sup>	8%	7%	7%	11%	8%	12%	12%
Don't know	34 8%	34 8%	- -	29 7%	5 14%	34 8%	- -	27 8%	2 5%	3 9%	2 15%	1 8%	1 2%	3 10%	- -	6 18%	- -	1 3%	9 16%	6 10%
		100%	-	85%	15%	100%	-	80%	7%	9%	5%	4%	3%	10%	-	15% <sup>i</sup>	-	3%	27% <sup>ai</sup>	17%
Mean	2.01	2.00	2.00	2.01	1.98	2.01	2.00	2.01 <sup>j</sup>	1.98	2.02 <sup>j</sup>	1.85	2.11	2.03	1.98	1.93	1.88	2.03	1.97	2.05	2.09
SD	0.34	0.34	0.00	0.35	0.28	0.35	-	0.33	0.41	0.35	0.38	0.52	0.17	0.30	0.26	0.33	0.17	0.35	0.36	0.45
SE	0.02	0.02	0.00	0.02	0.05	0.02	-	0.02	0.06	0.05	0.06	0.14	0.03	0.06	0.05	0.07	0.04	0.07	0.05	0.06

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 159  
**QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV, box sets or films from an online subscription service**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	451	70 16%	381 84%	237 53%	169 37%	73 16%	64 14%	345 76%	306 68%	130 29%	286 63%	425 94%	26 6%
Weighted base	422	55* 13%*	367 87%	211 50%	162 38%	67* 16%*	62* 15%*	321 76%	285 68%	121 29%	263 62%	395 94%	27** 6%**
Effective base	383	54	329	197	146	62	57	291	260	111	244	361	22
Too much	(3) 24 6%	3 5% 11%	22 6% 89%	12 6% 50%	11 7% 44%	4 7% 18%	1 2% 6%	18 6% 74%	16 5% 64%	6 5% 23%	14 5% 56%	20 5% 81%	5 17% 19%
Too little	(1) 22 5%	4 8% 20%	17 5% 80%	9 4% 42%	14 8% 63%	5 8% 24%	3 5% 15%	15 5% 71%	16 5% 72%	5 4% 22%	15 6% 67%	20 5% 93%	2 6% 7%
About the right amount	(2) 342 81%	43 79% 13%	299 81% 87%	172 82% 50%	127 79% 37%	52 78% 15%	52 84% 15%	263 82% 77%	233 82% 68%	98 81% 29%	215 82% 63%	324 82% 95%	18 68% 5%
Don't know	34 8%	5 8% 14%	29 8% 86%	17 8% 51%	10 6% 30%	5 8% 15%	5 9% 16%	25 8% 73%	21 7% 61%	13 11% 38%	19 7% 57%	31 8% 93%	2 9% 7%
Mean	2.01	1.96	2.01	2.02	1.98	1.99	1.97	2.01	2.00	2.01	2.00	2.00	2.12
SD	0.34	0.38	0.34	0.33	0.40	0.40	0.29	0.34	0.34	0.31	0.34	0.33	0.50
SE	0.02	0.05	0.02	0.02	0.03	0.05	0.04	0.02	0.02	0.03	0.02	0.02	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 159  
**QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV, box sets or films from an online subscription service**

**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	451	337 75%	286 63%	247 55%	233 52%	157 35%	112 25%	120 27%	57 13%	425 94%	69 15%	109 24%	42 9%	140 31%	311 69%
Weighted base	422	314 74%	263 62%	228 54%	208 49%	146 35%	99* 23%*	105 25%	55* 13%*	395 94%	61* 14%*	100* 24%*	42* 10%*	127 30%	295 70%
Effective base	383	285	244	210	196	137	93	101	49	361	58	91	36	118	265
Too much	(3) 24 6%	18 6%	14 5%	12 5%	13 6%	14 10%	6 6%	8 8%	5 9%	20 5%	6 10%	7 7%	7 16%	9 7%	15 5%
		73%	56%	48%	51%	58%	25%	33%	21%	81%	25%	28%	28% <b>z</b>	38%	62%
Too little	(1) 22 5%	18 6%	15 6%	11 5%	13 6%	7 5%	6 6%	8 8%	3 6%	20 5%	11 19%	15 15%	6 15%	15 12%	7 2%
		83%	67%	52%	61%	33%	27%	38%	15%	93%	53% <b>z</b>	68% <b>z</b>	29% <b>z</b>	68% <b>z</b>	32%
About the right amount	(2) 342 81%	256 81%	215 82%	192 84%	169 81%	116 80%	78 79%	80 77%	41 74%	324 82%	41 67%	72 72%	29 69%	96 76%	246 83%
		75%	63%	56%	49%	34%	23%	23%	12%	95%	12%	21%	9%	28%	72% <b>vwz</b>
Don't know	34 8%	23 7%	19 7%	14 6%	13 6%	8 6%	8 8%	8 8%	6 11%	31 8%	3 4%	7 7%	- -	7 6%	27 9%
		68%	57%	41%	39%	25%	24%	24%	18%	93%	8%	20%	-	21%	79%
Mean	2.01	2.00	2.00	2.00	2.00	2.05	2.00	2.00	2.04	2.00	1.91	1.92	2.02	1.96	2.03 <b>vw</b>
SD	0.34	0.35	0.34	0.33	0.36	0.39	0.37	0.41	0.41	0.33	0.55	0.48	0.56	0.45	0.29
SE	0.02	0.02	0.02	0.02	0.02	0.03	0.04	0.04	0.06	0.02	0.07	0.05	0.09	0.04	0.02

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 160

**QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV,box sets,or films from an online pay-per-view or download to own service**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	109	69 63%	40 37%	53 49%	56 51%	17 16%	28 26%	30 28%	21 19%	8 7%	5 5%	40 37%	34 31%	18 17%	17 16%	74 68%	35 32%	53 49%	56 51%	49 45%	60 55%	80 73%	29 27%
Weighted base	110*	65* 59%*	45* 41%*	54* 49%*	56* 51%*	18** 16%**	28** 26%**	29** 26%**	22** 20%**	9** 8%**	4** 4%**	39* 35%*	34** 31%**	18** 17%**	19** 17%**	72* 66%*	38** 34%**	53* 48%*	57* 52%*	48* 44%*	62* 56%*	72* 65%*	38** 35%**
Effective base	96	62	35	45	52	16	24	27	18	8	4	38	29	16	15	66	30	49	47	45	51	73	26
Too much	(3) 7 6%	7 10% 100%	- - -	2 4% 34%	4 8% 66%	- - -	3 9% 41%	1 3% 15%	1 5% 17%	1 10% 13%	1 23% 14%	4 10% 61%	- - -	1 8% 22%	1 6% 17%	4 6% 61%	3 7% 39%	5 8% 68%	2 4% 32%	5 9% 68%	2 3% 32%	3 4% 49%	3 9% 51%
Too little	(1) 7 6%	5 8% 79%	1 3% 21%	3 6% 46%	4 6% 54%	- - -	3 10% 41%	3 9% 39%	1 6% 21%	- - -	- - -	2 6% 34%	3 10% 50%	- - -	1 5% 16%	6 8% 84%	1 3% 16%	6 11% 85%	1 2% 15%	6 12% 85% <b>fr</b>	1 2% 15%	6 8% 84%	1 3% 16%
About the right amount	(2) 89 80%	48 74% 54%	40 90% 46%	44 82% 50%	44 79% 50%	16 89% 18%	20 71% 23%	23 79% 26%	19 84% 21%	8 90% 9%	3 77% 4%	29 76% 33%	28 84% 32%	14 78% 16%	16 85% 18%	58 80% 65%	31 82% 35%	40 75% 45%	49 85% 55%	36 75% 40%	53 85% 60%	55 76% 62%	34 88% 38%
Don't know	8 7%	5 8% 63%	3 7% 37%	4 8% 54%	4 7% 46%	2 11% 25%	3 9% 32%	3 9% 32%	1 4% 12%	- - -	- - -	3 7% 35%	2 6% 25%	3 14% 32%	1 4% 9%	5 7% 60%	3 9% 40%	3 5% 35%	5 9% 65%	2 4% 24%	6 10% 76%	8 11% 100%	- - -
Mean	2.00	2.02	1.97	1.98	2.01	2.00	2.00	1.94	1.99	2.10	2.23	2.05	1.89	2.09	2.00	1.98	2.04	1.98	2.02	1.97	2.02	1.96	2.06
SD	0.36	0.45	0.18	0.33	0.39	0.00	0.47	0.37	0.35	0.32	0.48	0.42	0.31	0.30	0.35	0.38	0.33	0.46	0.25	0.48	0.24	0.37	0.34
SE	0.04	0.06	0.03	0.05	0.06	0.00	0.09	0.07	0.08	0.11	0.21	0.07	0.06	0.08	0.09	0.05	0.06	0.07	0.03	0.07	0.03	0.04	0.06

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 160

Absolutes/col percents/row percents 19 Apr 2018

**QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**

**TV,box sets,or films from an online pay-per-view or download to own service**

**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	109	108 99%	-	103 94%	6 6%	109 100%	-	85 78%	12 11%	7 6%	5 5%	4 4%	11 10%	8 7%	3 3%	8 7%	9 8%	15 14%	11 10%	16 15%	
Weighted base	110*	109* 99%*	-**	104* 94%*	6** 6%**	110* 100%*	-**	96* 87%*	10** 9%**	3** 3%**	1** 1%**	4** 3%**	13** 12%**	9** 8%**	3** 3%**	8** 8%**	15** 13%**	16** 15%**	12** 11%**	16** 14%**	
Effective base	96	95	-	90	6	96	-	79	11	7	5	4	10	8	3	8	8	15	11	15	
Too much	(3) 7 6%	7 6%	-	4 4%	2 38%	7 6%	-	6 6%	-	* 15%	-	1 27%	-	-	-	-	-	2 12%	1 11%	2 12%	
		100%	-	63%	37%	100%	-	93%	-	7%	-	15%	-	-	-	-	-	29%	20%	30%	
Too little	(1) 7 6%	7 6%	-	6 6%	* 7%	7 6%	-	5 5%	1 7%	1 27%	* 16%	-	-	-	1 33%	2 24%	-	1 6%	-	1 6%	
		100%	-	93%	7%	100%	-	74%	11%	12%	3%	-	-	-	16%	29%	-	15%	-	13%	
About the right amount	(2) 89 80%	87 80%	-	86 83%	2 37%	89 80%	-	77 80%	9 93%	2 57%	1 58%	3 73%	12 93%	9 100%	2 67%	3 38%	15 100%	12 76%	10 81%	11 70%	
		99%	-	97%	3%	100%	-	87%	11%	2%	1%	3%	14%	10%	2%	4%	17%	14%	11%	13%	
Don't know	8 7%	8 8%	-	7 7%	1 18%	8 7%	-	8 8%	-	-	* 26%	-	1 7%	-	-	3 38%	-	1 6%	1 8%	2 12%	
		100%	-	86%	14%	100%	-	96%	-	-	4%	-	12%	-	-	39%	-	12%	11%	23%	
Mean	2.00	2.00	-	1.98	2.38	2.00	-	2.01	1.93	1.88	1.78	2.27	2.00	2.00	1.67	1.62	2.00	2.06	2.12	2.08	
SD	0.36	0.37	-	0.33	0.71	0.36	-	0.36	0.27	0.79	-	0.52	0.00	0.00	0.57	0.54	0.00	0.45	0.34	0.46	
SE	0.04	0.04	-	0.03	0.32	0.04	-	0.04	0.08	0.30	-	0.26	0.00	0.00	0.33	0.24	0.00	0.12	0.11	0.12	

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 160

Absolutes/col percents/row percents 19 Apr 2018

**QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV,box sets,or films from an online pay-per-view or download to own service**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	109	16 15%	93 85%	51 47%	47 43%	27 25%	14 13%	89 82%	81 74%	28 26%	76 70%	106 97%	3 3%
Weighted base	110*	16** 14%**	94* 86%*	49* 44%*	43* 39%*	28** 26%**	14** 13%**	90* 82%*	84* 76%*	26** 24%**	77* 70%*	107* 97%*	3** 3%**
Effective base	96	15	81	44	42	24	13	78	72	24	69	93	3
Too much	(3) 7 6%	3 19% 46%	4 4% 54%	2 5% 37%	4 8% 54%	1 3% 15%	1 10% 21%	3 3% 42%	4 5% 63%	2 9% 37%	4 5% 63%	7 6% 100%	- - -
Too little	(1) 7 6%	2 13% 31%	5 5% 69%	4 9% 66%	4 9% 58%	2 7% 29%	1 8% 16%	6 6% 84%	5 6% 80%	1 5% 20%	5 6% 74%	7 6% 100%	- - -
About the right amount	(2) 89 80%	10 62% 11%	79 83% 89%	41 84% 46%	31 73% 35%	24 85% 27%	9 67% 10%	76 84% 85%	68 81% 77%	20 78% 23%	62 80% 70%	86 80% 97%	3 100% 3%
Don't know	8 7%	1 6% 11%	7 8% 89%	1 2% 11%	4 10% 50%	1 5% 18%	2 15% 25%	6 7% 75%	6 7% 74%	2 8% 26%	6 8% 74%	8 8% 100%	- - -
Mean	2.00	2.06	1.99	1.96	1.99	1.97	2.03	1.97	1.98	2.04	1.99	2.00	2.00
SD	0.36	0.60	0.31	0.38	0.44	0.33	0.48	0.32	0.35	0.40	0.36	0.37	0.00
SE	0.04	0.15	0.03	0.05	0.07	0.07	0.14	0.04	0.04	0.08	0.04	0.04	0.00

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 160

Absolutes/col percents/row percents 19 Apr 2018

**QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**TV,box sets,or films from an online pay-per-view or download to own service**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	109	86 79%	76 70%	69 63%	60 55%	53 49%	38 35%	44 40%	23 21%	106 97%	23 21%	39 36%	18 17%	45 41%	64 59%
Weighted base	110*	86* 78%*	77* 70%*	69* 63%*	59* 54%*	49* 45%*	41* 37%*	43* 39%*	23** 21%**	107* 97%*	21** 19%**	39* 35%*	19** 17%**	44* 40%*	66* 60%*
Effective base	96	74	69	61	52	47	35	39	22	93	21	34	15	40	56
Too much	(3) 7 6%	5 6% 80%	4 5% 63%	6 8% 86%	4 7% 59%	6 11% 85%	1 2% 13%	2 4% 28%	1 6% 20%	7 6% 100%	1 4% 14%	2 5% 31%	3 18% 51%	3 8% 51%	3 5% 49%
Too little	(1) 7 6%	5 6% 78%	5 6% 74%	5 8% 81%	4 6% 57%	3 6% 44%	2 5% 29%	2 5% 29%	2 8% 27%	7 6% 100%	4 19% 61%	6 15% 88% <b>z</b>	3 16% 46%	6 13% 88% <b>z</b>	1 1% 12%
About the right amount	(2) 89 80%	70 81% 78%	62 80% 70%	56 81% 63%	47 79% 53%	36 73% 41%	34 84% 39%	36 83% 40%	19 81% 21%	86 80% 97%	15 72% 17%	27 70% 31%	12 61% 13%	32 71% 36%	57 87% 64%
Don't know	8 7%	6 7% 74%	6 8% 74%	2 3% 26%	4 8% 55%	5 10% 59%	4 9% 46%	3 8% 41%	1 5% 14%	8 8% 100%	1 5% 12%	3 9% 42%	1 5% 12%	3 8% 42%	5 7% 58%
Mean	2.00	2.00	1.99	2.00	2.00	2.06	1.97	2.00	1.98	2.00	1.84	1.89	2.02	1.94	2.04
SD	0.36	0.37	0.36	0.41	0.38	0.44	0.28	0.31	0.39	0.37	0.49	0.47	0.62	0.48	0.26
SE	0.04	0.04	0.04	0.05	0.05	0.06	0.05	0.05	0.08	0.04	0.10	0.08	0.15	0.07	0.03

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 161  
**QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Short clips through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

		Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
			ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		297	157 53%	140 47%	153 52%	144 48%	63 21%	73 25%	63 21%	46 15%	38 13%	14 5%	79 27%	94 32%	53 18%	71 24%	173 58%	124 42%	134 45%	163 55%	112 38%	185 62%	205 69%	92 31%
Weighted base		295	149 51%	146 49%	155 53%	140 47%	65* 22%*	79* 27%*	52* 18%*	45* 15%*	39* 13%*	15** 5%**	71* 24%*	98* 33%*	59* 20%*	68* 23%*	168 57%	127 43%	128 43%	167 57%	104* 35%*	191 65%	182 62%	113* 38%*
Effective base		257	141	118	132	125	55	66	54	38	35	11	71	82	46	60	152	105	116	141	97	160	181	82
Too much	(3)	28 9%	21 14% 76%	7 5% 24%	15 10% 55%	13 9% 45%	7 11% 26%	5 6% 16%	6 11% 21%	5 12% 19%	- 12% 17%	- 10% 26%	7 11% 39%	5 9% 19%	5 7% 17%	18 11% 64%	10 8% 36%	14 11% 51%	14 8% 49%	13 12% 46%	15 8% 54%	23 13% 83%	5 4% 17%	
Too little	(1)	68 23%	33 22% 48%	35 24% 52%	30 19% 44%	38 27% 56%	12 19% 18%	20 26% 30%	14 26% 20%	6 15% 9%	3 21% 5%	19 26% 27%	22 23% 33%	11 19% 16%	16 24% 24%	41 24% 60%	27 21% 40%	31 24% 46%	37 22% 54%	26 25% 39%	42 22% 61%	44 24% 65%	24 21% 35%	
About the right amount	(2)	172 58%	86 57% 50%	86 59% 50%	96 62% 56%	76 54% 44%	42 64% 24%	49 63% 29%	26 50% 15%	23 51% 13%	8 51% 14%	39 55% 23%	54 56% 32%	40 67% 23%	39 58% 23%	93 55% 54%	79 62% 46%	75 58% 43%	97 58% 57%	57 55% 33%	115 60% 67%	104 57% 61%	68 60% 39%	
Don't know		27 9%	10 7% 36%	18 12% 64%	15 9% 53%	13 9% 47%	4 6% 14%	4 5% 16%	7 12% 24%	4 9% 15%	4 11% 15%	4 28% 16%	6 9% 23%	10 11% 38%	3 5% 11%	7 11% 27%	17 8% 61%	11 7% 31%	19 11% 69%	8 8% 31%	19 10% 69%	11 6% 39%	17 15% 61%	
Mean		1.85	1.92	1.78	1.90	1.80	1.92	1.79	1.83	1.83	1.97	1.70	1.82	1.87	1.90	1.81	1.85	1.85	1.86	1.84	1.86	1.85	1.88	1.80
SD		0.58	0.62	0.53	0.56	0.60	0.56	0.54	0.64	0.64	0.56	0.48	0.61	0.60	0.53	0.56	0.61	0.55	0.60	0.57	0.63	0.56	0.62	0.51
SE		0.04	0.05	0.05	0.05	0.05	0.07	0.07	0.09	0.10	0.10	0.15	0.07	0.07	0.08	0.07	0.05	0.05	0.05	0.05	0.06	0.04	0.04	0.06

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 161  
**QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Short clips through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	297	287 97%	8 3%	243 82%	54 18%	296 100%	1 *	215 72%	28 9%	31 10%	23 8%	9 3%	23 8%	23 8%	17 6%	16 5%	14 5%	20 7%	36 12%	57 19%
Weighted base	295	284 96%	8** 3%**	234 79%	61* 21%*	293 99%	2** 1%**	251 85%	22** 7%**	17** 6%**	5** 2%**	10** 3%**	29** 10%**	25** 9%**	20** 7%**	17** 6%**	21** 7%**	24** 8%**	45* 15%*	60* 20%*
Effective base	257	247	8	207	50	256	1	203	26	29	22	9	22	22	16	16	13	19	34	54
Too much (3)	28 9%	26 92%	2 8%	25 89%	3 11%	28 100%	- -	23 83%	3 15%	1 7%	* 4%	2 19%	1 5%	2 7%	3 13%	3 17%	1 6%	5 21%	2 4%	4 7%
Too little (1)	68 23%	66 96%	1 2%	55 81%	13 19%	68 100%	- -	60 89%	1 2%	6 32%	1 2%	3 5%	4 14%	6 23%	1 7%	4 26%	7 32%	7 28%	11 26%	17 28%
About the right amount (2)	172 58%	168 98%	3 2%	137 80%	35 20%	170 99%	2 1%	146 85%	13 8%	10 6%	2 1%	5 3%	22 13%	13 8%	14 7%	8 5%	12 7%	12 7%	25 14%	35 20%
Don't know	27 9%	25 92%	2 8%	18 66%	9 34%	27 100%	- -	21 77%	4 16%	* 2%	1 5%	- -	2 6%	5 17%	2 7%	1 4%	1 5%	- -	6 24%	4 15%
Mean	1.85	1.85	2.17	1.86	1.81	1.85	2.00	1.84	2.13	1.74	1.75	1.89	1.90	1.81	2.06	1.90	1.72	1.93	1.75	1.78
SD	0.58	0.57	0.79	0.59	0.53	0.58	-	0.58	0.50	0.60	0.62	0.73	0.44	0.59	0.48	0.69	0.58	0.71	0.55	0.58
SE	0.04	0.04	0.32	0.04	0.08	0.04	-	0.04	0.10	0.11	0.15	0.24	0.09	0.14	0.12	0.18	0.16	0.16	0.10	0.08

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 161  
**QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Short clips through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	297	43 14%	254 86%	147 49%	119 40%	32 11%	60 20%	201 68%	175 59%	113 38%	154 52%	254 86%	43 14%
Weighted base	295	37* 13%*	258 87%	139 47%	125 42%	31** 10%**	63* 21%*	195 66%	175 59%	110* 37%*	153 52%	248 84%	47* 16%*
Effective base	257	35	222	124	105	27	54	171	151	97	133	218	39
Too much	(3) 28 9%	6 17% 22%	22 8% 78%	14 10% 52%	12 10% 43%	5 15% 16%	5 8% 18%	21 11% 75%	18 10% 64%	9 8% 32%	15 10% 52%	24 10% 85%	4 9% 15%
Too little	(1) 68 23%	10 26% 14%	58 23% 86%	34 24% 50%	29 23% 42%	5 16% 7%	19 29% 28%	40 20% 58%	32 19% 48%	36 32% 52%h	27 18% 40%	52 21% 77%	16 34% 23%
About the right amount	(2) 172 58%	16 43% 9%	156 60% 91%	83 59% 48%	71 57% 41%	17 57% 10%	31 49% 18%	118 61% 69%	111 64% 65%l	52 47% 30%	99 65% 57%l	152 61% 88%l	20 43% 12%
Don't know	27 9%	5 14% 19%	22 9% 81%	8 6% 29%	13 10% 48%	4 13% 14%	9 13% 31%	16 8% 60%	13 8% 49%	14 13% 51%	12 8% 45%	21 8% 76%	6 14% 24%
Mean	1.85	1.89	1.84	1.85	1.85	1.99	1.75	1.90	1.91l	1.72	1.91l	1.87	1.71
SD	0.58	0.71	0.56	0.59	0.59	0.60	0.61	0.57	0.55	0.63	0.54	0.56	0.65
SE	0.04	0.12	0.04	0.05	0.06	0.11	0.08	0.04	0.04	0.06	0.05	0.04	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 161

Absolutes/col percents/row percents 19 Apr 2018

**QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Short clips through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	297	193 65%	154 52%	133 45%	93 31%	96 32%	54 18%	62 21%	38 13%	254 86%	50 17%	65 22%	31 10%	96 32%	201 68%
Weighted base	295	184 62%	153 52%	131 44%	87* 29%*	98* 33%*	53* 18%*	58* 20%*	41* 14%*	248 84%	50* 17%*	62* 21%*	33** 11%**	92* 31%*	203 69%
Effective base	257	162	133	117	80	87	46	54	34	218	45	57	28	85	172
Too much	(3) 28 9%	20 11% 73%	15 10% 52%	15 11% 53%	9 10% 31%	10 11% 38%	8 14% 28%	10 16% 34%	5 12% 17%	24 10% 85%	2 4% 6%	6 10% 23%	1 3% 3%	6 7% 23%	22 11% 77%
Too little	(1) 68 23%	36 20% 53%	27 18% 40%	27 21% 40%	24 27% 35%	19 20% 29%	10 18% 14%	14 24% 20%	7 18% 11%	52 21% 77%	22 44% 32% <b>x</b>	26 42% 39% <b>x</b>	10 31% 15%	36 39% 53% <b>x</b>	32 16% 47%
About the right amount	(2) 172 58%	115 62% 67%	99 65% 57%	84 64% 49%	49 56% 28%	63 64% 36%	33 62% 19%	29 49% 17%	24 59% 14%	152 61% 88%	26 52% 15%	27 43% 15%	21 64% 12%	46 50% 27%	126 62% 73% <b>w</b>
Don't know	27 9%	12 7% 46%	12 8% 45%	6 4% 21%	6 7% 21%	5 5% 19%	3 5% 10%	6 10% 22%	5 11% 17%	21 8% 76%	* * 1%	3 4% 10%	1 2% 3%	4 4% 14%	24 12% 86% <b>vy</b>
Mean	1.85	1.91	1.91	1.90	1.81	1.90	1.96	1.92	1.93	1.87	1.60	1.66	1.71	1.66	1.94 <b>vyw</b>
SD	0.58	0.57	0.54	0.57	0.61	0.56	0.59	0.67	0.58	0.56	0.57	0.67	0.52	0.61	0.54
SE	0.04	0.04	0.05	0.05	0.07	0.06	0.08	0.09	0.10	0.04	0.08	0.08	0.09	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 162

Absolutes/col percents/row percents 19 Apr 2018

**QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Longer videos through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	217	128 59%	89 41%	120 55%	97 45%	59 27%	48 22%	52 24%	27 12%	23 11%	8 4%	50 23%	68 31%	39 18%	60 28%	118 54%	99 46%	95 44%	122 56%	77 35%	140 65%	143 66%	74 34%
Weighted base	225	125 56%	99* 44%**	125 56%	100* 44%**	67* 30%*	52* 23%*	46* 20%*	26** 11%**	26** 12%**	8** 3%**	47* 21%*	73* 32%*	45* 20%*	60* 27%*	120 53%	105* 47%*	96* 43%*	128 57%	73* 33%*	151 67%	132 59%	93* 41%*
Effective base	194	116	79	106	88	54	44	45	24	22	7	46	61	34	53	107	87	84	110	68	126	129	68
Too much	(3) 24 11%	20 16% 85%	4 4% 15%	15 12% 61%	9 9% 39%	7 11% 31%	4 8% 18%	6 12% 24%	2 7% 8%	5 18% 19%	- 9% 18%	4 10% 31%	7 14% 26%	6 10% 24%	12 10% 50%	12 11% 50%	11 11% 45%	13 10% 55%	9 13% 40%	14 10% 60%	19 15% 81% <b>l</b>	5 5% 19%	
Too little	(1) 56 25%	31 24% 55%	25 25% 45%	23 18% 40%	33 33% 60% <b>a</b>	15 22% 27%	15 28% 26%	11 23% 19%	9 34% 15%	4 16% 7%	3 37% 5%	17 35% 30% <b>k</b>	20 28% 36%	7 15% 12%	12 21% 22%	37 31% 66%	19 18% 34%	25 26% 46%	30 24% 54%	20 27% 35%	36 24% 65%	31 24% 56%	24 26% 44%
About the right amount	(2) 127 57%	66 53% 52%	61 61% 48%	77 62% 61%	50 50% 39%	41 62% 33%	29 56% 23%	25 54% 20%	13 50% 10%	14 55% 11%	5 63% 4%	23 48% 18%	39 53% 30%	29 65% 23%	37 62% 29%	62 51% 48%	66 63% 52%	55 57% 43%	72 56% 57%	39 54% 31%	88 58% 69%	73 56% 58%	54 58% 42%
Don't know	18 8%	8 6% 45%	10 10% 55%	10 8% 59%	7 7% 41%	3 5% 20%	4 8% 23%	5 10% 27%	2 9% 14%	3 11% 16%	- 7% 20%	3 9% 37%	6 16% 28%	3 8% 16%	5 8% 28%	10 8% 57%	8 7% 43%	5 5% 28%	13 10% 72%	5 7% 28%	13 8% 72%	8 6% 46%	10 10% 54%
Mean	1.85	1.91	1.76	1.93 <b>b</b>	1.74	1.88	1.79	1.88	1.71	2.02	1.63	1.72	1.81	1.99	1.88	1.77	1.93	1.84	1.85	1.85	1.84	1.90	1.76
SD	0.60	0.66	0.51	0.57	0.63	0.58	0.60	0.62	0.62	0.63	0.52	0.64	0.62	0.56	0.57	0.63	0.56	0.61	0.60	0.64	0.59	0.63	0.54
SE	0.04	0.06	0.06	0.05	0.07	0.08	0.09	0.09	0.12	0.14	0.18	0.09	0.08	0.09	0.08	0.06	0.06	0.06	0.06	0.07	0.05	0.05	0.07

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 162

Absolutes/col percents/row percents 19 Apr 2018

**QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**

**Longer videos through websites such as YouTube or Facebook**

**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	217	206 95%	9 4%	177 82%	40 18%	217 100%	-	164 76%	25 12%	15 7%	13 6%	8 4%	14 6%	19 9%	16 7%	11 5%	14 6%	17 8%	24 11%	41 19%
Weighted base	225	212 94%	10** 4%**	179 80%	46* 20%**	225 100%	-**	193 86%	20** 9%**	9** 4%**	3** 1%**	9** 4%**	19** 8%**	21** 9%**	17** 8%**	11** 5%**	19** 8%**	22** 10%**	29** 13%**	46* 21%**
Effective base	194	183	8	156	38	194	-	157	24	14	13	8	13	18	16	11	14	16	23	39
Too much (3)	24 11%	23 11%	1 9%	21 12%	3 6%	24 11%	-	19 10%	4 20%	1 9%	* 7%	3 34%	-	2 9%	3 20%	2 17%	1 6%	3 13%	1 4%	3 7%
	11%	96%	4%	88%	12%	100%	-	79%	17%	3%	1%	13%	-	8%	14%	8%	5%	12%	4%	14%
Too little (1)	56 25%	53 25%	3 26%	43 24%	12 27%	56 25%	-	52 27%	2 8%	1 16%	1 31%	2 19%	3 16%	6 28%	3 16%	3 26%	4 23%	8 39%	11 37%	12 26%
	25%	95%	5%	78%	22%	100%	-	93%	3%	3%	2%	3%	5%	10%	5%	5%	8%	15%	19%	21%
About the right amount (2)	127 57%	121 57%	4 45%	103 58%	24 53%	127 57%	-	107 56%	11 57%	7 75%	2 63%	4 47%	14 75%	10 47%	9 53%	5 48%	13 71%	10 47%	13 44%	28 62%
	57%	95%	3%	81%	19%	100%	-	84%	9%	5%	1%	3%	11%	8%	7%	4%	11%	8%	10%	22%
Don't know	18 8%	15 7%	2 21%	12 6%	6 13%	18 8%	-	15 8%	3 14%	-	-	-	2 8%	3 16%	2 12%	1 9%	-	-	4 15%	2 5%
	8%	88%	12%	67%	33%	100%	-	84%	16%	-	-	-	9%	19%	12%	6%	-	-	25%	13%
Mean	1.85	1.85	1.79	1.87	1.76	1.85	-	1.82	2.15	1.93	1.76	2.15	1.82	1.78	2.05	1.89	1.84	1.74	1.60	1.80
SD	0.60	0.60	0.67	0.61	0.58	0.60	-	0.60	0.57	0.52	0.69	0.76	0.39	0.64	0.65	0.71	0.53	0.69	0.58	0.57
SE	0.04	0.04	0.25	0.05	0.10	0.04	-	0.05	0.12	0.14	0.19	0.27	0.11	0.16	0.17	0.23	0.14	0.17	0.13	0.09

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 162  
**QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**Longer videos through websites such as YouTube or Facebook**  
**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	217	38 18%	179 82%	104 48%	88 41%	20 9%	49 23%	136 63%	125 58%	81 37%	111 51%	176 81%	41 19%
Weighted base	225	34* 15%*	191 85%	101* 45%*	93* 41%*	19** 9%**	54* 24%*	136 61%	125 56%	86* 38%*	111* 49%*	181 81%	44* 19%*
Effective base	194	32	162	90	79	18	46	119	110	73	98	157	37
Too much	(3) 24 11%	8 23% 32% <b>b</b>	16 9% 68%	12 12% 51%	9 10% 39%	3 13% 11%	5 9% 20%	16 12% 67%	16 12% 65%	7 9% 31%	14 12% 57%	21 12% 88%	3 7% 12%
Too little	(1) 56 25%	10 28% 17%	46 24% 83%	23 23% 41%	21 22% 38%	6 32% 11%	14 26% 26%	29 21% 52%	23 19% 42%	27 32% 49% <b>h</b>	22 20% 39%	40 22% 72%	16 36% 28%
About the right amount	(2) 127 57%	15 43% 11%	113 59% 89%	61 61% 48%	54 58% 42%	10 50% 8%	27 50% 21%	84 62% 66%	77 62% 61%	43 50% 33%	67 61% 53%	105 58% 83%	22 50% 17%
Don't know	18 8%	2 6% 11%	16 8% 89%	4 4% 22%	9 10% 53%	1 5% 5%	8 15% 46% <b>cg</b>	7 5% 40%	9 7% 51%	9 10% 49%	8 7% 46%	14 8% 81%	3 7% 19%
Mean	1.85	1.94	1.83	1.89	1.86	1.80	1.79	1.90	1.93 <b>l</b>	1.74	1.92	1.88	1.69
SD	0.60	0.74	0.57	0.60	0.59	0.68	0.62	0.58	0.58	0.62	0.58	0.60	0.61
SE	0.04	0.12	0.04	0.06	0.07	0.16	0.10	0.05	0.05	0.07	0.06	0.05	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 162

Absolutes/col percents/row percents 19 Apr 2018

**QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**

**Longer videos through websites such as YouTube or Facebook**

**SINGLE CODE**

**Base: All who believe the ODO service is regulated**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Unweighted base	217	133 61%	111 51%	98 45%	65 30%	74 34%	45 21%	53 24%	26 12%	176 81%	38 18%	51 24%	20 9%	67 31%	150 69%	
Weighted base	225	136 60%	111* 49%*	102* 45%*	62* 28%*	78* 35%*	44* 20%*	50* 22%*	29** 13%**	181 81%	39* 17%*	50* 22%*	21** 10%**	68* 30%*	156 70%	
Effective base	194	117	98	89	56	68	40	47	24	157	35	45	18	60	133	
Too much	(3)	24	15	14	14	6	11	5	9	21	3	9	2	9	14	
		11%	11%	12%	13%	9%	14%	12%	18%	16%	12%	8%	19%	10%	14%	9%
Too little	(1)	56	30	22	21	15	14	8	9	5	40	16	18	4	24	32
		25%	22%	20%	21%	24%	17%	18%	17%	18%	22%	43%	36%	21%	35%	20%
About the right amount	(2)	127	84	67	62	37	48	28	27	16	105	19	21	14	33	95
		57%	62%	61%	61%	60%	62%	65%	54%	55%	58%	50%	42%	66%	48%	61%
Don't know		18	6	8	5	4	5	2	5	3	14	-	2	1	2	15
		8%	4%	7%	5%	7%	6%	5%	10%	11%	8%	-	3%	3%	3%	10%
			34%	46%	27%	26%	29%	13%	29%	18%	81%	-	9%	4%	13%	87%
Mean	1.85	1.89	1.92	1.92	1.85	1.97	1.94	2.01	1.97	1.88	1.65	1.82	1.88	1.78	1.88v	
SD	0.60	0.58	0.58	0.60	0.58	0.58	0.57	0.64	0.63	0.60	0.63	0.74	0.57	0.68	0.56	
SE	0.04	0.05	0.06	0.06	0.07	0.07	0.09	0.09	0.13	0.05	0.10	0.10	0.13	0.08	0.05	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 163

**QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**

**All on-line and on-demand TV or video services**

**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Too much	(3) 95 4%	76 6%	19 2%	60 5%	34 3%	18 5%	22 6%	13 3%	17 4%	18 5%	6 1%	16 3%	34 5%	21 4%	24 4%	50 4%	45 4%	34 4%	61 4%	27 4%	67 4%	57 5%	38 3%
		80%	20%	64% <b>b</b>	36%	20% <b>h</b>	23% <b>h</b>	14%	18% <b>h</b>	19% <b>h</b>	6%	17%	36%	22%	25%	53%	47%	36%	64%	29%	71%	60%	40%
Too little	(1) 373 16%	233 19%	140 12%	178 15%	195 16%	49 14%	62 16%	69 17%	74 18%	47 14%	72 15%	93 18%	113 15%	59 12%	108 18%	206 16%	167 15%	148 18%	225 14%	129 18%	244 14%	205 17%	168 14%
		62%	38%	48%	52%	13%	17%	19%	20%	13%	19%	25% <b>k</b>	30%	16%	29% <b>k</b>	55%	45%	40% <b>p</b>	60%	34% <b>r</b>	66%	55%	45%
About the right amount	(2) 1259 53%	623 52%	635 53%	604 52%	655 53%	209 60%	228 58%	237 58%	224 55%	159 46%	202 42%	280 53%	400 54%	293 58%	285 46%	680 54%	579 46%	449 56%	810 51%	391 56%	868 51%	667 56%	590 49%
		50%	50%	48%	52%	17% <b>gh</b>	18% <b>gh</b>	19% <b>gh</b>	18% <b>gh</b>	13%	16%	22% <b>l</b>	32% <b>l</b>	23% <b>l</b>	23%	54%	46%	36%	64%	31%	69%	53% <b>t</b>	47%
Don't know	660 28%	261 22%	399 33%	319 27%	341 28%	74 21%	79 20%	86 21%	93 23%	120 35%	207 43%	141 27%	189 26%	133 26%	197 32%	330 26%	330 29%	178 22%	481 31%	152 22%	508 30%	259 22%	397 33%
		40%	60%	48%	52%	11%	12%	13%	14%	18% <b>cdef</b>	31% <b>cdef</b>	21%	29%	20%	30% <b>j</b>	50%	50%	27%	73% <b>o</b>	23%	77% <b>q</b>	39%	60% <b>s</b>
Mean	1.84	1.83	1.85	1.86	1.82	1.89 <b>h</b>	1.87 <b>h</b>	1.82	1.82	1.87 <b>h</b>	1.76	1.80	1.86	1.90 <b>il</b>	1.80	1.83	1.84	1.82	1.85	1.81	1.85	1.84	1.84
SD	0.49	0.55	0.42	0.51	0.48	0.48	0.50	0.48	0.51	0.52	0.47	0.49	0.50	0.45	0.53	0.50	0.49	0.51	0.49	0.50	0.49	0.51	0.48
SE	0.01	0.02	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.01	0.02	0.01	0.02	0.02

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 163

Absolutes/col percents/row percents 19 Apr 2018

**QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**

**All on-line and on-demand TV or video services**

**SINGLE CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Too much (3)	95 4%	95 4%	-	76 5%	18 2%	87 5%	7 2%	81 4%	9 4%	5 4%	* *	4 4%	7 3%	7 3%	9 5%	4 2%	10 4%	12 6%	13 4%	15 5%
		100%b	-	80%d	20%	92%f	8%	85%j	9%	5%	*	4%	8%	7%	9%	5%	10%	13%	14%	16%
Too little (1)	373 16%	348 93%b	24 10%	271 17%	102 13%	314 16%	59 12%	304 15%	35 16%	27 19%	8 14%	14 14%	38 15%	35 18%	31 18%	34 16%	30 14%	32 16%	48 15%	41 14%
		93%b	6%	73%d	27%	84%	16%	81%	9%	7%	2%	4%	10%	9%	8%	9%	8%	9%	13%	11%
About the right amount (2)	1259 53%	1182 56%	72 29%	946 59%	313 40%	1114 58%	145 31%	1051 53%	104 48%	76 54%	28 50%	44 45%	162 62%	80 41%	93 55%	111 53%	130 60%	94 47%	169 53%	168 56%
		94%b	6%	75%d	25%	88%f	12%	83%	8%	6%	2%	3%	13%kmqr	6%	7%km	9%km	10%kmo	7%	13%km	13%km
Don't know	660 28%	504 24%	152 61%	317 20%	343 44%	399 21%	260 55%	538 27%	70 32%	33 23%	19 35%	36 37%	55 21%	74 38%	36 21%	59 28%	48 22%	62 31%	92 29%	77 26%
		76%	23%a	48%	52%c	61%	39%e	82%	11%i	5%	3%h	5%lmp	8%	11%lnps	5%	9%	7%	9%i	14%	12%
Mean	1.84	1.84	1.75	1.85	1.81	1.85f	1.76	1.84	1.82	1.80	1.78	1.85	1.85	1.77	1.83	1.80	1.88	1.86	1.85	1.88m
SD	0.49	0.50	0.44	0.50	0.49	0.49	0.51	0.49	0.51	0.50	0.43	0.52	0.44	0.54	0.52	0.47	0.47	0.55	0.49	0.49
SE	0.01	0.01	0.05	0.01	0.02	0.01	0.04	0.01	0.04	0.04	0.04	0.07	0.03	0.05	0.05	0.04	0.05	0.05	0.04	0.03

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 163  
**QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**All on-line and on-demand TV or video services**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Too much	(3) 95 4%	13 3%	81 4%	42 4%	41 4%	13 6%	21 3%	57 4%	52 5%	39 3%	47 5%	85 5%	9 1%
		14%	86%	44%	44%	14%	23%	61%	55%	42%	49%	90% <b>l</b>	10%
Too little	(1) 373 16%	92 23%	281 14%	185 17%	161 16%	41 18%	94 15%	214 15%	183 16%	180 15%	162 17%	284 17%	89 13%
		25% <b>b</b>	75%	50%	43%	11%	25%	57%	49%	48%	43%	76%	24%
About the right amount	(2) 1259 53%	191 48%	1067 54%	591 56%	507 49%	132 59%	278 44%	866 59%	653 58%	572 48%	578 59%	983 58%	276 40%
		15%	85%	47% <b>df</b>	40%	10% <b>df</b>	22%	69% <b>df</b>	52% <b>l</b>	45%	46% <b>l</b>	78% <b>l</b>	22%
Don't know	660 28%	102 26%	558 28%	240 23%	322 31%	36 16%	235 37%	322 22%	232 21%	396 33%	187 19%	353 21%	307 45%
		15%	85%	36% <b>e</b>	49% <b>ceg</b>	5%	36% <b>cdeg</b>	49%	35%	60% <b>hj</b>	28%	54%	46% <b>k</b>
Mean	1.84	1.73	1.86 <b>a</b>	1.83	1.83	1.85	1.81	1.86	1.85	1.82	1.85	1.85 <b>i</b>	1.79
SD	0.49	0.53	0.48	0.50	0.51	0.52	0.51	0.47	0.49	0.50	0.49	0.50	0.47
SE	0.01	0.03	0.01	0.02	0.02	0.04	0.03	0.01	0.02	0.02	0.02	0.01	0.02

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 163  
**QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**  
**All on-line and on-demand TV or video services**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Too much	(3) 95 4%	63 5% 67%	47 5% 49%	44 6% 46%	35 6% 37%	52 10% 55% <b>kmnoptu</b>	18 7% 19%	27 9% 28% <b>mnu</b>	9 5% 10%	85 5% 90%	19 4% 20%	29 6% 31% <b>z</b>	19 9% 20% <b>vyz</b>	37 5% 39%	58 4% 61%
Too little	(1) 373 16%	234 17% 63%	162 17% 43%	127 17% 34%	111 20% 30%	89 17% 24%	51 18% 14%	66 22% 18% <b>nu</b>	36 19% 10%	284 17% 76%	145 32% 39% <b>z</b>	162 32% 43% <b>z</b>	68 34% 18% <b>z</b>	215 29% 58% <b>z</b>	157 10% 42%
About the right amount	(2) 1259 53%	788 59% 63% <b>s</b>	578 59% 46% <b>s</b>	443 60% 35% <b>s</b>	316 56% 25%	282 55% 22%	153 55% 12%	151 51% 12%	114 60% 9% <b>s</b>	983 58% 78% <b>s</b>	160 36% 13%	213 42% 17%	86 43% 7%	326 43% 26% <b>v</b>	933 57% 74% <b>vwxy</b>
Don't know	660 28%	256 19% 39%	187 19% 28%	120 16% 18%	101 18% 15%	92 18% 14%	57 20% 9%	55 16% 8%	30 21% 5%	353 21% 54% <b>o</b>	122 27% 18% <b>wx</b>	101 20% 15%	26 13% 4%	174 23% 26% <b>x</b>	486 30% 74% <b>wxy</b>
Mean	1.84	1.84	1.85	1.86	1.84	1.91 <b>m</b>	1.85	1.84	1.83	1.85	1.61	1.67	1.72	1.69	1.91 <b>vwxy</b>
SD	0.49	0.50	0.49	0.51	0.54	0.57	0.54	0.60	0.51	0.50	0.60	0.61	0.65	0.58	0.42
SE	0.01	0.01	0.02	0.02	0.02	0.03	0.04	0.04	0.04	0.01	0.03	0.03	0.05	0.02	0.01

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 164

## **QM4: SUMMARY - Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? SINGLE CODE**

**Base: All who believe the ODO service is regulated**

		TV live at the time of broadcast	TV programmes or films that have been broadcast using broadcaster catch-up services	Free Video On- demand content available as part of your subscription through your TV service provider	Paid Video On- demand content available through your TV service provider	TV, box sets or films from an online subscription service	TV,box sets,or films from an online pay-per- view or download to own service	Short clips through websites such as YouTube or Facebook	Longer videos through websites such as YouTube or Facebook	All on-line and on-demand TV or video services
Unweighted base		1408	1125	539	224	451	109	297	217	2386
Weighted base		1386	1099	524	216	422	110	295	225	2386
Effective base		1210	962	464	195	383	96	257	194	2007
Too much	(3)	63 5%	63 6%	41 8%	14 6%	24 6%	7 6%	28 9%	24 11%	95 4%
Too little	(1)	128 9%	86 8%	35 7%	16 8%	22 5%	7 6%	68 23%	56 25%	373 16%
About the right amount	(2)	1100 79%	876 80%	400 76%	169 78%	342 81%	89 80%	172 58%	127 57%	1259 53%
Don't know		94 7%	75 7%	47 9%	17 8%	34 8%	8 7%	27 9%	18 8%	660 28%
Mean		1.95	1.98	2.01	1.99	2.01	2.00	1.85	1.85	1.84
SD		0.38	0.38	0.40	0.39	0.34	0.36	0.58	0.60	0.49
SE		0.01	0.01	0.02	0.03	0.02	0.04	0.04	0.04	0.01

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 165

**QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand]. For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button). Have you ever seen this type of reporting tool on any of the services that you use?**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1962	1162 59%	800 41%	905 46%	1057 54%	305 16%	357 18%	405 21%	373 19%	255 13%	267 14%	508 26%	631 32%	379 19%	444 23%	1139 58%	823 42%	764 39%	1198 61%	674 34%	1288 66%	1230 63%	729 37%
Weighted base	1914	1075 56%	839 44%	914 48%	1000 52%	319 17%	354 19%	364 19%	358 19%	260 14%	259 14%	460 24%	619 32%	408 21%	428 22%	1078 56%	836 44%	727 38%	1187 62%	633 33%	1282 67%	1061 55%	852 44%
Effective base	1664	1004	669	755	913	265	308	355	315	220	207	439	542	313	379	979	688	653	1011	577	1088	1074	629
Yes	611 32%	352 33%	259 31%	295 32%	316 32%	153 48%	149 42%	111 31%	87 24%	74 28%	37 14%	130 28%	220 36%	116 28%	145 34%	350 32%	261 31%	264 36%	347 29%	215 34%	396 31%	360 34%	251 29%
		58%	42%	48%	52%	25%efgh	24%efgh	18%h	14%h	12%h	6%	21%	36%ik	19%	24%	57%	43%	43%p	57%	35%	65%	59%	41%
No	1059 55%	565 53%	494 59%	506 55%	553 55%	130 41%	157 44%	203 56%	227 63%	153 59%	190 74%	278 61%	322 52%	227 56%	232 54%	600 56%	459 55%	373 51%	686 58%	339 54%	720 56%	572 54%	486 57%
		53%	47%	48%	52%	12%	15%	19%cd	21%cde	14%cd	18%cd	26%j	30%	21%	22%	57%	43%	35%	65%o	32%	68%	54%	46%
Don't know	245 13%	158 15%	86 10%	114 12%	131 13%	37 15%	49 14%	50 14%	44 12%	33 13%	31 12%	52 21%	77 31%	64 26%	52 21%	128 52%	116 48%	90 37%	155 63%	79 32%	165 68%	129 53%	115 47%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 165

**QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand]. For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button). Have you ever seen this type of reporting tool on any of the services that you use?**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1962	1914 98%	43 2%	1630 83%	332 17%	1962 100%	- -	1394 71%	182 9%	202 10%	184 9%	64 3%	184 9%	140 7%	123 6%	151 8%	120 6%	132 7%	217 11%	263 13%
Weighted base	1914	1859 97%	49* 3%*	1587 83%	327 17%	1914 100%	-** -	1598 83%	158 8%	112 6%	45 2%	74* 4%*	204 11%	148 8%	139 7%	163 9%	188 10%	163 8%	257 13%	263 14%
Effective base	1664	1620	39	1383	281	1664	-	1297	168	185	126	62	174	133	117	144	113	122	204	251
Yes	611 32%	594 32%	15 31%	531 33%	79 24%	611 32%	- -	521 33%	48 31%	31 27%	11 24%	25 34%	59 29%	59 40%	47 34%	54 33%	63 33%	53 32%	80 31%	82 31%
		97%	2%	87% <b>d</b>	13%	100%	-	85% <b>j</b>	8%	5%	2%	4%	10%	10%	8%	9%	10%	9%	13%	13%
No	1059 55%	1030 55%	26 53%	877 55%	182 56%	1059 55%	- -	867 54%	94 60%	68 61%	30 65%	37 50%	123 60%	71 48%	80 57%	79 49%	106 57%	92 56%	144 56%	135 52%
		97%	2%	83%	17%	100%	-	82%	9%	6%	3% <b>g</b>	3%	12% <b>mc</b>	7%	8%	7%	10%	9%	14%	13%
Don't know	245 13%	235 13%	8 16%	179 11%	66 20%	245 13%	- -	211 13%	16 10%	13 12%	5 11%	12 16%	22 11%	19 13%	12 9%	31 19%	19 10%	19 11%	33 13%	46 17%
		96%	3%	73%	27% <b>c</b>	100%	-	86%	6%	5%	2%	5%	9%	8%	5%	12% <b>ln</b>	8%	8%	13%	19% <b>ln</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 165

**QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand]. For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button). Have you ever seen this type of reporting tool on any of the services that you use?**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1962	359 18%	1603 82%	987 50%	778 40%	220 11%	393 20%	1355 69%	1069 54%	844 43%	968 49%	1660 85%	302 15%
Weighted base	1914	314 16%	1601 84%	928 48%	771 40%	212 11%	395 21%	1301 68%	1036 54%	825 43%	931 49%	1600 84%	315 16%
Effective base	1664	285	1379	822	666	181	342	1140	911	708	824	1407	258
Yes	611 32%	103 33% 17%	508 32% 83%	300 32% 49%	259 34% 42%	81 38% 13%	126 32% 21%	405 31% 66%	345 33% 57%	245 30% 40%	318 34% 52%	529 33% 87% <b>l</b>	82 26% 13%
No	1059 55%	176 56% 17%	883 55% 83%	524 56% 49%	416 54% 39%	112 53% 11%	210 53% 20%	738 57% 70%	580 56% 55%	454 55% 43%	523 56% 49%	885 55% 84%	174 55% 16%
Don't know	245 13%	35 11% 14%	210 13% 86%	104 11% 42%	96 12% 39%	20 9% 8%	58 15% 24%	158 12% 64%	110 11% 45%	126 15% 52% <b>h</b>	90 10% 37%	186 12% 76%	59 19% 24% <b>k</b>

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 165

Absolutes/col percents/row percents 19 Apr 2018

**QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY e.g. TV programmes, films, video clips, video podcasts or anything else you watch on-line or on-demand]. For example, you can let the service know that you did not like their content because it was offensive or invaded someone's privacy by 'flagging' it (i.e. reporting it by pressing a button). Have you ever seen this type of reporting tool on any of the services that you use?**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total														
1962	1311 67%	968 49%	731 37%	611 31%	509 26%	287 15%	313 16%	189 10%	1660 85%	362 18%	445 23%	178 9%	634 32%	1328 68%
1914	1265 66%	931 49%	704 37%	555 29%	499 26%	273 14%	294 15%	184 10%	1600 84%	362 19%	432 23%	178 9%	624 33%	1290 67%
1664	1105	824	631	513	443	242	269	167	1407	310	383	155	546	1118
611	414	318	278	203	218	109	136	72	529	126	171	75	223	388
32%	33%	34%	40%	37%	44%	40%	46%	39%	33%	35%	40%	42%	36%	30%
	68%	52%	46%mnmu	33%	36%mnpu	18%mu	22%mnpu	12%	87%	21%	28%z	12%z	36%z	64%
1059	715	523	351	290	232	129	121	92	885	191	217	87	332	727
55%	57%	56%	50%	52%	46%	47%	41%	50%	55%	53%	50%	49%	53%	56%
	67%oqrs	49%oqrs	33%a	27%a	22%	12%	11%	9%	84%oqrs	18%	20%	8%	31%	69%a
245	136	90	75	63	49	36	36	20	186	45	45	16	70	175
13%	11%	10%	11%	11%	10%	13%	12%	11%	12%	12%	10%	9%	11%	14%
	55%	37%	31%	26%	20%	15%	15%	8%	76%	18%	18%	6%	28%	72%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 166

## **QM5a: Which services have you see it on?** **MULTI CODE**

**Base: All who have seen tools to report content on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>610</b>	378 62%	232 38%	286 47%	324 53%	142 23%	149 24%	119 20%	90 15%	71 12%	39 6%	142 23%	209 34%	110 18%	149 24%	351 58%	259 42%	274 45%	336 55%	229 38%	381 62%	402 66%	208 34%
Weighted base	<b>611</b>	352 58%	259 42%	295 48%	316 52%	153 25%	149 24%	111 18%	87* 14%*	74* 12%*	37* 6%*	130 21%	220 36%	116* 19%*	145 24%	350 57%	261 43%	264 43%	347 57%	215 35%	396 65%	360 59%	251 41%
Effective base	<b>531</b>	333	203	246	286	125	130	106	77	61	34	128	185	92	129	311	220	238	294	199	334	359	184
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	<b>309</b> <b>51%</b>	196 56%	113 44%	144 49%	164 52%	92 61%	70 47%	56 50%	47 54%	32 43%	11 30%	63 49%	108 49%	61 52%	77 53%	171 49%	138 53%	120 46%	188 54%	92 43%	217 55%	181 50%	128 51%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	<b>237</b> <b>39%</b>	157 45%	80 31%	107 36%	129 41%	87 57%	58 39%	39 35%	26 30%	20 27%	7 19%	49 38%	83 38%	48 41%	57 39%	133 38%	104 40%	90 34%	147 42%	62 29%	174 44%	128 36%	109 43%
TV live at the time of broadcast	<b>127</b> <b>21%</b>	52 15%	75 29%	71 24%	57 18%	27 17%	34 23%	17 15%	19 22%	16 22%	15 41%	30 23%	36 16%	28 24%	34 24%	66 19%	62 24%	56 21%	72 21%	47 22%	80 37%	70 55%	58 45%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	<b>95</b> <b>16%</b>	56 16%	40 15%	43 14%	53 17%	28 18%	24 16%	13 12%	13 15%	13 18%	4 11%	24 19%	36 17%	18 16%	17 11%	61 17%	35 13%	49 18%	47 13%	36 17%	59 15%	57 16%	38 15%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	<b>67</b> <b>11%</b>	41 12%	27 10%	29 10%	39 57%	22 15%	18 12%	12 11%	6 7%	4 6%	4 11%	15 12%	27 12%	13 11%	12 8%	43 12%	25 10%	30 11%	37 11%	24 11%	43 11%	45 67%	22 9%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	<b>58</b> <b>9%</b>	35 10%	23 9%	34 11%	24 8%	15 10%	25 17%	8 7%	3 4%	7 10%	- -	7 6%	21 9%	13 11%	17 12%	28 8%	30 11%	27 10%	31 9%	22 10%	36 9%	35 10%	23 9%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	<b>16</b> <b>3%</b>	15 4%	1 *	9 3%	7 2%	5 3%	2 1%	4 4%	3 4%	1 2%	1 2%	5 4%	4 2%	3 2%	4 3%	9 3%	7 3%	9 3%	7 2%	9 3%	9 2%	8 49%	8 3%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	<b>13</b> <b>2%</b>	9 2%	4 2%	4 1%	9 3%	4 3%	6 4%	1 1%	1 1%	- -	- -	2 2%	5 2%	3 3%	2 2%	7 2%	6 2%	5 3%	8 2%	4 2%	9 2%	8 64%	5 2%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 166

**QM5a: Which services have you see it on?****MULTI CODE****Base: All who have seen tools to report content on an ODO service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	<b>611</b>	352 58%	259 42%	295 48%	316 52%	153 25%	149 24%	111 18%	87* 14%*	74* 12%*	37* 6%*	130 21%	220 36%	116* 19%*	145 24%	350 57%	261 43%	264 43%	347 57%	215 35%	396 65%	360 59%	251 41%
Have not seen any reporting tool on any of the services I've used	<b>30</b> <b>5%</b>	18 5%	12 5%	17 6%	13 4%	6 4%	7 5%	6 5%	1 1%	6 8%	5 13%	5 4%	13 6%	4 3%	8 5%	18 5%	12 4%	15 6%	15 4%	12 5%	18 5%	19 5%	11 4%
Don't know	<b>42</b> <b>7%</b>	60% 41%	40% 59%	58% 43%	42% 57%	19% 15%	22% 12%	19% 23%	3% 9%	21% 25% <b>cd</b>	16% 14% <b>cd</b>	18% 29%	43% 31%	14% 21%	25% 19%	61% 60%	39% 40%	51% 39%	49% 61%	39% 34%	61% 66%	62% 52%	38% 48%

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

\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 166

**QM5a: Which services have you see it on?  
MULTI CODE****Base: All who have seen tools to report content on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	610	596 98%	13 2%	525 86%	85 14%	610 100%	-	453 74%	59 10%	54 9%	44 7%	22 4%	53 9%	54 9%	43 7%	49 8%	40 7%	43 7%	66 11%	83 14%
Weighted base	611	594 97%	15** 2%**	531 87%	79* 13%**	611 100%	-**	521 85%	48* 8%**	31* 5%**	11* 2%**	25** 4%**	59* 10%**	59* 10%**	47* 8%**	54* 9%**	63* 10%**	53* 9%**	80* 13%**	82* 13%**
Effective base	531	518	12	459	72	531	-	426	55	49	42	21	50	52	42	47	38	41	62	79
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	309 51%	299 50%	9 59%	269 51%	40 51%	309 51%	-	261 50%	24 50%	17 55%	6 59%	14 56%	31 52%	29 50%	23 48%	19 36%	32 50%	26 49%	45 56%	43 53%
		97%	3%	87%	13%	100%	-	85%	8%	5%	2%	4%	10%	9%	7%	6%	10%	8%	15% <b>o</b>	14%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	237 39%	230 39%	6 40%	203 38%	34 42%	237 39%	-	197 38%	23 48%	13 41%	4 37%	12 46%	26 44%	20 35%	14 30%	16 30%	20 31%	24 45%	34 42%	31 38%
		97%	3%	86%	14%	100%	-	83%	10%	5%	2%	5%	11%	9%	6%	7%	8%	10%	14%	13%
TV live at the time of broadcast	127 21%	125 21%	2 16%	112 21%	15 19%	127 21%	-	112 22%	8 16%	6 19%	2 15%	5 19%	9 14%	18 31%	11 23%	12 23%	8 13%	12 22%	21 27%	16 20%
		98%	2%	88%	12%	100%	-	88%	6%	5%	1%	4%	7%	14% <b>ip</b>	8%	10%	6%	9%	17%	13%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	95 16%	92 15%	2 15%	95 18%	1 1%	95 16%	-	82 16%	7 15%	5 17%	1 9%	2 2%	12 20%	4 7%	1 2%	10 18%	11 18%	9 16%	13 16%	21 26%
		96%	2%	99% <b>d</b>	1%	100%	-	86%	8%	5%	1%	2%	13% <b>mn</b>	4%	1%	10% <b>n</b>	12% <b>n</b>	9% <b>n</b>	13% <b>n</b>	22% <b>mn</b>
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	67 11%	63 11%	3 19%	60 11%	8 10%	67 11%	-	56 11%	8 16%	2 7%	1 9%	2 9%	9 15%	4 7%	3 6%	6 11%	6 9%	6 11%	6 8%	14 18%
		94%	4%	88%	12%	100%	-	84%	12%	3%	1%	3%	13%	6%	4%	8%	9%	9%	9%	21%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	58 9%	58 10%	-	58 11%	-	58 9%	-	51 10%	4 8%	2 7%	* 4%	1 2%	8 14%	3 6%	2 4%	8 15%	11 17%	3 5%	6 7%	9 11%
		100%	-	100% <b>d</b>	-	100%	-	88%	7%	4%	1%	2%	14%	6%	4%	14%	18%	4%	10%	15%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 3%	16 3%	-	15 3%	1 1%	16 3%	-	14 3%	2 5%	-	-	1 4%	1 2%	2 3%	-	3 5%	-	-	4 5%	3 3%
		100%	-	95%	5%	100%	-	85%	15%	-	-	7%	6%	12%	-	18%	-	-	26%	16%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	13 2%	13 2%	-	10 2%	2 3%	13 2%	-	11 2%	2 3%	-	-	1 4%	-	-	1 3%	3 6%	-	1 2%	1 1%	3 4%
		100%	-	82%	18%	100%	-	87%	13%	-	-	9%	-	-	10%	26%	-	9%	9%	25%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 166

## QM5a: Which services have you see it on? MULTI CODE

Absolutes/col percents/row percents 19 Apr 2018

Base: All who have seen tools to report content on an ODO service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	611	594 97%	15** 2%**	531 87%	79* 13%*	611 100%	-** -	521 85%	48* 8%*	31* 5%*	11* 2%*	25** 4%**	59* 10%*	59* 10%*	47* 8%*	54* 9%*	63* 10%*	53* 9%*	80* 13%*	82* 13%*
Have not seen any reporting tool on any of the services I've used	30	29	1	25	5	30	-	27	1	2	*	1	5	4	1	5	2	3	1	4
	5%	5%	7%	5%	6%	5%	-	5%	2%	7%	4%	4%	8%	8%	2%	9%	4%	6%	1%	4%
Don't know	42	96%	4%	84%	16%	100%	-	88%	3%	7%	1%	3%	16%	15%	3%	16%	8%	11%	4%	12%
	7%	41	1	33	10	42	-	37	2	2	2	2	3	4	6	4	9	2	7	-
		7%	9%	6%	12%	7%	-	7%	3%	8%	17%	7%	5%	7%	12%	8%	14%	3%	9%	-
		97%	3%	77%	23%	100%	-	86%	4%	6%	4% <b>gh</b>	4%	6%	10% <b>s</b>	14% <b>s</b>	10% <b>s</b>	20% <b>s</b>	4%	17% <b>s</b>	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 166

## **QM5a: Which services have you see it on?** **MULTI CODE**

**Base: All who have seen tools to report content on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	610	111 18%	499 82%	316 52%	255 42%	79 13%	120 20%	410 67%	346 57%	245 40%	320 52%	534 88%	76 12%
Weighted base	611	103* 17%*	508 83%	300 49%	259 42%	81* 13%*	126 21%	405 66%	345 57%	245 40%	318 52%	529 87%	82* 13%*
Effective base	531	92	440	269	227	68	110	355	304	210	282	464	67
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	309 51%	49 48% 16%	259 51% 84%	138 46% 45%	128 49% 41%	36 45% 12%	65 52% 21%	189 47% 61%	160 46% 52%	130 53% 42%	144 45% 47%	258 49% 84%	50 62% 16% <b>k</b>
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	237 39%	40 38% 17%	197 39% 83%	102 34% 43%	91 35% 38%	28 34% 12%	47 37% 20%	143 35% 60%	113 33% 48%	105 43% 44% <b>h</b>	103 32% 44%	200 38% 84%	37 45% 16%
TV live at the time of broadcast	127 21%	23 22% 18%	105 21% 82%	66 22% 52%	46 18% 36%	24 30% 19% <b>d</b>	20 16% 16%	93 23% 73%	89 26% 70% <b>i</b>	36 15% 29%	80 25% 63% <b>i</b>	114 22% 89%	13 16% 11%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	95 16%	13 12% 13%	83 16% 87%	52 17% 55%	51 20% 54%	14 17% 14%	20 16% 21%	66 16% 69%	58 17% 61%	35 14% 36%	55 17% 57%	86 16% 90%	10 12% 10%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	67 11%	12 12% 18%	55 11% 82%	29 10% 43%	26 10% 39%	10 13% 15%	12 10% 18%	45 11% 67%	35 10% 52%	26 11% 39%	35 11% 52%	56 11% 83%	11 14% 17%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	58 9%	8 8% 15%	50 10% 85%	31 10% 54% <b>f</b>	21 8% 37%	11 13% 18% <b>f</b>	5 4% 8%	45 11% 78% <b>f</b>	38 11% 65%	20 8% 35%	35 11% 61%	55 10% 95%	3 3% 5%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 3%	1 1% 6%	15 3% 94%	8 3% 50%	7 3% 45%	4 5% 23%	4 3% 23%	12 3% 72%	11 3% 66%	6 2% 34%	11 3% 66%	16 3% 100%	- - -
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	13 2%	3 3% 27%	9 2% 73%	6 2% 48%	6 2% 48%	2 3% 17%	3 2% 24%	9 2% 67%	6 2% 50%	6 3% 50%	6 2% 50%	13 2% 100%	- - -

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 166

**QM5a: Which services have you see it on?**  
**MULTI CODE**

**Base: All who have seen tools to report content on an ODO service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	611	103* 17%*	508 83%	300 49%	259 42%	81* 13%*	126 21%	405 66%	345 57%	245 40%	318 52%	529 87%	82* 13%*
Have not seen any reporting tool on any of the services I've used	30 5%	5 5%	25 5%	17 6%	17 6%	3 4%	9 7%	21 5%	18 5%	12 5%	16 5%	27 5%	3 4%
Don't know	42 7%	17% 7%	83% 7%	57% 6%	56% 9%	11% 5%	30% 9%	69% 7%	61% 4%	39% 12%	54% 4%	90% 6%	10% 13%
										70%hj	27%	75%	25%k

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 166

**QM5a: Which services have you see it on?**  
**MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All who have seen tools to report content on an ODO service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	610	418 69%	320 52%	287 47%	219 36%	215 35%	113 19%	141 23%	71 12%	534 88%	125 20%	171 28%	73 12%	221 36%	389 64%
Weighted base	611	414 68%	318 52%	278 46%	203 33%	218 36%	109* 18%*	136 22%	72* 12%*	529 87%	126 21%	171 28%	75* 12%*	223 36%	388 64%
Effective base	531	362	282	248	185	187	97	121	65	464	112	152	63	195	336
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	309 51%	188 45% 61%	144 45% 47%	139 50% 45%	96 47% 31%	103 47% 33%	51 47% 17%	67 49% 22%	27 37% 9%	258 49% 84%	54 42% 17% <b>x</b>	71 42% 23% <b>x</b>	17 23% 5%	93 42% 30% <b>x</b>	215 55% 70% <b>vwxy</b>
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	237 39%	145 35% 61%	103 32% 44%	114 41% 48% <b>n</b>	74 37% 31%	90 41% 38%	43 40% 18%	61 45% 26% <b>n</b>	27 37% 11%	200 38% 84%	45 36% 19% <b>x</b>	54 31% 23%	16 21% 7%	75 34% 32%	162 42% 68% <b>wx</b>
TV live at the time of broadcast	127 21%	94 23% 74%	80 25% 63%	63 23% 50%	40 20% 32%	48 22% 38%	31 28% 24%	33 24% 26%	22 30% 17%	114 89% 22%	28 22% 22%	46 27% 36% <b>z</b>	28 37% 22% <b>vz</b>	57 26% 45% <b>z</b>	70 18% 55%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	95 16%	71 17% 74%	55 17% 57%	50 18% 53%	33 16% 35%	34 16% 36%	22 20% 23%	24 18% 26%	18 24% 18%	86 16% 90%	25 19% 26%	34 20% 36%	17 22% 18%	40 18% 42%	55 14% 58%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	67 11%	42 10% 63%	35 11% 52%	31 11% 46%	30 15% 44%	25 11% 37%	14 13% 21%	16 11% 23%	14 19% 20% <b>mu</b>	56 11% 83%	8 6% 11%	15 9% 23%	6 8% 9%	20 9% 29%	48 12% 71%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	58 9%	42 10% 73%	35 11% 61%	38 14% 66%	26 13% 45%	33 15% 57%	18 17% 31%	25 18% 43% <b>mu</b>	7 10% 13%	55 10% 95%	14 11% 25%	23 13% 39%	11 14% 18%	26 12% 45%	32 8% 55%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 3%	12 3% 76%	11 3% 66%	10 4% 61%	11 5% 67%	11 5% 71%	6 6% 39%	10 7% 62% <b>mu</b>	4 6% 27%	16 3% 100%	6 4% 34%	10 6% 62% <b>z</b>	3 4% 18%	10 4% 62% <b>z</b>	6 2% 38%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 166

## **QM5a: Which services have you see it on? MULTI CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All who have seen tools to report content on an ODO service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	611	414 68%	318 52%	278 46%	203 33%	218 36%	109* 18%*	136 22%	72* 12%*	529 87%	126 21%	171 28%	75* 12%*	223 36%	388 64%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	13 2%	9 2%	6 2%	7 3%	12 6%	9 4%	5 5%	6 4%	3 4%	13 2%	7 5%	9 5%	3 4%	9 4%	4 1%
		69%	50%	55%	91% <b>mn</b>	73%	41%	48%	24%	100%	53% <b>z</b>	68% <b>z</b>	24%	68% <b>z</b>	32%
Have not seen any reporting tool on any of the services I've used	30 5%	20 5%	16 5%	15 5%	8 4%	9 4%	3 3%	3 2%	5 7%	27 5%	6 5%	10 6%	6 8%	12 5%	18 5%
		67%	54%	49%	25%	29%	11%	11%	17%	90%	20%	33%	20%	39%	61%
Don't know	42 7%	30 7%	11 4%	10 4%	9 5%	9 4%	2 2%	3 2%	2 3%	32 6%	11 9%	11 6%	5 7%	15 7%	27 7%
		70% <b>nrs</b>	27%	25%	22%	20%	4%	6%	5%	75%	26%	25%	12%	36%	64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 167

**QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool?****SINGLE CODE****Base: All aware of reporting tool for the service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	123	61 50%	62 50%	69 56%	54 44%	26 21%	30 24%	17 14%	19 15%	14 11%	17 14%	33 27%	32 26%	26 21%	32 26%	65 53%	58 47%	55 45%	68 55%	47 38%	76 62%	79 64%	44 36%
Weighted base	128	52* 40%*	76* 60%*	72* 56%*	57* 44%*	27** 21%**	34** 26%**	17** 13%**	19** 15%**	16** 13%**	16** 13%**	31** 24%**	36** 28%**	28** 21%**	34** 27%**	67* 52%*	62* 48%*	56* 43%*	73* 57%*	47* 37%*	81* 63%*	70* 54%*	59* 46%*
Effective base	106	55	55	58	49	22	26	16	17	11	14	29	28	21	29	56	50	49	58	42	64	72	40
Yes	21 16%	17 33% 82%	4 5% 18%	10 14% 47%	11 19% 53%	4 14% 19%	10 28% 47%	4 24% 19%	3 17% 16%	- - -	- - -	7 24% 36%	7 19% 33%	1 5% 7%	5 14% 24%	14 21% 69%	6 10% 31%	12 22% 58%	9 12% 42%	10 21% 49%	10 13% 51%	16 22% 76%	5 8% 24%
No	106 82%	34 66% 32%	71 93% 68%	61 85% 58%	44 79% 42%	23 86% 22%	23 69% 22%	13 76% 12%	15 76% 14%	16 100% 16%	16 100% 15%	23 76% 22%	29 81% 28%	25 90% 23%	28 83% 27%	52 79% 50%	53 86% 50%	42 76% 40%	63 87% 60%	36 76% 34%	70 86% 66%	52 74% 49%	54 92% 51%
Don't know	2 2%	1 2% 42%	1 2% 58%	1 1% 42%	1 2% 58%	- - -	1 3% 42%	- - -	1 7% 58%	- - -	- - -	- - -	- - -	1 5% 58%	1 3% 42%	- - -	2 4% 100%	1 2% 58%	1 1% 42%	1 3% 58%	1 1% 42%	2 3% 100%	- - -

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 167

Absolutes/col percents/row percents 19 Apr 2018

**QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	123	121 98%	2 2%	106 86%	17 14%	122 99%	1 1%	97 79%	9 7%	11 9%	6 5%	5 4%	7 6%	16 13%	10 8%	11 9%	4 3%	9 7%	17 14%	18 15%
Weighted base	128	126 98%	2** 2%**	112* 87%*	16** 13%**	127 99%	1** 1%**	113* 88%*	8** 6%**	6** 5%**	2** 1%**	6** 5%**	9** 7%**	18** 14%**	11** 8%**	12** 10%**	8** 6%**	12** 9%**	21** 17%**	16** 13%**
Effective base	106	104	2	92	15	105	1	89	8	10	6	5	7	15	10	10	4	8	16	17
Yes	21 16%	19 15%	1 49%	18 16%	3 18%	21 16%	-	16 14%	3 34%	2 26%	* 24%	1 19%	3 38%	3 18%	3 26%	1 7%	-	1 9%	2 10%	2 10%
		94%	6%	86%	14%	100%	-	78%	13%	8%	2%	5%	16%	16%	14%	4%	-	5%	10%	8%
No	106 82%	104 83%	1 51%	94 83%	12 74%	105 82%	1 100%	95 84%	5 66%	4 74%	1 76%	5 81%	5 62%	15 82%	8 74%	11 93%	8 100%	9 80%	19 90%	14 84%
		99%	1%	89%	11%	99%	1%	90%	5%	4%	1%	5%	5%	14%	8%	11%	8%	9%	18%	13%
Don't know	2 2%	2 2%	-	1 1%	1 8%	2 2%	-	2 2%	-	-	-	-	-	-	-	-	-	1 11%	-	1 6%
		100%	-	42%	58%	100%	-	100%	-	-	-	-	-	-	-	-	-	58%	-	42%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 167

**QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool?****SINGLE CODE****Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	123	24 20%	99 80%	68 55%	45 37%	22 18%	18 15%	92 75%	84 68%	37 30%	76 62%	109 89%	14 11%
Weighted base	128	23** 18%**	106* 82%*	66* 52%*	46* 36%*	24** 19%**	20** 16%**	94* 73%*	89* 69%*	37* 29%*	80* 62%*	114* 89%*	14** 11%**
Effective base	106	20	87	59	39	18	16	80	73	32	67	95	11
Yes	21 16%	7 32% 35%	13 13% 65%	12 19% 60%	6 13% 29%	5 21% 25%	1 5% 5%	18 19% 86%	18 21% 89%	2 6% 11%	17 21% 83%	19 17% 94%	1 8% 6%
No	106 82%	16 68% 15%	90 85% 85%	52 78% 49%	39 85% 37%	18 75% 17%	19 95% 18%	74 79% 70%	70 78% 66%	34 90% 32%	62 77% 59%	92 81% 87%	13 92% 13%
Don't know	2 2%	- - -	2 2% 100%	2 3% 100%	1 2% 42%	1 4% 42%	- - -	2 2% 100%	1 1% 42%	1 4% 58%	1 1% 42%	2 2% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 167

**QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool?****SINGLE CODE****Base: All aware of reporting tool for the service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	123	90 73%	76 62%	61 50%	44 36%	49 40%	31 25%	31 25%	20 16%	109 89%	30 24%	46 37%	26 21%	57 46%	66 54%
Weighted base	128	94* 73%*	80* 62%*	63* 49%*	40* 31%*	48* 37%*	31** 24%**	33** 26%**	22** 17%**	114* 89%*	28** 22%**	46* 36%*	28** 21%**	57* 45%*	71* 55%*
Effective base	106	80	67	52	37	41	27	28	18	95	26	40	22	49	57
Yes	21 16%	18 20% 89%	17 21% 83%	16 25% 78%	12 31% 60%	13 28% 64%	11 36% 54%	13 40% 65%	4 19% 20%	19 17% 94%	11 38% 52%	15 33% 74% <b>x</b>	11 40% 54%	15 26% 74% <b>x</b>	5 8% 26%
No	106 82%	73 78% 69%	62 77% 59%	45 71% 42%	27 67% 26%	32 68% 31%	19 61% 18%	19 57% 18%	17 77% 16%	92 81% 87%	16 59% 16%	28 62% 27%	14 51% 13%	40 70% 38%	66 92% 62% <b>wy</b>
Don't know	2 2%	2 2% 100%	1 1% 42%	2 4% 100%	1 2% 42%	2 5% 100%	1 3% 42%	1 3% 42%	1 4% 42%	2 2% 100%	1 3% 42%	2 5% 100%	2 8% 100%	2 4% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 168

Absolutes/col percents/row percents 19 Apr 2018

**QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>93</b>	59 63%	34 37%	41 44%	52 56%	25 27%	26 28%	13 14%	13 14%	13 14%	3 3%	25 27%	34 37%	16 17%	18 19%	59 63%	34 37%	46 49%	47 51%	36 39%	57 61%	62 67%	31 33%
Weighted base	<b>95*</b>	56* 58%*	40* 42%*	43* 45%*	53* 55%*	28** 29%**	24** 25%**	13** 14%**	13** 14%**	13** 14%**	4** 4%**	24** 25%**	36* 38%*	18** 19%**	17** 17%**	61* 64%*	35** 36%**	49* 51%*	47* 49%*	36* 38%*	59* 62%*	57* 60%*	38** 40%**
Effective base	<b>82</b>	53	30	35	47	22	22	12	12	11	3	23	30	13	16	53	29	41	41	32	49	55	28
Yes	<b>12</b>	11	1	5	7	2	8	-	2	*	-	6	1	4	1	7	5	8	4	8	4	11	1
	<b>13%</b>	20%	2%	13%	13%	6%	34%	-	13%	3%	-	24%	4%	22%	6%	12%	14%	17%	8%	22%	7%	19%	4%
		93%	7%	45%	55%	15%	68%	-	14%	4%	-	48%	12%	32%	8%	60%	40%	67%	33%	67% <sup>af</sup>	33%	88%	12%
No	<b>82</b>	44	38	36	46	26	16	13	10	13	4	17	35	14	16	52	30	41	41	28	54	45	37
	<b>86%</b>	80%	95%	84%	87%	94%	66%	100%	78%	97%	100%	71%	96%	78%	94%	86%	86%	83%	89%	78%	91%	79%	96%
		54%	46%	44%	56%	32%	19%	16%	12%	16%	5%	21%	43%	17%	19%	64%	36%	50%	50%	34%	66%	55%	45%
Don't know	<b>1</b>	-	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-
	<b>1%</b>	-	3%	3%	-	-	-	-	10%	-	-	5%	-	-	-	2%	-	-	3%	-	2%	2%	-
		-	100%	100%	-	-	-	-	100%	-	-	100%	-	-	-	100%	-	-	100%	-	100%	100%	-

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 168

**QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	93	90	2	92	1	93	-	70	9	10	4	2	9	4	1	8	7	7	11	21
		97%	2%	99%	1%	100%	-	75%	10%	11%	4%	2%	10%	4%	1%	9%	8%	8%	12%	23%
Weighted base	95*	92*	2**	95*	1**	95*	-**	82*	7**	5**	1**	2**	12**	4**	1**	10**	11**	9**	13**	21**
		96%*	2%**	99%*	1%**	100%*	-**	86%*	8%**	5%**	1%**	2%**	13%**	4%**	1%**	10%**	12%**	9%**	13%**	22%**
Effective base	82	79	2	81	1	82	-	66	9	9	4	2	8	4	1	8	7	7	11	20
Yes	12	12	-	12	-	12	-	11	-	1	-	1	-	1	-	1	-	1	-	7
	13%	13%	-	13%	-	13%	-	13%	-	24%	-	47%	-	21%	-	16%	-	13%	-	31%
		100%	-	100%	-	100%	-	90%	-	10%	-	7%	-	7%	-	12%	-	9%	-	54%
No	82	78	2	81	1	82	-	70	7	4	1	1	12	3	1	8	11	6	13	15
	86%	85%	100%	86%	100%	86%	-	85%	100%	76%	100%	53%	100%	79%	100%	84%	100%	73%	100%	69%
		96%	3%	99%	1%	100%	-	85%	9%	5%	1%	1%	15%	4%	1%	10%	14%	8%	15%	18%
Don't know	1	1	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	1%	1%	-	1%	-	1%	-	2%	-	-	-	-	-	-	-	-	-	14%	-	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 168

**QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	93	14 15%	79 85%	52 56%	50 54%	13 14%	19 20%	63 68%	60 65%	31 33%	55 59%	83 89%	10 11%
Weighted base	95*	13** 13%**	83* 87%*	52* 55%*	51* 54%*	14** 14%**	20** 21%**	66* 69%*	58* 61%*	35** 36%**	55* 57%*	86* 90%*	10** 10%**
Effective base	82	12	70	46	44	12	17	56	53	27	49	73	8
Yes	12 13%	3 26% 26%	9 11% 74%	10 20% 86%	7 13% 57%	4 27% 31%	- - -	11 17% 93%	12 21% 100%	- - -	12 22% 100%	12 14% 100%	- - -
No	82 86%	9 74% 11%	73 88% 89%	41 78% 50%	44 87% 54%	10 73% 12%	20 100% 24%	53 81% 65%	45 77% 55%	35 100% 42%	41 76% 51%	72 84% 88%	10 100% 12%
Don't know	1 1%	- - -	1 1% 100%	1 2% 100%	- - -	- - -	- 2% -	1 2% 100%	1 2% 100%	- - -	1 2% 100%	1 1% 100%	- - -

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

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 168

**QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	93	69 74%	55 59%	50 54%	36 39%	34 37%	20 22%	23 25%	17 18%	83 89%	27 29%	36 39%	18 19%	44 47%	49 53%
Weighted base	95*	71* 74%*	55* 57%*	50* 53%*	33* 35%*	34* 36%*	22** 23%**	24** 26%**	18** 18%**	86* 90%*	25** 26%**	34* 36%*	17** 18%**	40* 42%*	55* 58%*
Effective base	82	62	49	43	31	30	18	20	15	73	23	32	16	39	44
Yes	12 13%	12 17%	12 22%	11 22%	7 20%	9 28%	4 17%	5 19%	7 40%	12 14%	6 26%	11 32%	10 60%	11 27%	1 2%
		100%	100%	89%	55%	78%	31%	38%	58%	100%	52%	89% <b>z</b>	83%	89% <b>z</b>	11%
No	82 86%	58 81%	41 76%	39 78%	25 76%	25 72%	17 77%	18 76%	9 53%	72 84%	18 74%	23 68%	7 40%	29 73%	53 95%
		70%	51%	48%	31%	30%	21%	23%	11%	88%	22%	28%	8%	36%	64% <b>wy</b>
Don't know	1 1%	1 2%	1 2%	-	1 4%	-	1 6%	1 5%	1 7%	1 1%	-	-	-	-	1 2%
		100%	100%	-	100%	-	100%	100%	100%	100%	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 169

**QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	53	34 64%	19 36%	30 57%	23 43%	13 25%	21 40%	8 15%	3 6%	8 15%	-	9 17%	17 32%	12 23%	15 28%	26 49%	27 51%	25 47%	28 53%	21 40%	32 60%	36 68%	17 32%
Weighted base	58*	35* 60%*	23* 40%*	34** 58%**	24** 42%**	15** 25%**	25** 43%**	8** 14%**	3** 6%**	7** 13%**	-**	7** 13%**	21** 36%**	13** 22%**	17** 29%**	28** 49%**	30** 51%**	27** 47%**	31** 53%**	22** 39%**	36** 61%**	35* 60%*	23** 40%**
Effective base	47	31	16	26	21	11	18	7	3	7	-	9	16	10	13	24	23	22	24	19	28	33	15
Yes	9 16%	7 21% 77%	2 9% 23%	6 18% 63%	3 14% 37%	3 23% 37%	4 17% 46%	1 7% 6%	- 15% -	1 12% -	-	1 11% 9%	1 5% 12%	2 14% 18%	6 34% 61%	2 7% 21%	7 25% 79%	5 18% 51%	5 15% 49%	4 17% 39%	6 16% 61%	5 13% 49%	5 21% 51%
No	46 79%	25 71% 54%	21 91% 46%	28 82% 61%	18 74% 39%	10 66% 21%	19 78% 42%	7 93% 16%	3 100% 7%	6 85% 14%	-	7 89% 14%	20 95% 43%	11 86% 24%	8 49% 18%	26 93% 58%	19 65% 42%	21 76% 45%	25 81% 55%	17 76% 38%	29 80% 62%	30 87% 66%	15 67% 34%
Don't know	3 5%	3 8% 100%	- - -	- - -	3 12% 100%	2 11% 56%	1 5% 44%	- - -	- - -	- - -	-	- - -	- - -	- - -	3 17% 100%	- - -	3 10% 100%	2 6% 56%	1 4% 44%	2 7% 56%	1 3% 44%	- - -	3 12% 100%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 169

Absolutes/col percents/row percents 19 Apr 2018

**QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	53	53 100%	-	53 100%	-	53 100%	-	42 79%	5 9%	4 8%	2 4%	1 2%	7 13%	3 6%	2 4%	7 13%	6 11%	2 4%	5 9%	9 17%
Weighted base	58*	58* 100%*	-**	58* 100%*	-**	58* 100%*	-**	51* 88%*	4** 7%**	2** 4%**	*** 1%**	1** 2%**	8** 14%**	3** 6%**	2** 4%**	8** 14%**	11** 18%**	3** 4%**	6** 10%**	9** 15%**
Effective base	47	47	-	47	-	47	-	39	5	4	2	1	7	3	2	7	6	2	5	9
Yes	9	9	-	9	-	9	-	7	1	1	*	1	2	-	1	-	2	-	-	1
	16%	16%	-	16%	-	16%	-	15%	28%	24%	53%	100%	26%	-	47%	-	21%	-	-	10%
		100%	-	100%	-	100%	-	79%	12%	6%	3%	13%	22%	-	12%	-	23%	-	-	9%
No	46	46	-	46	-	46	-	41	3	2	*	-	6	3	-	8	7	3	6	8
	79%	79%	-	79%	-	79%	-	80%	72%	76%	47%	-	74%	100%	-	100%	64%	100%	100%	90%
		100%	-	100%	-	100%	-	89%	6%	4%	*	-	13%	7%	-	17%	15%	6%	13%	18%
Don't know	3	3	-	3	-	3	-	3	-	-	-	-	-	-	1	-	2	-	-	-
	5%	5%	-	5%	-	5%	-	6%	-	-	-	-	-	-	53%	-	15%	-	-	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	44%	-	56%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 169

**QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	53	8 15%	45 85%	32 60%	21 40%	9 17%	5 9%	40 75%	36 68%	17 32%	34 64%	50 94%	3 6%
Weighted base	58*	8** 15%**	50* 85%*	31** 54%**	21** 37%**	11** 18%**	5** 8%**	45* 78%*	38* 65%*	20** 35%**	35* 61%*	55* 95%*	3** 5%**
Effective base	47	6	40	28	18	8	5	35	32	15	31	44	3
Yes	9 16%	2 18% 16%	8 16% 84%	6 20% 67%	3 15% 33%	2 21% 24%	1 20% 10%	8 18% 88%	5 13% 54%	4 22% 46%	5 14% 54%	9 17% 100%	- - -
No	46 79%	5 63% 12%	40 82% 88%	23 75% 51%	17 78% 36%	7 64% 15%	4 80% 8%	36 79% 78%	30 79% 65%	16 78% 35%	27 78% 60%	43 78% 94%	3 100% 6%
Don't know	3 5%	2 19% 56%	1 3% 44%	2 5% 56%	2 8% 56%	2 15% 56%	- - -	1 3% 44%	3 8% 100%	- - -	3 8% 100%	3 5% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 169

**QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	53	39 74%	34 64%	35 66%	25 47%	28 53%	17 32%	22 42%	8 15%	50 94%	15 28%	23 43%	10 19%	26 49%	27 51%
Weighted base	58*	42* 73%*	35* 61%*	38* 66%*	26** 45%**	33** 57%**	18** 31%**	25** 43%**	7** 13%**	55* 95%*	14** 25%**	23** 39%**	11** 18%**	26** 45%**	32** 55%**
Effective base	47	34	31	30	21	25	15	19	7	44	13	19	8	22	25
Yes	9 16%	8 20%	5 14%	7 19%	5 21%	8 23%	2 14%	8 31%	2 21%	9 17%	4 26%	7 32%	4 35%	7 28%	2 7%
		90%	54%	77%	58%	81%	26%	82%	16%	100%	39%	77%	40%	77%	23%
No	46 79%	31 73%	27 78%	29 77%	20 75%	23 68%	13 71%	16 63%	6 79%	43 78%	8 54%	14 63%	7 65%	16 62%	30 93%
		67%	60%	64%	43%	49%	28%	34%	13%	94%	17%	31%	15%	35%	65%
Don't know	3 5%	3 7%	3 8%	2 4%	1 5%	3 9%	3 16%	2 6%	- -	3 5%	3 20%	1 5%	- -	3 11%	- -
		100%	100%	56%	44%	100%	100%	56%	-	100%	100%	44%	-	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 170

Absolutes/col percents/row percents 19 Apr 2018

**QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	16	15 94%	1 6%	8 50%	8 50%	5 31%	2 13%	4 25%	3 19%	1 6%	1 6%	6 38%	4 25%	2 13%	4 25%	10 63%	6 38%	9 56%	7 44%	8 50%	8 50%	9 56%	7 44%
Weighted base	16*	15* 96%*	1* 4%*	9** 54%**	7** 46%**	5** 31%**	2** 11%**	4** 25%**	3** 20%**	1** 7%**	1** 5%**	5** 31%**	4** 24%**	3** 18%**	4** 27%**	9** 55%**	7** 45%**	9** 54%**	7** 46%**	7** 46%**	9** 54%**	8** 49%**	8** 51%**
Effective base	15	14	1	7	8	4	2	4	3	1	1	6	4	2	4	10	6	9	6	8	7	9	6
Yes	4 25%	4 25%	-	2 27%	2 22%	1 16%	-	1 23%	2 68%	-	-	2 32%	1 23%	-	1 33%	3 28%	1 20%	3 29%	1 19%	3 34%	1 16%	3 32%	1 18%
No	12 75%	12 75%	1 100%	6 73%	6 78%	4 84%	2 100%	3 77%	1 32%	1 100%	1 100%	3 68%	3 77%	3 100%	3 67%	6 72%	6 80%	6 71%	6 81%	5 66%	7 84%	5 68%	7 82%
		95%	5%	53%	47%	35%	15%	25%	9%	9%	7%	28%	25%	23%	24%	53%	47%	50%	50%	40%	60%	45%	55%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 170

**QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	16	16 100%	-	15 94%	1 6%	16 100%	-	13 81%	3 19%	-	-	1 6%	1 6%	2 13%	-	3 19%	-	-	3 19%	3 19%
Weighted base	16*	16** 100%**	-**	15** 95%**	1** 5%**	16** 100%**	-**	14** 85%**	2** 15%**	-**	-**	1** 7%**	1** 6%**	2** 12%**	-**	3** 18%**	-**	-**	4** 26%**	3** 16%**
Effective base	15	15	-	14	1	15	-	12	3	-	-	1	1	2	-	3	-	-	3	3
Yes	4	4	-	4	-	4	-	4	-	-	-	-	-	-	-	-	-	-	1	3
	25%	25%	-	26%	-	25%	-	29%	-	-	-	-	-	-	-	-	-	-	34%	100%
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	36%	64%
No	12	12	-	11	1	12	-	10	2	-	-	1	1	2	-	3	-	-	3	-
	75%	75%	-	74%	100%	75%	-	71%	100%	-	-	100%	100%	100%	-	100%	-	-	66%	-
		100%	-	93%	7%	100%	-	80%	20%	-	-	9%	8%	16%	-	24%	-	-	23%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 170  
**QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	16	1 6%	15 94%	9 56%	8 50%	4 25%	4 25%	11 69%	11 69%	5 31%	11 69%	16 100%	-
Weighted base	16*	1** 6%**	15** 94%**	8** 50%**	7** 45%**	4** 23%**	4** 23%**	12** 72%**	11** 66%**	6** 34%**	11** 66%**	16** 100%**	-**
Effective base	15	1	14	9	8	4	4	10	10	5	10	15	-
Yes	4	-	4	3	1	1	-	4	4	-	4	4	-
	25%	-	26%	31%	11%	22%	-	34%	37%	-	37%	25%	-
		-	100%	64%	21%	21%	-	100%	100%	-	100%	100%	-
No	12	1	11	6	6	3	4	8	7	6	7	12	-
	75%	100%	74%	69%	89%	78%	100%	66%	63%	100%	63%	75%	-
		8%	92%	46%	53%	23%	31%	63%	55%	45%	55%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
\* small base; \*\* very small base (under 30) ineligible for sig testing



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 170

**QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	16	13 81%	11 69%	10 63%	11 69%	11 69%	7 44%	10 63%	5 31%	16 100%	6 38%	10 63%	3 19%	10 63%	6 38%
Weighted base	16*	12** 76%**	11** 66%**	10** 61%**	11** 67%**	11** 71%**	6** 39%**	10** 62%**	4** 27%**	16** 100%**	6** 34%**	10** 62%**	3** 18%**	10** 62%**	6** 38%**
Effective base	15	12	10	9	10	10	7	9	5	15	6	10	3	10	5
Yes	4 25%	4 32%	4 37%	3 26%	3 29%	4 34%	2 27%	3 25%	2 40%	4 25%	1 16%	3 32%	1 31%	3 32%	1 13%
No	12 75%	8 68%	7 55%	7 60%	8 71%	8 66%	5 38%	8 75%	3 60%	12 75%	5 38%	7 56%	2 17%	7 56%	5 44%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 171

Absolutes/col percents/row percents 19 Apr 2018

**QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	68	45 66%	23 34%	28 41%	40 59%	21 31%	19 28%	13 19%	6 9%	5 7%	4 6%	18 26%	25 37%	12 18%	13 19%	43 63%	25 37%	31 46%	37 54%	26 38%	42 62%	49 72%	19 28%
Weighted base	67*	41* 60%*	27* 40%*	29** 43%**	39* 57%*	22** 33%**	18** 27%**	12** 18%**	6** 9%**	4** 6%**	4** 6%**	15** 22%**	27** 41%**	13** 19%**	12** 18%**	43* 63%*	25** 37%**	30** 45%**	37* 55%**	24** 36%**	43* 64%*	45* 67%*	22** 33%**
Effective base	61	41	21	25	36	19	16	13	6	5	3	17	23	10	12	39	22	28	33	24	37	45	17
Yes	5	4	1	2	3	1	2	1	1	-	-	2	1	*	2	2	3	3	2	2	3	4	2
	8%	10%	5%	8%	8%	5%	14%	6%	16%	-	-	10%	4%	3%	21%	6%	12%	10%	7%	10%	7%	8%	7%
		77%	23%	41%	59%	22%	46%	13%	18%	-	-	28%	18%	7%	46%	46%	54%	54%	46%	46%	54%	69%	31%
No	61	37	24	27	34	21	16	11	4	4	4	14	26	11	10	40	21	26	35	21	40	40	21
	90%	90%	90%	92%	88%	95%	86%	94%	63%	100%	100%	90%	96%	87%	79%	94%	83%	86%	93%	84%	93%	89%	93%
		60%	40%	44%	56%	35%	26%	19%	7%	7%	6%	22%	44%	18%	16%	66%	34%	43%	57%	34%	66%	66%	34%
Don't know	1	-	1	-	1	-	-	-	1	-	-	-	-	1	-	-	1	1	-	1	-	1	-
	2%	-	5%	-	3%	-	-	-	21%	-	-	-	-	10%	-	-	5%	4%	-	5%	-	3%	-
		-	100%	-	100%	-	-	-	100%	-	-	-	-	100%	-	-	100%	100%	-	100%	-	100%	-

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 171

**QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	68	65 96%	2 3%	59 87%	9 13%	68 100%	-	51 75%	10 15%	4 6%	3 4%	2 3%	8 12%	4 6%	3 4%	5 7%	4 6%	5 7%	5 7%	15 22%
Weighted base	67*	63* 94%*	3** 4%**	60* 88%*	8** 12%**	67* 100%*	-**	56* 84%*	8** 12%**	2** 3%**	1** 1%**	2** 3%**	9** 13%**	4** 6%**	3** 4%**	6** 8%**	6** 9%**	6** 9%**	6** 9%**	14** 21%**
Effective base	61	58	2	53	7	61	-	48	9	4	3	2	7	4	3	5	4	5	5	14
Yes	5	5	-	5	-	5	-	5	-	-	*	1	-	-	-	-	-	-	1	2
	8%	8%	-	9%	-	8%	-	9%	-	-	39%	53%	-	-	-	-	-	-	20%	17%
		100%	-	100%	-	100%	-	93%	-	-	7%	23%	-	-	-	-	-	-	23%	46%
No	61	57	3	54	7	61	-	50	8	2	1	1	9	4	3	6	6	5	5	12
	90%	89%	100%	91%	83%	90%	-	89%	100%	100%	61%	47%	100%	100%	100%	100%	100%	78%	80%	83%
		93%	5%	89%	11%	100%	-	82%	13%	4%	1%	2%	15%	7%	5%	9%	10%	8%	8%	19%
Don't know	1	1	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	2%	2%	-	-	17%	2%	-	2%	-	-	-	-	-	-	-	-	-	22%	-	-
		100%	-	-	100%	100%	-	100%	-	-	-	-	-	-	-	-	-	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 171

**QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool?****SINGLE CODE****Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	68	12 18%	56 82%	31 46%	27 40%	10 15%	13 19%	45 66%	36 53%	27 40%	36 53%	58 85%	10 15%
Weighted base	67*	12** 18%**	55* 82%*	29** 43%**	26** 39%**	10** 15%**	12** 18%**	45* 67%*	35* 52%*	26** 39%**	35* 52%*	56* 83%*	11** 17%**
Effective base	61	11	50	28	25	9	12	41	33	23	33	52	9
Yes	5 8%	2 13% 31%	4 7% 69%	3 11% 59%	1 3% 13%	- - -	- - -	4 9% 77%	3 8% 54%	1 5% 23%	3 8% 54%	4 7% 77%	1 11% 23%
No	61 90%	11 87% 18%	50 91% 82%	25 85% 40%	26 97% 42%	10 100% 17%	12 100% 20%	40 88% 65%	32 92% 53%	24 90% 39%	32 92% 53%	51 90% 83%	10 89% 17%
Don't know	1 2%	- - -	1 2% 100%	1 5% 100%	- - -	- - -	- - -	1 3% 100%	- - -	1 5% 100%	- - -	1 2% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 171

**QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	68	42 62%	36 53%	33 49%	31 46%	25 37%	14 21%	16 24%	13 19%	58 85%	9 13%	16 24%	6 9%	21 31%	47 69%
Weighted base	67*	42* 63%*	35* 52%*	31** 46%**	30** 44%**	25** 37%**	14** 21%**	16** 23%**	14** 20%**	56* 83%*	8** 11%**	15** 23%**	6** 9%**	20** 29%**	48* 71%*
Effective base	61	40	33	29	27	22	12	15	12	52	8	15	6	19	42
Yes	5 8%	4 9%	3 8%	3 10%	3 10%	2 8%	2 14%	2 16%	1 9%	4 7%	- -	3 19%	1 20%	3 15%	2 5%
		70%	54%	59%	54%	36%	36%	46%	23%	77%	-	55%	23%	55%	45%
No	61 90%	37 88%	32 92%	27 86%	27 90%	22 87%	12 86%	13 84%	13 91%	51 90%	8 100%	11 72%	4 58%	15 78%	46 95%
		61%	53%	44%	44%	36%	20%	22%	21%	83%	13%	18%	6%	25%	75%
Don't know	1 2%	1 3%	- -	1 4%	- -	1 5%	- -	- -	- -	1 2%	- -	1 9%	1 21%	1 7%	- -
		100%	-	100%	-	100%	-	-	-	100%	-	100%	100%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 172  
**QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All aware of reporting tool for the service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	12	8 67%	4 33%	4 33%	8 67%	4 33%	6 50%	1 8%	1 8%	-	-	3 25%	4 33%	3 25%	2 17%	7 58%	5 42%	5 42%	7 58%	4 33%	8 67%	8 67%	4 33%
Weighted base	13*	9* 68%*	4* 32%*	4** 33%**	9** 67%**	4** 33%**	6** 50%**	1** 9%**	1** 9%**	-** -	-** -	2** 19%**	5** 37%**	3** 26%**	2** 19%**	7** 56%**	6** 44%**	5** 39%**	8** 61%**	4** 32%**	9** 68%**	8** 64%**	5** 36%**
Effective base	12	8	4	4	8	4	6	1	1	-	-	3	4	3	2	7	5	5	7	4	8	8	4
Yes	2 15%	2 22% 100%	- - -	- - -	2 23% 100%	1 19% 42%	- - -	- - -	1 100% 58%	- - -	- - -	1 34% 42%	- - -	- - -	1 48% 58%	1 11% 42%	1 20% 58%	1 16% 42%	1 15% 58%	1 20% 42%	1 13% 58%	1 10% 42%	1 25% 58%
No	11 85%	7 78% 62%	4 100% 38%	4 100% 39%	7 77% 61%	3 81% 31%	6 100% 59%	1 100% 10%	- - -	- - -	- - -	2 66% 14%	5 100% 44%	3 100% 30%	1 52% 12%	6 89% 58%	4 80% 42%	4 84% 39%	7 85% 61%	3 80% 30%	8 87% 70%	7 90% 68%	3 75% 32%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 172  
**QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	12	12 100%	-	10 83%	2 17%	12 100%	-	10 83%	2 17%	-	-	1 8%	-	-	1 8%	3 25%	-	1 8%	1 8%	3 25%
Weighted base	13*	13** 100%**	-**	10** 82%**	2** 18%**	13** 100%**	-**	11** 87%**	2** 13%**	-**	-**	1** 9%**	-**	-**	1** 10%**	3** 26%**	-**	1** 9%**	1** 9%**	3** 25%**
Effective base	12	12	-	10	2	12	-	10	2	-	-	1	-	-	1	3	-	1	1	3
Yes	2 15%	2 15%	-	1 8%	1 49%	2 15%	-	2 17%	-	-	-	-	-	-	-	-	-	-	-	2 61%
		100%	-	42%	58%	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-	100%
No	11 85%	11 85%	-	10 92%	1 51%	11 85%	-	9 83%	2 100%	-	-	1 100%	-	-	1 100%	3 100%	-	1 100%	1 100%	1 39%
		100%	-	89%	11%	100%	-	85%	15%	-	-	10%	-	-	12%	31%	-	11%	10%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 172

**QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	12	3 25%	9 75%	6 50%	6 50%	2 17%	3 25%	8 67%	6 50%	6 50%	6 50%	12 100%	-
Weighted base	13*	3** 27%**	9** 73%**	6** 48%**	6** 48%**	2** 17%**	3** 24%**	9** 67%**	6** 50%**	6** 50%**	6** 50%**	13** 100%**	-**
Effective base	12	3	9	6	6	2	3	8	6	6	6	12	-
Yes	2 15%	1 33% 58%	1 9% 42%	2 32% 100%	- - -	- - -	- - -	1 9% 42%	1 13% 42%	1 18% 58%	1 13% 42%	2 15% 100%	- - -
No	11 85%	2 67% 21%	8 91% 79%	4 68% 39%	6 100% 57%	2 100% 19%	3 100% 28%	8 91% 72%	6 87% 52%	5 82% 48%	6 87% 52%	11 85% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 172

**QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Devices connected TV through								Harm and offence on TV ( seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	12	8 67%	6 50%	7 58%	11 92%	9 75%	5 42%	6 50%	3 25%	12 100%	6 50%	8 67%	3 25%	8 67%	4 33%
Weighted base	13*	9** 69%**	6** 50%**	7** 55%**	12** 91%**	9** 73%**	5** 41%**	6** 48%**	3** 24%**	13** 100%**	7** 53%**	9** 68%**	3** 24%**	9** 68%**	4** 32%**
Effective base	12	8	6	7	11	9	5	6	3	12	6	8	3	8	4
Yes	2 15%	2 22% 100%	1 13% 42%	2 28% 100%	2 17% 100%	2 21% 100%	1 15% 42%	1 13% 42%	- - 100%	2 15% 100%	- - 63%	1 13% 69%	1 36% 18%	1 13% 69%	1 19% 31%
No	11 85%	7 78% 64%	6 87% 52%	5 72% 47%	10 83% 89%	7 79% 68%	4 85% 41%	5 87% 49%	3 100% 29%	11 85% 100%	7 100% 63%	7 87% 69%	2 64% 18%	7 87% 69%	3 81% 31%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 173

**QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool?**

**SINGLE CODE**

**Base: All aware of reporting tool for the service**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	311	210 68%	101 32%	138 44%	173 56%	86 28%	71 23%	60 19%	50 16%	32 10%	12 4%	69 22%	103 33%	57 18%	82 26%	172 55%	139 45%	124 40%	187 60%	99 32%	212 68%	201 65%	110 35%
Weighted base	309	196 63%	113* 37%*	144 47%	164 53%	92* 30%*	70* 23%*	56* 18%*	47* 15%*	32** 10%**	11** 4%**	63* 20%*	108* 35%*	61* 20%*	77* 25%*	171 55%	138 45%	120 39%	188 61%	92* 30%*	217 70%	181 59%	128* 41%*
Effective base	271	182	90	120	152	77	62	53	40	29	10	63	91	48	70	153	118	106	165	83	188	177	98
Yes	69 22%	42 21%	27 24%	25 17%	44 27%	19 21%	19 28%	11 20%	12 27%	6 18%	1 11%	16 25%	20 18%	15 25%	18 23%	36 21%	33 24%	34 28%	35 19%	27 30%	42 19%	41 23%	28 22%
		60%	40%	36%	64%	28%	28%	16%	18%	8%	2%	23%	29%	22%	26%	52%	48%	49%	51%	39%	61%	59%	41%
No	239 77%	153 78%	85 76%	118 82%	121 73%	72 78%	51 72%	45 80%	34 73%	27 82%	10 89%	47 75%	88 82%	46 75%	58 75%	135 79%	103 75%	86 72%	152 81%	65 70%	174 80%	139 77%	100 78%
		64%	36%	49%	51%	30%	21%	19%	14%	11%	4%	20%	37%	19%	24%	57%	43%	36%	64%	27%	73%	58%	42%
Don't know	1 *	1 *	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 *	1 1%	-
		100%	-	100%	-	100%	-	-	-	-	-	-	-	-	100%	-	100%	-	100%	-	100%	100%	-

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Absolutes/col percents/row percents 19 Apr 2018

Table 173  
**QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	311	302 97%	8 3%	269 86%	42 14%	311 100%	-	226 73%	30 10%	28 9%	27 9%	12 4%	27 9%	27 9%	20 6%	19 6%	21 7%	21 7%	38 12%	41 13%
Weighted base	309	299 97%	9** 3%**	269 87%	40* 13%*	309 100%	-**	261 85%	24** 8%**	17** 5%**	6** 2%**	14** 4%**	31** 10%**	29** 9%**	23** 7%**	19** 6%**	32** 10%**	26** 8%**	45* 15%*	43* 14%*
Effective base	271	263	7	235	36	271	-	214	28	25	26	12	26	26	20	18	20	20	36	39
Yes	69	67	2	63	6	69	-	60	5	3	2	5	6	7	6	4	10	2	11	9
	22%	22%	26%	23%	15%	22%	-	23%	21%	16%	25%	35%	18%	25%	25%	23%	32%	8%	24%	20%
		97%	3%	91%	9%	100%	-	86%	8%	4%	2%	7%	8%	11%	8%	6%	14%	3%	16%	13%
No	239	231	7	206	33	239	-	201	19	14	5	9	25	22	16	15	22	24	34	34
	77%	77%	74%	77%	82%	77%	-	77%	79%	84%	75%	65%	82%	75%	71%	77%	68%	92%	76%	80%
		97%	3%	86%	14%	100%	-	84%	8%	6%	2%	4%	11%	9%	7%	6%	9%	10%	14%	14%
Don't know	1	1	-	-	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-
	*	*	-	-	2%	*	-	*	-	-	-	-	-	-	4%	-	-	-	-	-
		100%	-	-	100% <b>c</b>	100%	-	100%	-	-	-	-	-	-	100%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 173

**QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	311	52 17%	259 83%	148 48%	126 41%	37 12%	63 20%	194 62%	164 53%	131 42%	148 48%	265 85%	46 15%
Weighted base	309	49* 16%*	259 84%	138 45%	128 41%	36* 12%*	65* 21%*	189 61%	160 52%	130 42%	144 47%	258 84%	50* 16%*
Effective base	271	43	228	124	113	32	58	167	144	112	130	230	41
Yes	69 22%	9 18% 13%	60 23% 87%	34 25% 50%	24 19% 35%	6 16% 8%	13 19% 18%	41 22% 60%	39 24% 56%	26 20% 38%	33 23% 48%	58 22% 83%	11 23% 17%
No	239 77%	41 82% 17%	198 76% 83%	103 75% 43%	102 80% 43%	30 84% 13%	53 81% 22%	147 78% 62%	121 76% 51%	103 79% 43%	111 77% 46%	200 77% 84%	39 77% 16%
Don't know	1 *	- - -	1 * 100%	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%	- - -	1 1% 100%	- - -	1 * 100%	- - -

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 173

**QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	311	193 62%	148 48%	146 47%	103 33%	103 33%	53 17%	74 24%	26 8%	265 85%	54 17%	71 23%	17 5%	94 30%	217 70%
Weighted base	309	188 61%	144 47%	139 45%	96* 31%*	103* 33%*	51* 17%*	67* 22%*	27** 9%**	258 84%	54* 17%*	71* 23%*	17** 5%**	93* 30%*	215 70%
Effective base	271	166	130	126	86	89	43	62	24	230	49	63	15	83	188
Yes	69 22%	39 21%	33 23%	35 25%	26 27%	27 26%	14 26%	16 24%	7 27%	58 22%	17 31%	19 26%	11 65%	29 31%	40 19%
		57%	48%	50%	38%	39%	20%	23%	11%	83%	24%	27%	16%	42% <b>z</b>	58%
No	239 77%	148 79%	111 77%	103 74%	70 73%	75 73%	38 74%	51 76%	20 73%	200 77%	37 69%	52 74%	6 35%	64 69%	174 81%
		62%	46%	43%	29%	31%	16%	21%	8%	84%	15%	22%	2%	27%	73% <b>y</b>
Don't know	1 *	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
		100%	-	100%	-	100%	-	-	-	100%	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 174  
**QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>234</b>	164 70%	70 30%	103 44%	131 56%	78 33%	56 24%	42 18%	30 13%	21 9%	7 3%	53 23%	77 33%	45 19%	59 25%	130 56%	104 44%	91 39%	143 61%	69 29%	165 71%	141 60%	93 40%
Weighted base	<b>237</b>	157 66%	80* 34%*	107* 45%*	129 55%	87* 37%*	58* 24%*	39* 16%*	26** 11%**	20** 8%**	7** 3%**	49* 21%*	83* 35%*	48* 20%*	57* 24%*	133 56%	104* 44%*	90* 38%*	147 62%	62* 26%*	174 74%	128 54%	109* 46%*
Effective base	<b>206</b>	143	64	89	117	70	51	37	25	19	6	49	70	37	52	118	89	79	127	59	148	125	84
Yes	<b>45</b> <b>19%</b>	30 19%	16 20%	16 15%	30 23%	14 16%	11 19%	8 21%	9 33%	4 19%	-	9 18%	14 17%	12 25%	10 18%	23 18%	22 21%	21 24%	24 16%	17 27%	29 16%	27 21%	18 17%
	<b>19%</b>	65%	35%	34%	66%	30%	24%	18%	19%	9%	-	20%	31%	27%	22%	51%	49%	47%	53%	37%	63%	60%	40%
No	<b>190</b> <b>80%</b>	126 80%	64 80%	91 85%	99 77%	72 83%	47 81%	31 79%	18 67%	16 80%	7 100%	40 82%	69 83%	35 75%	45 80%	109 82%	81 78%	68 76%	122 83%	46 73%	145 83%	100 78%	90 83%
	<b>80%</b>	66%	34%	48%	52%	38%	25%	16%	9%	8%	4%	21%	36%	19%	24%	58%	42%	36%	64%	24%	76%	52%	48%
Don't know	<b>1</b> <b>*</b>	1 1%	-	1 1%	*	1 1%	-	-	-	*	-	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%	1 1%	* *
	<b>*</b>	100%	-	83%	17%	83%	-	-	-	17%	-	-	-	-	100%	-	100%	-	100%	-	100%	83%	17%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 174  
**QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	<b>234</b>	228 97%	5 2%	199 85%	35 15%	234 100%	-	167 71%	29 12%	21 9%	17 7%	10 4%	22 9%	19 8%	13 6%	15 6%	14 6%	19 8%	27 12%	28 12%
Weighted base	<b>237</b>	230 97%	6** 3%**	203 86%	34* 14%*	237 100%	-**	197 83%	23** 10%**	13** 5%**	4** 2%**	12** 5%**	26** 11%**	20** 9%**	14** 6%**	16** 7%**	20** 8%**	24** 10%**	34** 14%**	31** 13%**
Effective base	<b>206</b>	200	5	176	30	206	-	160	27	19	16	10	21	19	13	14	14	18	26	27
Yes	<b>45</b> <b>19%</b>	44 19%	1 20%	41 20%	4 12%	45 19%	-	37 19%	6 26%	1 12%	* 10%	3 28%	3 12%	4 20%	3 23%	4 23%	6 30%	1 4%	10 29%	3 10%
		97%	3%	91%	9%	100%	-	82%	13%	3%	1%	7%	7%	9%	7%	8%	13%	2%	22%	7%
No	<b>190</b> <b>80%</b>	184 80%	5 80%	162 80%	29 85%	190 80%	-	158 80%	17 74%	11 88%	3 85%	8 72%	23 88%	16 80%	10 70%	12 77%	14 70%	23 96%	24 71%	28 90%
		97%	3%	85%	15%	100%	-	83%	9%	6%	2%	4%	12%	9%	5%	6%	7%	12%	13%	15%
Don't know	<b>1</b> <b>*</b>	1 1%	-	* 3%	1 3%	1 *	-	1 *	-	-	* 5%	-	-	-	1 7%	-	-	-	-	-
		100%	-	17%	<b>83%<sup>c</sup></b>	100%	-	83%	-	-	17%	-	-	-	83%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 174  
**QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool?**  
**SINGLE CODE**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	234	41 18%	193 82%	107 46%	88 38%	30 13%	44 19%	145 62%	112 48%	105 45%	103 44%	199 85%	35 15%
Weighted base	237	40* 17%*	197 83%	102* 43%*	91* 38%*	28** 12%**	47* 20%*	143 60%	113* 48%*	105* 44%*	103* 44%*	200 84%	37* 16%*
Effective base	206	35	171	93	79	25	41	124	99	91	91	175	31
Yes	45 19%	8 21% 18%	37 19% 82%	24 24% 53%	19 21% 41%	2 5% 3%	8 16% 17%	29 20% 63%	23 20% 50%	21 20% 46%	19 18% 42%	39 20% 86%	6 17% 14%
No	190 80%	31 79% 16%	159 81% 84%	77 75% 41%	71 78% 37%	26 95% 14%	39 84% 21%	113 79% 59%	90 80% 47%	83 79% 43%	84 81% 44%	160 80% 84%	30 83% 16%
Don't know	1 *	- - -	1 1% 100%	1 1% 83%	1 1% 83%	- - -	- - -	1 1% 100%	* * 17%	1 1% 83%	* * 17%	1 1% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
\* small base; \*\* very small base (under 30) ineligible for sig testing



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 174  
**QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool?**  
**SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	234	144 62%	103 44%	116 50%	80 34%	87 37%	44 19%	63 27%	26 11%	199 85%	44 19%	54 23%	14 6%	75 32%	159 68%
Weighted base	237	145 61%	103* 44%*	114 48%	74* 31%*	90* 38%*	43* 18%*	61* 26%*	27** 11%**	200 84%	45* 19%*	54* 23%*	16** 7%**	75* 32%*	162 68%
Effective base	206	126	91	101	67	77	38	54	23	175	40	47	13	66	140
Yes	45 19%	24 16% 52%	19 18% 42%	26 23% 57%	15 20% 33%	23 26% 51%	12 29% 27%	18 29% 39%	5 17% 10%	39 20% 86%	16 36% 36% <b>z</b>	16 29% 34% <b>z</b>	10 62% 21%	26 35% 58% <b>z</b>	19 12% 42%
No	190 80%	120 83% 63%	84 81% 44%	87 76% 46%	59 80% 31%	65 73% 34%	31 71% 16%	43 71% 23%	22 83% 12%	160 80% 84%	29 64% 15%	38 71% 20%	6 38% 3%	49 65% 26%	142 88% 74% <b>vwxyz</b>
Don't know	1 *	1 1% 83%	* * 17%	1 1% 83%	- - -	1 1% 100%	- - -	- - -	- - -	1 1% 100%	- - -	- - -	- - -	- - -	1 1% 100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 175

## **QM6: SUMMARY - Have you ever reported content on ... using its reporting tool?** **SINGLE CODE**

**Base: All aware of reporting tool for the service**

Absolutes/col percents/row percents 19 Apr 2018

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>614</b>	379 62%	235 38%	290 47%	324 53%	142 23%	149 24%	121 20%	90 15%	71 12%	41 7%	144 23%	210 34%	111 18%	149 24%	354 58%	260 42%	276 45%	338 55%	231 38%	383 62%	403 66%	211 34%
Weighted base	<b>616</b>	353 57%	263 43%	300 49%	316 51%	153 25%	149 24%	114 18%	87* 14%*	74* 12%*	40* 7%*	133 22%	221 36%	117* 19%*	145 23%	354 57%	262 43%	266 43%	350 57%	217 35%	399 65%	361 59%	255 41%
Effective base	<b>535</b>	334	206	250	286	125	130	108	77	61	35	129	186	93	129	314	221	239	296	201	335	360	187
Paid Video On-demand content available through your TV service provider	<b>4</b> <b>25%</b>	4 25%	-	2 27%	2 22%	1 16%	-	1 23%	2 68%	-	-	2 32%	1 23%	-	1 33%	3 28%	1 20%	3 29%	1 19%	3 34%	1 16%	3 32%	1 18%
		100%	-	59%	41%	20%	-	23%	57%	-	-	41%	23%	-	36%	64%	36%	64%	36%	64%	36%	64%	36%
Short clips through websites such as YouTube or Facebook	<b>69</b> <b>22%</b>	42 21%	27 24%	25 17%	44 27%	19 21%	19 28%	11 20%	12 27%	6 18%	1 11%	16 26%	20 18%	15 25%	18 23%	36 52%	33 48%	34 28%	35 19%	27 30%	42 19%	41 23%	28 22%
		60%	40%	36%	64%	28%	28%	16%	18%	8%	2%	23%	29%	22%	26%	52%	48%	49%	51%	39%	61%	59%	41%
Longer videos through websites such as YouTube or Facebook	<b>45</b> <b>19%</b>	30 19%	16 20%	16 15%	30 23%	14 16%	11 19%	8 21%	9 33%	4 19%	-	9 18%	14 17%	12 25%	10 18%	23 18%	22 21%	21 24%	24 16%	17 27%	29 16%	27 21%	18 17%
		65%	35%	34%	66%	30%	24%	18%	19%	9%	-	20%	31%	27%	22%	51%	49%	47%	53%	37%	63%	60%	40%
Free Video On-demand content available as part of your subscription through your TV service provider	<b>9</b> <b>16%</b>	7 21%	2 9%	6 18%	3 14%	3 23%	4 17%	1 7%	-	1 15%	-	1 11%	1 5%	2 14%	6 34%	2 7%	7 25%	5 18%	5 15%	4 17%	6 16%	5 13%	5 21%
		77%	23%	63%	37%	37%	46%	6%	-	12%	-	9%	12%	18%	61%	21%	79%	51%	49%	39%	61%	49%	51%
TV live at the time of broadcast	<b>21</b> <b>16%</b>	17 33%	4 5%	10 14%	11 19%	4 14%	10 28%	4 24%	3 17%	-	-	7 24%	7 19%	1 5%	5 14%	14 21%	6 10%	12 22%	9 12%	10 21%	10 13%	16 22%	5 8%
		82%	18%	47%	53%	19%	47%	19%	16%	-	-	36%	33%	7%	24%	69%	31%	58%	42%	49%	51%	76%	24%
TV, box sets, or films from an online pay-per-view or download to own service	<b>2</b> <b>15%</b>	2 22%	-	-	2 23%	1 19%	-	-	1 100%	-	-	1 34%	-	-	1 48%	1 11%	1 20%	1 16%	1 15%	1 20%	1 13%	1 10%	1 25%
		100%	-	-	100%	42%	-	-	58%	-	-	42%	-	-	58%	42%	58%	42%	58%	42%	58%	42%	58%
TV programmes or films that have been broadcast using broadcaster catch-up services	<b>12</b> <b>13%</b>	11 20%	1 2%	5 13%	7 13%	2 6%	8 34%	-	2 13%	*	3%	6 24%	1 4%	4 22%	1 6%	7 12%	5 14%	8 17%	4 8%	8 22%	4 7%	11 88%	1 4%
		93%	7%	45%	55%	15%	68%	-	14%	4%	-	48%	12%	32%	8%	60%	40%	67%	33%	67%*	33%	88%	12%
TV, box sets or films from an online subscription service	<b>5</b> <b>8%</b>	4 10%	1 5%	2 8%	3 8%	1 5%	2 14%	1 6%	1 16%	-	-	2 10%	1 4%	*	2 21%	2 6%	3 12%	3 10%	2 7%	2 10%	3 7%	4 8%	2 7%
		77%	23%	41%	59%	22%	46%	13%	18%	-	-	28%	18%	7%	46%	46%	54%	54%	46%	46%	54%	69%	31%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 175

Absolutes/col percents/row percents 19 Apr 2018

**QM6: SUMMARY - Have you ever reported content on ... using its reporting tool?  
SINGLE CODE****Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	614	599 98%	14 2%	526 86%	88 14%	610 99%	4 1%	456 74%	59 10%	55 9%	44 7%	23 4%	53 9%	54 9%	44 7%	49 8%	40 7%	43 7%	67 11%	83 14%
Weighted base	616	598 97%	16** 3%**	532 86%	84* 14%*	611 99%	5** 1%**	525 85%	48* 8%*	32* 5%*	11* 2%*	26** 4%**	59* 10%*	59* 10%*	49* 8%*	54* 9%*	63* 10%*	53* 9%*	81* 13%*	82* 13%*
Effective base	535	521	13	460	75	531	4	428	55	50	42	22	50	52	42	47	38	41	63	79
Paid Video On-demand content available through your TV service provider	4 25% 100%	4 25% 100%	- - -	4 26% 100%	- - -	4 25% 100%	- - -	4 29% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 34% 36%	3 100% 64%
Short clips through websites such as YouTube or Facebook	69 22% 97%	67 22% 97%	2 26% 3%	63 23% 91%	6 15% 9%	69 22% 100%	- - -	60 23% 86%	5 21% 8%	3 16% 4%	2 25% 2%	5 35% 7%	6 18% 8%	7 25% 11%	6 25% 8%	4 23% 6%	10 32% 14%	2 8% 3%	11 24% 16%	9 20% 13%
Longer videos through websites such as YouTube or Facebook	45 19% 97%	44 19% 97%	1 20% 3%	41 20% 91%	4 12% 9%	45 19% 100%	- - -	37 19% 82%	6 26% 13%	1 12% 3%	* 10% 1%	3 28% 7%	3 12% 7%	4 20% 9%	3 23% 7%	4 23% 8%	6 30% 13%	1 4% 2%	10 29% 22%	3 10% 7%
Free Video On-demand content available as part of your subscription through your TV service provider	9 16% 100%	9 16% 100%	- - -	9 16% 100%	- - -	9 16% 100%	- - -	7 15% 79%	1 28% 12%	1 24% 6%	* 53% 3%	1 100% 13%	2 26% 22%	- - -	1 47% 12%	- - -	2 21% 23%	- - -	- - -	1 10% 9%
TV live at the time of broadcast	21 16% 94%	19 15% 94%	1 49% 6%	18 16% 86%	3 18% 14%	21 16% 100%	- - -	16 14% 78%	3 34% 13%	2 26% 8%	* 24% 2%	1 19% 5%	3 38% 16%	3 18% 16%	3 26% 14%	1 7% 4%	- - -	1 9% 5%	2 10% 10%	2 10% 8%
TV, box sets, or films from an online pay-per-view or download to own service	2 15% 100%	2 15% 100%	- - -	1 8% 42%	1 49% 58%	2 15% 100%	- - -	2 17% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	2 61% 100%
TV programmes or films that have been broadcast using broadcaster catch-up services	12 13% 100%	12 13% 100%	- - -	12 13% 100%	- - -	12 13% 100%	- - -	11 13% 90%	- - -	1 24% 10%	- - -	1 47% 7%	- - -	1 21% 7%	- - -	1 16% 12%	- - -	1 13% 9%	- - -	7 31% 54%
TV, box sets or films from an online subscription service	5 8% 100%	5 8% 100%	- - -	5 9% 100%	- - -	5 8% 100%	- - -	5 9% 93%	- - -	- - -	* 39% 7%	1 53% 23%	- - -	- - -	- - -	- - -	- - -	- - -	1 20% 23%	2 17% 46%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 175

Absolutes/col percents/row percents 19 Apr 2018

## **QM6: SUMMARY - Have you ever reported content on ... using its reporting tool?** **SINGLE CODE**

**Base: All aware of reporting tool for the service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	614	112 18%	502 82%	318 52%	256 42%	79 13%	121 20%	413 67%	349 57%	246 40%	321 52%	535 87%	79 13%
Weighted base	616	105* 17%*	511 83%	303 49%	260 42%	81* 13%*	128 21%	409 66%	349 57%	246 40%	319 52%	530 86%	86* 14%*
Effective base	535	92	443	271	228	68	111	357	306	211	283	465	70
Paid Video On-demand content available through your TV service provider	4 25%	- -	4 26%	3 31%	1 11%	1 22%	- -	4 34%	4 37%	- -	4 37%	4 25%	- -
Short clips through websites such as YouTube or Facebook	69 22%	9 18%	60 23%	34 25%	24 19%	6 16%	13 19%	41 22%	39 24%	26 20%	33 23%	58 22%	11 23%
Longer videos through websites such as YouTube or Facebook	45 19%	8 21%	37 19%	24 24%	19 21%	2 5%	8 16%	29 20%	23 20%	21 20%	19 18%	39 20%	6 17%
Free Video On-demand content available as part of your subscription through your TV service provider	9 16%	2 18%	8 16%	6 20%	3 15%	2 24%	1 20%	8 18%	5 13%	4 22%	5 14%	9 17%	- -
TV live at the time of broadcast	21 16%	7 32%	13 13%	12 19%	6 13%	5 21%	1 5%	18 19%	18 21%	2 6%	17 21%	19 17%	1 8%
TV box sets or films from an online pay-per- view or download to own service	2 15%	1 33%	1 9%	2 32%	- -	- -	- -	1 9%	1 13%	1 18%	1 13%	2 15%	- -
TV programmes or films that have been broadcast using broadcaster catch- up services	12 13%	3 26%	9 11%	10 20%	7 13%	4 27%	- -	11 17%	12 21%	- -	12 22%	12 14%	- -
TV box sets or films from an online subscription service	5 8%	2 13%	4 7%	3 11%	1 3%	- -	- -	4 9%	3 8%	1 5%	3 8%	4 7%	1 11%
		31%	69%	59%	13%	-	-	77%	54%	23%	54%	77%	23%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 175

Absolutes/col percents/row percents 19 Apr 2018

**QM6: SUMMARY - Have you ever reported content on ... using its reporting tool?**  
**SINGLE CODE****Base: All aware of reporting tool for the service**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	614	419 68%	321 52%	288 47%	219 36%	215 35%	113 18%	141 23%	71 12%	535 87%	126 21%	172 28%	73 12%	223 36%	391 64%
Weighted base	616	415 67%	319 52%	279 45%	203 33%	218 35%	109* 18%*	136 22%	72* 12%*	530 86%	127 21%	172 28%	75* 12%*	225 37%	391 63%
Effective base	535	363	283	249	185	187	97	121	65	465	112	153	63	197	338
Paid Video On-demand content available through your TV service provider	4 25%	4 32%	4 37%	3 26%	3 29%	4 34%	2 27%	3 25%	2 40%	4 25%	1 16%	3 32%	1 31%	3 32%	1 13%
		100%	100%	64%	79%	100%	43%	64%	44%	100%	23%	80%	23%	80%	20%
Short clips through websites such as YouTube or Facebook	69 22%	39 21%	33 23%	35 25%	26 27%	27 26%	14 26%	16 24%	7 27%	58 22%	17 31%	19 26%	11 65%	29 31%	40 19%
		57%	48%	50%	38%	39%	20%	23%	11%	83%	24%	27%	16%	42% <b>z</b>	58%
Longer videos through websites such as YouTube or Facebook	45 19%	24 16%	19 18%	26 23%	15 20%	23 26%	12 29%	18 29%	5 17%	39 20%	16 36%	16 29%	10 62%	26 35%	19 12%
		52%	42%	57%	33%	51%	27%	39%	10%	86%	36% <b>z</b>	34% <b>z</b>	21%	58% <b>z</b>	42%
Free Video On-demand content available as part of your subscription through your TV service provider	9 16%	8 20%	5 14%	7 19%	5 21%	8 23%	2 14%	8 31%	2 21%	9 17%	4 26%	7 32%	4 35%	7 28%	2 7%
		90%	54%	77%	58%	81%	26%	82%	16%	100%	39%	77%	40%	77%	23%
TV live at the time of broadcast	21 16%	18 20%	17 21%	16 25%	12 31%	13 28%	11 36%	13 40%	4 19%	19 17%	11 38%	15 33%	11 40%	15 26%	5 8%
		89%	83%	78%	60%	64%	54%	65%	20%	94%	52%	74% <b>z</b>	54%	74% <b>z</b>	26%
TV,box sets,or films from an online pay-per-view or download to own service	2 15%	2 22%	1 13%	2 28%	2 17%	2 21%	1 15%	1 13%	- -	2 15%	- -	1 13%	1 36%	1 13%	1 19%
		100%	42%	100%	100%	100%	42%	42%	-	100%	-	58%	58%	58%	42%
TV programmes or films that have been broadcast using broadcaster catch-up services	12 13%	12 17%	12 22%	11 22%	7 20%	9 28%	4 17%	5 19%	7 40%	12 14%	6 26%	11 32%	10 60%	11 27%	1 2%
		100%	100%	89%	55%	78%	31%	38%	58%	100%	52%	89% <b>z</b>	83%	89% <b>z</b>	11%
TV, box sets or films from an online subscription service	5 8%	4 9%	3 8%	3 10%	3 10%	2 8%	2 14%	2 16%	1 9%	4 7%	- -	3 19%	1 20%	3 15%	2 5%
		70%	54%	59%	54%	36%	36%	46%	23%	77%	-	55%	23%	55%	45%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base; \*\* very small base (under 30) ineligible for sig testing

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 176

Absolutes/col percents/row percents 19 Apr 2018

**QM7: When accessing on-line and on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?**  
**SINGLE CODE**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1962	1162 59%	800 41%	905 46%	1057 54%	305 16%	357 18%	405 21%	373 19%	255 13%	267 14%	508 26%	631 32%	379 19%	444 23%	1139 58%	823 42%	764 39%	1198 61%	674 34%	1288 66%	1230 63%	729 37%
Weighted base	1914	1075 56%	839 44%	914 48%	1000 52%	319 17%	354 19%	364 19%	358 19%	260 14%	259 14%	460 24%	619 32%	408 21%	428 22%	1078 56%	836 44%	727 38%	1187 62%	633 33%	1282 67%	1061 55%	852 44%
Effective base	1664	1004	669	755	913	265	308	355	315	220	207	439	542	313	379	979	688	653	1011	577	1088	1074	629
Yes	1158 60%	661 62% 57%	496 59% 43%	532 58% 46%	625 63% 54%	225 71% 19% <i>efgh</i>	242 68% 21% <i>efgh</i>	205 56% 18% <i>h</i>	216 60% 19% <i>h</i>	154 59% 13% <i>h</i>	116 45% 10%	287 62% 25%	391 63% 34% <i>l</i>	240 59% 21%	240 56% 21%	678 63% 59% <i>n</i>	480 57% 41%	461 63% 40%	697 59% 60%	396 63% 34%	762 59% 66%	652 61% 56%	505 59% 44%
No	621 32%	319 30% 51%	302 36% 49%	321 35% 52% <i>b</i>	299 30% 48%	73 23% 12%	90 25% 15%	131 36% 21% <i>cd</i>	114 32% 18% <i>c</i>	93 36% 15% <i>cd</i>	119 46% 19% <i>cd</i>	149 32% 24%	190 31% 31%	134 33% 22%	148 35% 24%	339 31% 55%	282 34% 45%	221 30% 36%	399 34% 64%	199 31% 32%	422 33% 68%	346 33% 56%	274 32% 44%
Don't know	136 7%	95 9% 70%	41 5% 30%	61 7% 45%	75 8% 55%	21 7% 16%	23 6% 17%	27 7% 20%	29 8% 21%	13 5% 10%	23 9% 17%	24 5% 18%	37 6% 27%	34 8% 25%	40 9% 29% <i>l</i>	62 6% 45%	74 9% 55% <i>m</i>	45 6% 33%	91 8% 67%	38 6% 28%	98 8% 72%	63 6% 46%	73 9% 54% <i>s</i>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 176

**QM7: When accessing on-line and on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?**  
**SINGLE CODE**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1962	1914 98%	43 2%	1630 83%	332 17%	1962 100%	-	1394 71%	182 9%	202 10%	184 9%	64 3%	184 9%	140 7%	123 6%	151 8%	120 6%	132 7%	217 11%	263 13%
Weighted base	1914	1859 97%	49* 3%*	1587 83%	327 17%	1914 100%	-**	1598 83%	158 8%	112 6%	45 2%	74* 4%*	204 11%	148 8%	139 7%	163 9%	188 10%	163 8%	257 13%	263 14%
Effective base	1664	1620	39	1383	281	1664	-	1297	168	185	126	62	174	133	117	144	113	122	204	251
Yes	1158	1133 61%	22 44%	1016 64%	142 43%	1158 60%	-	979 61%	102 65%	60 54%	16 36%	46 62%	127 62%	95 64%	84 61%	95 58%	110 59%	117 72%	157 61%	149 57%
	60%	95% <b>b</b>	2%	85% <b>d</b>	12%	100%	-	85% <b>ij</b>	9% <b>ij</b>	5% <b>j</b>	1%	4%	11%	8%	7%	8%	10%	10% <b>ops</b>	14%	13%
No	621	602 32%	17 3%	482 30%	139 43%	621 32%	-	499 31%	50 32%	48 42%	24 53%	25 34%	63 31%	45 30%	48 35%	51 32%	66 35%	41 25%	73 28%	87 33%
	32%	97%	3%	78% 22% <b>c</b>	100%	100%	-	80%	8%	8% <b>gh</b>	4% <b>gh</b>	4%	10%	7%	8%	8%	11%	7%	12%	14%
Don't know	136	124 7%	10 7%	90 6%	46 14%	136 7%	-	120 8%	6 4%	5 4%	5 11%	3 3%	15 7%	8 6%	6 5%	17 10%	12 6%	5 3%	28 11%	26 10%
	7%	91%	8% <b>a</b>	66%	34% <b>c</b>	100%	-	89%	4%	3%	4% <b>hi</b>	2%	11%	6%	5%	12% <b>q</b>	9%	4%	20% <b>q</b>	19% <b>q</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 176

**QM7: When accessing on-line and on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?**  
**SINGLE CODE**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1962	359 18%	1603 82%	987 50%	778 40%	220 11%	393 20%	1355 69%	1069 54%	844 43%	968 49%	1660 85%	302 15%
Weighted base	1914	314 16%	1601 84%	928 48%	771 40%	212 11%	395 21%	1301 68%	1036 54%	825 43%	931 49%	1600 84%	315 16%
Effective base	1664	285	1379	822	666	181	342	1140	911	708	824	1407	258
Yes	1158 60%	189 60%	969 61%	525 57%	489 63%	142 67%	241 61%	774 59%	641 62%	475 58%	587 63%	990 62%	168 53%
		16%	84%	45%	42% <b>c</b>	12% <b>c</b>	21%	67%	55%	41%	51% <b>i</b>	85% <b>i</b>	15%
No	621 32%	105 33%	516 32%	343 37%	230 30%	62 29%	113 29%	450 35%	333 32%	279 34%	293 31%	513 32%	107 34%
		17%	83%	55% <b>d</b> <b>f</b>	37%	10%	18%	72% <b>d</b> <b>f</b>	54%	45%	47%	83%	17%
Don't know	136 7%	20 6%	116 7%	59 6%	52 7%	9 4%	40 10%	77 6%	62 6%	72 9%	51 5%	97 6%	39 12%
		15%	85%	44%	38%	6%	29% <b>c</b> <b>e</b> <b>g</b>	57%	46%	53% <b>h</b> <b>j</b>	37%	71%	29% <b>k</b>

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 176

**QM7: When accessing on-line and on-demand TV or video content have you ever noticed being asked for your age before accessing content (e.g. by ticking a box to indicate you are over 16 or 18)?**  
**SINGLE CODE**

**Base: All who have watched anything on-line or on-demand in the last 12 months**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1962	1311 67%	968 49%	731 37%	611 31%	509 26%	287 15%	313 16%	189 10%	1660 85%	362 18%	445 23%	178 9%	634 32%	1328 68%
Weighted base	1914	1265 66%	931 49%	704 37%	555 29%	499 26%	273 14%	294 15%	184 10%	1600 84%	362 19%	432 23%	178 9%	624 33%	1290 67%
Effective base	1664	1105	824	631	513	443	242	269	167	1407	310	383	155	546	1118
Yes	1158	775	587	467	372	324	164	192	113	990	246	284	117	409	749
	60%	61% 67%	63% 51%	66% 40% <b>m</b>	67% 32% <b>mu</b>	65% 28%	60% 14%	65% 17%	62% 10%	62% 85%	68% 21% <b>z</b>	66% 25% <b>z</b>	66% 10%	66% 35% <b>z</b>	58% 65%
No	621	421	293	195	150	142	85	73	60	513	101	122	53	178	443
	32%	33% 68% <b>ops</b>	31% 47% <b>s</b>	28% 31%	27% 24%	28% 23%	31% 14%	25% 12%	33% 10%	32% 83% <b>ops</b>	28% 16%	28% 20%	30% 9%	29% 29%	34% 71% <b>vwy</b>
Don't know	136	69	51	43	34	34	25	28	11	97	15	26	8	37	99
	7%	5% 51%	5% 37%	6% 31%	6% 25%	7% 25%	9% 18% <b>mn</b>	10% 21% <b>mnu</b>	6% 8%	6% 71%	4% 11%	6% 19%	4% 6%	6% 27%	8% 73% <b>v</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 177

**QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
I think it should be more regulated than that from UK service providers	478 20%	205 17% 43%	273 23% 57%	220 19% 46%	258 21% 54%	55 16% 11%	82 21% 17%	84 21% 18%	81 20% 17%	81 24% 17%	94 19% 20%	110 21% 23%	141 19% 29%	94 19% 20%	133 22% 28%	251 20% 52%	227 20% 48%	180 22% 38%	298 19% 62%	161 23% 34%	316 19% 66%	243 20% 51%	234 20% 49%
I think there should be the same level of regulation for both	1305 55%	700 59% 54%	605 51% 46%	638 55% 49%	668 54% 51%	209 60% 16%	213 54% 16%	224 55% 17%	228 56% 17%	179 52% 14%	252 52% 19%	320 60% 24%	416 57% 32%	268 53% 21%	302 49% 23%	736 58% 56%	570 51% 44%	430 53% 33%	876 56% 67%	368 53% 28%	938 56% 72%	676 57% 52%	628 53% 48%
I think it should be less regulated than that from UK service providers	67 3%	37 3% 56%	30 2% 44%	40 3% 60%	26 2% 40%	11 3% 16%	7 2% 11%	11 3% 16%	20 5% 31%	5 2% 8%	12 3% 19%	21 4% 32%	18 3% 28%	11 2% 17%	15 2% 23%	40 3% 60%	27 2% 40%	21 3% 31%	46 3% 69%	19 3% 28%	48 3% 72%	40 3% 60%	27 2% 40%
I do not think there should be any regulation of this type of content shown online or on demand	108 5%	64 5% 59%	44 4% 41%	63 5% 58%	45 4% 42%	17 5% 16%	14 4% 13%	28 7% 26%	12 3% 11%	21 6% 20%	15 3% 14%	17 3% 16%	42 6% 39%	27 5% 25%	22 4% 20%	59 5% 55%	49 4% 45%	39 5% 36%	68 4% 64%	32 5% 29%	76 5% 71%	57 5% 53%	50 4% 46%
Don't know	429 18%	187 16% 44%	241 20% 56%	201 17% 47%	228 19% 53%	59 17% 14%	74 19% 17%	58 14% 14%	66 16% 15%	57 17% 13%	114 23% 27%	62 12% 14%	119 16% 28%	106 21% 25%	142 23% 33%	180 14% 42%	248 22% 58%	139 17% 33%	289 18% 67%	119 17% 28%	310 18% 72%	172 14% 40%	253 21% 59%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 177

**QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all?**  
**SINGLE CODE**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
I think it should be more regulated than that from UK service providers	478 20%	440 21%	36 15%	319 20%	158 20%	381 20%	97 21%	400 20%	40 18%	30 21%	8 15%	21 22%	49 19%	39 20%	54 32%	31 15%	27 13%	47 24%	82 25%	49 16%
		92%	8%	67%	33%	80%	20%	84%	8%	6%	2%	4%	10%	8%	11%lmops	6%	6%	10%op	17%ops	10%
I think there should be the same level of regulation for both	1305 55%	1205 57%	96 39%	962 60%	343 44%	1123 59%	182 39%	1066 54%	120 55%	85 61%	34 62%	48 49%	170 65%	106 54%	91 53%	91 44%	134 62%	104 52%	166 52%	156 52%
		92%b	7%	74%d	26%	86%f	14%	82%	9%	7%	3%	4%	13%kmnoqr s	8%	7%	10%o	8%	13%	12%	
I think it should be less regulated than that from UK service providers	67 3%	59 3%	7 3%	42 3%	25 3%	53 3%	14 3%	53 3%	9 4%	3 2%	2 3%	6 6%	10 4%	3 2%	1 1%	5 2%	6 3%	6 3%	9 3%	7 2%
		89%	11%	63%	37%	79%	21%	80%	14%	4%	2%	9%h	16%	5%	2%	7%	10%	9%	13%	11%
I do not think there should be any regulation of this type of content shown online or on demand	108 5%	94 4%	12 5%	70 4%	38 5%	89 5%	19 4%	92 5%	10 4%	4 3%	1 3%	4 4%	5 2%	7 3%	4 2%	13 6%	9 4%	10 5%	11 3%	31 10%
		88%	11%	65%	35%	83%	17%	86%	9%	4%	1%	3%	5%	6%	3%	12%l	8%	9%	10%	26%lmnp r
Don't know	429 18%	329 15%	96 39%	218 14%	211 27%	269 14%	160 34%	362 18%	38 18%	19 13%	10 17%	19 20%	28 11%	40 20%	20 12%	68 33%	41 19%	34 17%	54 17%	58 19%
		77%	22%a	51%	49%c	63%	37%e	85%	9%	4%	2%	4%	7%	9%ln	5%	16%kmnp qrs	10%l	8%	13%	13%l

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 177

**QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
I think it should be more regulated than that from UK service providers	478 20%	83 21% 17%	394 20% 83%	230 22% 48%	195 19% 41%	51 23% 11%	115 18% 24%	318 22% 66%	247 22% 52%	227 19% 47%	204 21% 43%	349 20% 73%	129 19% 27%
I think there should be the same level of regulation for both	1305 55%	217 54% 17%	1088 55% 83%	578 55% 44%	561 54% 43%	133 60% 10% <sup>f</sup>	323 52% 25%	825 57% 63%	620 55% 47%	641 54% 49%	553 57% 42%	973 57% 75% <sup>l</sup>	332 49% 25%
I think it should be less regulated than that from UK service providers	67 3%	13 3% 19%	54 3% 81%	33 3% 49%	31 3% 47%	3 1% 5%	20 3% 31%	37 3% 55%	32 3% 48%	30 3% 45%	27 3% 40%	49 3% 74%	18 3% 26%
I do not think there should be any regulation of this type of content shown online or on demand	108 5%	16 4% 15%	91 5% 85%	48 5% 44%	52 5% 48%	7 3% 6%	31 5% 28%	60 4% 56%	48 4% 45%	57 5% 53%	41 4% 38%	79 5% 73%	29 4% 27%
Don't know	429 18%	69 17% 16%	360 18% 84%	170 16% 40%	193 19% 45% <sup>eg</sup>	28 13% 6%	139 22% 32% <sup>ceg</sup>	219 15% 51%	172 15% 40%	233 20% 54% <sup>hj</sup>	148 15% 35%	255 15% 59%	174 25% 41% <sup>k</sup>

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 177

**QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
I think it should be more regulated than that from UK service providers	478 20%	289 61%	204 43%	144 30%	117 25%	118 25%	59 12%	66 22%	46 24%	349 20%	129 29%	157 31%	68 34%	209 28%	268 16%
I think there should be the same level of regulation for both	1305 55%	763 57%	553 57%	430 59%	328 58%	280 54%	147 52%	163 55%	95 50%	973 57%	214 48%	264 52%	103 52%	390 52%	916 56%
I think it should be less regulated than that from UK service providers	67 3%	45 3%	27 40%	20 3%	22 4%	19 4%	12 4%	14 5%	8 4%	49 3%	16 24%	14 21%	4 6%	23 34%	44 66%
I do not think there should be any regulation of this type of content shown online or on demand	108 5%	55 4%	41 38%	27 4%	19 3%	29 6%	8 3%	7 2%	13 7%	79 5%	11 2%	13 3%	3 2%	22 3%	86 5%
Don't know	429 18%	188 44%	148 35%	111 26%	76 18%	69 16%	54 19%	47 16%	28 15%	255 15%	76 17%	57 11%	21 10%	108 14%	321 20%
		</													

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 178  
**QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?**

Absolutes/col percents/row percents 19 Apr 2018

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Yes	645 27%	454 38%	190 16%	327 28%	318 26%	175 50%	158 40%	125 31%	99 24%	54 16%	34 7%	111 21%	223 30%	152 30%	159 26%	335 26%	310 28%	279 34%	366 23%	227 32%	418 25%	368 31%	276 23%
		70%	30%	51%	49%	27% <sup>d</sup> <sup>e</sup> <sup>f</sup> <sup>g</sup> <sup>h</sup>	25% <sup>e</sup> <sup>f</sup> <sup>g</sup> <sup>h</sup>	19% <sup>f</sup> <sup>g</sup> <sup>h</sup>	15% <sup>g</sup> <sup>h</sup>	8% <sup>h</sup>	5%	17%	35% <sup>i</sup> <sup>l</sup>	24% <sup>i</sup> <sup>l</sup>	25%	52%	48%	43% <sup>p</sup>	57%	35% <sup>r</sup>	65%	57% <sup>t</sup>	43%
No	1690 71%	694 58%	996 84%	817 70%	873 71%	167 48%	218 56%	267 66%	300 74%	285 83%	453 93%	411 78%	499 68%	343 68%	437 71%	910 72%	780 70%	507 63%	1183 75%	451 65%	1239 73%	795 67%	893 75%
		41%	59%	48%	52%	10%	13% <sup>c</sup>	16% <sup>c</sup> <sup>d</sup>	18% <sup>c</sup> <sup>d</sup> <sup>e</sup>	17% <sup>c</sup> <sup>d</sup> <sup>e</sup> <sup>f</sup>	27% <sup>c</sup> <sup>d</sup> <sup>e</sup> <sup>f</sup>	24% <sup>j</sup> <sup>k</sup> <sup>l</sup>	30%	20%	26%	54%	46%	30%	70% <sup>o</sup>	27%	73% <sup>q</sup>	47%	53% <sup>s</sup>
Don't know	51 2%	45 4%	6 1%	16 1%	35 3%	9 3%	15 4%	14 3%	9 2%	4 1%	-	8 1%	13 2%	12 2%	18 3%	21 2%	30 3%	23 3%	28 2%	20 3%	31 2%	25 2%	23 2%
		88%	12%	32%	68% <sup>a</sup>	17% <sup>a</sup> <sup>h</sup>	30% <sup>a</sup> <sup>g</sup> <sup>h</sup>	27% <sup>a</sup> <sup>h</sup>	18% <sup>a</sup> <sup>h</sup>	8% <sup>a</sup> <sup>h</sup>	-	15%	26%	23%	36%	41%	59%	45%	55%	40%	60%	48%	45%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 178  
**QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?**  
**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Yes	645 27%	624 29%	16 7%	532 33%	113 15%	609 32%	36 8%	543 28%	50 23%	38 27%	13 24%	26 26%	79 30%	50 25%	51 30%	57 27%	63 29%	53 27%	94 29%	71 23%
		97%b	3%	83% <b>d</b>	17%	94% <b>f</b>	6%	84%	8%	6%	2%	4%	12%	8%	8%	9%	10%	8%	15%	11%
No	1690 71%	1460 69%	229 92%	1049 65%	641 83%	1267 66%	424 90%	1383 70%	166 76%	101 72%	40 73%	72 74%	175 67%	145 74%	117 69%	145 70%	151 69%	141 71%	221 69%	216 72%
		86%	14% <b>a</b>	62%	38% <b>c</b>	75%	25% <b>a</b>	82%	10%	6%	2%	4%	10%	9%	7%	9%	9%	8%	13%	13%
Don't know	51 2%	44 2%	3 1%	30 2%	21 3%	39 2%	12 3%	47 2%	1 1%	2 1%	1 3%	- -	8 3%	1 *	2 1%	6 3%	4 2%	6 3%	7 2%	14 4%
		87%	6%	58%	42%	76%	24%	92%	2%	3%	3% <b>h</b>	-	16%	2%	3%	12%	7%	12%	14%	26% <b>m</b>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 178

Absolutes/col percents/row percents 19 Apr 2018

**QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447	1939	1115	1011	228	594	1505	1146	1167	1007	1758	628
		19%	81%	47%	42%	10%	25%	63%	48%	49%	42%	74%	26%
Weighted base	2386	398	1988	1058	1031	222	628	1459	1119	1188	973	1705	681
		17%	83%	44%	43%	9%	26%	61%	47%	50%	41%	71%	29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Yes	645	109	536	322	245	86	107	450	376	239	335	560	85
	27%	27%	27%	30%	24%	39%	17%	31%	34%	20%	34%	33%	12%
		17%	83%	50%df	38%f	13%cdfg	17%	70%df	58%l	37%	52%l	87%l	13%
No	1690	278	1412	720	774	132	512	982	718	932	614	1108	583
	71%	70%	71%	68%	75%	60%	81%	67%	64%	78%	63%	65%	86%
		16%	84%	43%e	46%ceg	8%	30%cddeg	58%e	42%	55%hj	36%	66%	34%k
Don't know	51	12	39	16	12	3	9	28	26	17	24	37	14
	2%	3%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	2%
		23%	77%	31%	24%	6%	18%	54%	51%	34%	47%	73%	27%

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



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 178  
**QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?**

Absolutes/col percents/row percents 19 Apr 2018

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Yes	645 27%	439 33% 68%	335 34% 52%	387 53% 60% <i>mnpqr</i> <i>tu</i>	240 43% 37% <i>mnu</i>	222 43% 34% <i>mnu</i>	116 41% 18% <i>mnu</i>	144 48% 22% <i>mntu</i>	69 37% 11%	560 33% 87%	125 28% 19%	158 31% 25% <i>z</i>	68 34% 11% <i>z</i>	213 28% 33%	431 26% 67%
No	1690 71%	872 65% 52% <i>opqrs</i>	614 63% 36% <i>opqrs</i>	330 45% 20%	306 54% 18% <i>os</i>	275 54% 16% <i>o</i>	148 53% 9% <i>o</i>	137 46% 8%	116 61% 7% <i>os</i>	1108 65% 66% <i>opqrs</i>	316 71% 19%	338 67% 20%	130 66% 8%	527 70% 31%	1163 71% 69%
Don't know	51 2%	30 2% 59%	24 2% 47%	17 2% 33%	17 3% 34%	17 3% 34%	16 6% 31% <i>mnnou</i>	17 6% 34% <i>mnotu</i>	4 2% 7%	37 2% 73%	4 1% 8%	8 2% 16%	- - -	11 1% 22%	40 2% 78% <i>x</i>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 179

**QN3: Has anything that you have seen whilst playing an online game caused you any concern?**  
**When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.**

**Base: All playing games online**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>645</b>	470 73%	175 27%	311 48%	334 52%	164 25%	152 24%	140 22%	99 15%	59 9%	31 5%	125 19%	222 34%	146 23%	152 24%	347 54%	298 46%	286 44%	359 56%	237 37%	408 63%	421 65%	224 35%
Weighted base	<b>645</b>	454 70%	190 30%	327 51%	318 49%	175 27%	158 25%	125 19%	99* 15%*	54* 8%*	34** 5%**	111 17%	223 35%	152 24%	159 25%	335 52%	310 48%	279 43%	366 57%	227 35%	418 65%	368 57%	276 43%
Effective base	<b>557</b>	411	148	265	295	142	135	124	85	49	26	107	194	122	136	300	258	250	308	208	350	370	201
Yes	<b>75</b>	60	15	41	34	24	22	17	8	1	2	13	24	18	19	37	38	40	35	33	42	51	24
	<b>12%</b>	13%	8%	12%	11%	14%	14%	14%	8%	3%	6%	12%	11%	12%	12%	11%	12%	14%	10%	15%	10%	14%	9%
		80%	20%	54%	46%	33%g	30%g	23%g	10%	2%	3%	18%	32%	25%	26%	50%	50%	53%	47%	44%	56%	69%	31%
No	<b>565</b>	390	175	285	280	149	136	106	90	52	32	98	198	132	137	296	269	236	329	191	374	316	249
	<b>88%</b>	86%	92%	87%	88%	85%	86%	85%	91%	96%	94%	88%	89%	87%	86%	89%	87%	84%	90%	84%	89%	86%	90%
		69%	31%	50%	50%	26%	24%	19%	16%	9%	6%	17%	35%	23%	24%	52%	48%	42%	58%o	34%	66%	56%	44%
Don't know	<b>5</b>	5	-	1	3	1	-	1	1	1	-	-	1	1	2	1	4	4	1	3	2	1	4
	<b>1%</b>	1%	-	*	1%	1%	-	1%	1%	2%	-	-	*	1%	2%	*	1%	1%	*	1%	1%	*	1%
		100%	-	27%	73%	27%	-	29%	25%	18%	-	-	18%	29%	52%	18%	82%	82%	18%	55%	45%	18%	82%

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 179

Absolutes/col percents/row percents 19 Apr 2018

**QN3: Has anything that you have seen whilst playing an online game caused you any concern?**

**When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.**

**Base: All playing games online**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	645	628 97%	14 2%	535 83%	110 17%	614 95%	31 5%	470 73%	57 9%	65 10%	53 8%	23 4%	70 11%	48 7%	46 7%	53 8%	38 6%	42 7%	79 12%	71 11%
Weighted base	645	624 97%	16** 3%**	532 83%	113* 17%*	609 94%	36** 6%**	543 84%	50* 8%*	38* 6%*	13* 2%*	26** 4%**	79* 12%*	50* 8%*	51* 8%*	57* 9%*	63* 10%*	53* 8%*	94* 15%*	71* 11%*
Effective base	557	542	13	461	96	529	28	441	52	60	50	22	67	46	44	51	36	39	76	68
Yes	75 12%	73 12%	1 5%	66 12%	9 8%	74 12%	1 4%	63 12%	5 10%	7 18%	* 3%	3 13%	6 8%	3 7%	7 14%	11 19%	5 7%	3 6%	9 10%	15 22%
		97%	1%	88%	12%	98%	2%	84%	6%	9% <b>j</b>	1%	4%	9%	4%	9%	14%	6%	4%	13%	20% <b>lmq</b>
No	565 88%	548 88%	15 95%	463 87%	102 90%	531 87%	34 94%	476 88%	46 90%	31 82%	13 97%	23 87%	72 90%	46 93%	44 86%	44 78%	58 93%	50 94%	84 89%	55 78%
		97%	3%	82%	18%	94%	6%	84%	8%	5%	2% <b>l</b>	4%	13%	8% <b>os</b>	8%	8%	10%	9% <b>os</b>	15%	10%
Don't know	5 1%	3 1%	-	3 *	2 2%	4 1%	1 2%	5 1%	-	-	-	-	1 1%	-	-	2 4%	-	-	1 1%	-
		73%	-	55%	45%	82%	18%	100%	-	-	-	-	25%	-	-	45%	-	-	29%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Absolutes/col percents/row percents 19 Apr 2018

Table 179

**QN3: Has anything that you have seen whilst playing an online game caused you any concern?****When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.****Base: All playing games online**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	645	120 19%	525 81%	345 53%	243 38%	83 13%	100 16%	463 72%	387 60%	233 36%	346 54%	567 88%	78 12%
Weighted base	645	109* 17%*	536 83%	322 50%	245 38%	86* 13%*	107* 17%*	450 70%	376 58%	239 37%	335 52%	560 87%	85* 13%*
Effective base	557	100	458	291	214	72	92	392	334	201	301	487	70
Yes	75 12%	24 22% <b>32%<sup>b</sup></b>	51 10% 68%	37 11% 49%	22 9% 29%	14 16% 18%	9 8% 12%	57 13% 76%	53 14% <b>71%<sup>i</sup></b>	20 8% 26%	49 15% <b>66%<sup>i</sup></b>	68 12% 91%	7 8% 9%
No	565 88%	85 78% 15%	480 90% <b>85%<sup>a</sup></b>	283 88% 50%	223 91% 39%	72 84% 13%	98 92% 17%	389 87% 69%	319 85% 56%	218 91% <b>39%<sup>h,j</sup></b>	283 85% 50%	488 87% 86%	77 91% 14%
Don't know	5 1%	- - -	5 1% 100%	2 1% 52%	- - -	- - -	- - -	3 1% 73%	4 1% 82%	1 - 18%	3 1% 55%	3 1% 73%	1 2% 27%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 179

**QN3: Has anything that you have seen whilst playing an online game caused you any concern?**

**When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.**

**Base: All playing games online**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	645	449 70%	346 54%	392 61%	256 40%	219 34%	121 19%	152 24%	70 11%	567 88%	124 19%	163 25%	71 11%	214 33%	431 67%
Weighted base	645	439 68%	335 52%	387 60%	240 37%	222 34%	116 18%	144 22%	69* 11%*	560 87%	125 19%	158 25%	68* 11%*	213 33%	431 67%
Effective base	557	385	301	339	219	193	103	130	64	487	109	141	61	188	370
Yes	75 12%	57 13%	49 15%	58 15%	41 17%	46 21%	16 14%	23 16%	14 21%	68 12%	25 20%	43 27%	26 38%	46 22%	29 7%
		75%	66%	77%	55%	61% <b>mu</b>	21%	30%	19%	91%	34% <b>z</b>	57% <b>z</b>	35% <b>vzyz</b>	62% <b>z</b>	38%
No	565 88%	380 87%	283 85%	328 85%	197 82%	174 79%	100 86%	121 84%	55 79%	488 87%	98 78%	113 71%	41 60%	164 77%	402 93%
		67% <b>q</b>	50%	58%	35%	31%	18%	21%	10%	86% <b>q</b>	17% <b>x</b>	20%	7%	29% <b>x</b>	71% <b>vwxyz</b>
Don't know	5 1%	2 *	3 1%	1 *	1 *	1 1%	-	-	-	3 1%	2 2%	3 2%	1 2%	3 2%	1 *
		43%	55%	25%	25%	29%	-	-	-	73%	43%	55%	25%	73%	27%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z  
\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 180

**Q01: (SHOW SCREEN) How would you describe your national identity?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
English	<b>1402</b>	723 59%	679 52%	672 58%	730 60%	201 57%	230 16%	207 51%	241 59%	207 60%	315 65%	298 56%	418 57%	319 63%	366 60%	716 57%	686 61%	452 56%	949 60%	397 57%	1004 60%	677 57%	720 60%
	<b>59%</b>	61% 52%	57% 48%	58% 48%	60% 52%	57% 14%	<b>16%e</b>	51% 15%	<b>17%e</b>	<b>15%e</b>	<b>22%e</b>	21% 21%	30% 30%	<b>23%l</b>	26% 26%	51% 51%	<b>49% m</b>	32% 32%	60% 68%	57% 28%	60% 72%	57% 48%	60% 51%
Scottish	<b>181</b>	80 8%	101 8%	89 8%	92 7%	22 6%	28 7%	32 8%	31 8%	30 9%	38 8%	35 7%	49 7%	43 8%	54 9%	84 7%	97 9%	46 6%	135 9%	43 6%	138 8%	88 7%	92 8%
	<b>8%</b>	7% 44%	8% 56%	8% 49%	7% 51%	6% 12%	7% 15%	8% 18%	9% 17%	9% 17%	8% 21%	7% 19%	8% 27%	8% 24%	9% 30%	7% 46%	9% 54%	6% 25%	9% 75%o	6% 24%	8% 76%	7% 49%	8% 51%
Welsh	<b>85</b>	44 4%	41 3%	46 4%	39 3%	14 4%	12 3%	15 4%	16 4%	13 4%	16 3%	15 3%	25 3%	16 3%	29 5%	40 3%	45 4%	33 4%	52 3%	26 4%	59 3%	46 4%	39 3%
	<b>4%</b>	4% 52%	3% 48%	4% 54%	3% 46%	4% 17%	3% 14%	4% 18%	4% 18%	4% 15%	3% 18%	3% 18%	3% 29%	3% 19%	5% 34%	3% 47%	4% 53%	4% 39%	3% 61%	4% 31%	3% 69%	4% 54%	3% 46%
Northern Irish	<b>38</b>	16 2%	22 2%	19 2%	19 2%	5 1%	7 2%	6 2%	5 1%	4 1%	11 2%	7 1%	9 1%	7 1%	15 2%	16 1%	22 2%	16 2%	22 1%	13 2%	25 1%	20 2%	18 2%
	<b>2%</b>	1% 42%	2% 58%	2% 50%	2% 50%	1% 13%	2% 18%	2% 17%	1% 12%	1% 11%	2% 28%	1% 18%	1% 24%	1% 19%	2% 39%	1% 42%	2% 58%	2% 42%	1% 58%	2% 34%	1% 66%	2% 52%	2% 48%
British	<b>542</b>	265 23%	277 23%	269 23%	273 22%	77 22%	71 18%	113 28%	103 25%	78 23%	100 21%	140 26%	194 26%	96 19%	112 18%	335 21%	208 38%	205 38%	337 21%	169 24%	373 22%	283 24%	258 22%
	<b>23%</b>	22% 49%	23% 51%	23% 50%	22% 50%	22% 14%	18% 13%	<b>21%dh</b>	<b>19% d</b>	23% 14%	21% 18%	<b>26%kl</b>	<b>36%kl</b>	19% 18%	18% 21%	<b>62% n</b>	19% 38%	<b>38% p</b>	25% 62%	21% 31%	24% 69%	22% 52%	22% 48%
Other	<b>138</b>	65 6%	73 6%	66 6%	73 6%	31 9%	44 11%	32 8%	13 3%	11 3%	7 2%	35 7%	40 5%	25 5%	39 6%	74 6%	64 6%	58 7%	81 5%	50 7%	88 5%	74 5%	64 5%
	<b>6%</b>	5% 47%	6% 53%	6% 47%	6% 53%	<b>23% fgh</b>	<b>32% fgh</b>	<b>23% fgh</b>	9% 9%	3% 8%	2% 5%	7% 25%	5% 29%	5% 18%	6% 28%	6% 54%	6% 46%	7% 42%	5% 58%	7% 36%	5% 64%	6% 53%	5% 47%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 180

**Q01: (SHOW SCREEN) How would you describe your national identity?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
English	1402	1252	145	939	462	1100	302	1369	11	20	2	88	170	149	122	138	161	140	247	154
	59%	59% 89%	58% 10%	58% 67%	60% 33%	57% 78%	64% 22%e	69% 98%hij	5% 1%	14% 1%h	3% *	90% 6%lmnop qrs	65% 12% s	76% 11%ls	72% 9% s	67% 10% s	74% 11% s	70% 10% s	77% 18%los	51% 11%
Scottish	181	148 8%	33 13%	115 7%	65 8%	130 7%	50 11%	16 1%	163 75%	1 1%	-	1 1%	-	1 1%	-	2 1%	2 1%	2 1%	6 2%	2 1%
		82% 18%a		64% 18%a	36% 18%a	72% 28%e		9% 90%gij		1% 1%	-	1% 1%	-	1% 1%	-	1% 1%	1% 1%	1% 1%	4%l	1%
Welsh	85	78 4%	7 3%	62 4%	23 3%	70 4%	15 3%	8 *	1 *	76 54%	-	-	2 1%	2 1%	-	-	-	1 *	1 *	1 *
		92% 92%	8% 8%	73% 73%	27% 27%	82% 82%	18% 18%	9% 9%	1% 1%	90%ghj	-	-	2% 2%	3% 3%	-	-	-	1% 1%	2% 2%	1% 1%
Northern Irish	38	34 2%	4 2%	24 2%	13 2%	29 2%	8 2%	4 *	2 1%	* 5%	32 58%	-	3 1%	-	-	-	-	-	-	1 2%
		89% 89%	11% 11%	64% 64%	36% 36%	78% 78%	22% 22%	10% 10%	5% 5%	1% 1%	84%ghl	-	8% 8%	-	-	-	-	-	-	2% 2%
British	542	486	51	386	156	472	70	463	29	38	12	6	74	33	35	56	46	49	51	113
	23%	23% 90%	20% 9%	24% 71%	20% 29%	25% 87%f	15% 13%	23% 85%h	13% 5%	27% 7%h	22% 2%h	6% 1%	28% 14%kmr	17% 6%k	21% 6%k	27% 10%kmr	21% 8%k	24% 9%kr	16% 9%k	38% 21%klmnopqr
Other	138	130	8	83	56	112	26	113	12	5	9	3	13	11	12	11	9	9	16	30
	6%	6% 94%	3% 6%	5% 60%	7% 40%	6% 81%	6% 19%	6% 82%	5% 8%	3% 3%	17% 7%ghl	3% 2%	5% 9%	6% 8%	7% 9%	5% 8%	4% 6%	4% 7%	5% 12%	10% 21%klpr

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 180

**Q01: (SHOW SCREEN) How would you describe your national identity?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
English	1402	227	1174	620	613	131	372	885	668	703	587	1007	395
	59%	57%	59%	59%	59%	59%	59%	61%	60%	59%	60%	59%	58%
		16%	84%	44%	44%	9%	27%	63%	48%	50%	42%	72%	28%
Scottish	181	36	145	84	86	16	55	107	82	95	64	123	57
	8%	9%	7%	8%	8%	7%	9%	7%	7%	8%	7%	7%	8%
		20%	80%	46%	48%	9%	31%	59%	45%	53%	35%	68%	32%
Welsh	85	18	67	43	34	5	25	51	40	45	38	65	20
	4%	5%	3%	4%	3%	2%	4%	4%	4%	4%	4%	4%	3%
		21%	79%	50%	40%	6%	29%	60%	47%	53%	44%	76%	24%
Northern Irish	38	10	28	20	16	4	10	25	16	22	16	28	10
	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%
		26%	74%	54%	42%	11%	27%	67%	42%	57%	41%	75%	25%
British	542	83	460	237	237	56	141	316	252	270	216	391	151
	23%	21%	23%	22%	23%	25%	22%	22%	23%	23%	22%	23%	22%
		15%	85%	44%	44%	10%	26%	58%	46%	50%	40%	72%	28%
Other	138	24	114	54	45	10	25	75	62	53	54	90	48
	6%	6%	6%	5%	4%	5%	4%	5%	6%	4%	6%	5%	7%
		18%	82%	39%	33%	7%	18%	54%	45%	38%	39%	65%	35%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

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Table 180

**Q01: (SHOW SCREEN) How would you describe your national identity?**  
**SINGLE CODE**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
English	1402	814 59%	587 61%	445 60%	325 61%	303 58%	165 59%	183 61%	118 62%	1007 59%	273 61%	299 59%	131 66%	452 60%	950 58%
Scottish	181	82 8%	64 6%	44 7%	43 6%	33 8%	20 6%	12 7%	13 4%	123 7%	37 8%	50 10%	7 4%	63 8%	117 7%
		45%	35%	24%	24%	18%	11%	7%	7%	68%	21% <b>x</b>	28% <b>x</b>	4%	35% <b>x</b>	65%
Welsh	85	48 4%	38 4%	29 4%	18 3%	18 4%	7 3%	9 3%	5 3%	65 4%	22 5%	22 4%	8 4%	33 4%	52 3%
		56%	44%	34%	21%	22%	9%	11%	6%	76%	26%	25%	10%	39%	61%
Northern Irish	38	24 2%	16 2%	12 2%	11 2%	4 1%	4 1%	4 1%	2 1%	28 2%	3 1%	4 1%	4 2%	7 1%	31 2%
		65%	41%	31%	28%	11%	11%	10%	4%	75%	7%	12%	9%	19%	81%
British	542	306 23%	216 23%	159 22%	138 24%	123 24%	66 24%	66 22%	39 21%	391 23%	93 21%	100 20%	38 19%	153 20%	390 24%
		57%	40%	29%	25%	23%	12%	12%	7%	72%	17%	18%	7%	28%	72%
Other	138	67 6%	54 5%	45 6%	29 5%	33 6%	16 6%	24 8%	12 6%	90 5%	18 4%	30 6%	11 5%	43 6%	95 6%
		49%	39%	33%	21%	24%	12%	17%	9%	65%	13%	22%	8%	31%	69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 181

Absolutes/col percents/row percents 19 Apr 2018

**Q015: (SHOW SCREEN) Could you please select on this screen 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	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Under £11,500 (10K)	311 13%	155 13%	156 13%	139 12%	172 14%	52 15%	43 11%	36 9%	53 13%	51 15%	75 15%	9 2%	68 9%	40 8%	194 32%	77 6%	234 21%	77 9%	234 15%	66 9%	245 15%	63 5%	247 21%
	13%	50%	50%	45%	55%	17% <b>e</b>	14%	12%	17%	16% <b>e</b>	24% <b>e</b>	3%	22% <b>i</b>	13% <b>i</b>	62% <b>jkl</b>	25%	75% <b>m</b>	25%	75% <b>o</b>	21%	79% <b>q</b>	20%	80% <b>s</b>
£11,500 - £17,499 (15K)	327 14%	187 16%	140 12%	139 12%	188 15%	50 14%	55 14%	35 9%	58 14%	46 13%	84 17%	22 4%	87 12%	78 15%	140 23%	109 9%	218 19%	96 12%	231 15%	89 13%	238 14%	128 11%	199 17%
	14%	57%	43%	42%	58% <b>a</b>	15% <b>e</b>	17% <b>e</b>	11%	18% <b>e</b>	14% <b>e</b>	26% <b>e</b>	7%	27% <b>i</b>	24% <b>i</b>	43% <b>jkl</b>	33%	67% <b>m</b>	29%	71%	27%	73%	39%	61% <b>s</b>
£17,500 - £29,999 (23.75K)	462 19%	291 24%	170 14%	231 20%	231 19%	61 17%	99 25%	62 15%	82 20%	67 20%	91 19%	64 12%	172 23%	142 28%	84 14%	236 19%	226 20%	166 20%	296 19%	142 20%	319 19%	276 23%	185 16%
	19%	63%	37%	50%	50%	13%	21% <b>ceh</b>	13%	18%	15%	20%	14%	37% <b>il</b>	31% <b>il</b>	18%	51%	49%	36%	64%	31%	69%	60% <b>t</b>	40%
£30,000 - £49,999 (40K)	430 18%	288 24%	143 12%	229 20%	201 16%	38 11%	89 23%	97 24%	69 17%	63 18%	74 15%	151 29%	155 21%	93 18%	32 5%	306 24%	125 11%	176 22%	255 16%	166 24%	264 16%	303 26%	126 11%
	18%	67%	33%	53%	47%	9%	21% <b>cfh</b>	23% <b>cfh</b>	16% <b>c</b>	15% <b>cd</b>	17%	35% <b>jkl</b>	36% <b>i</b>	22% <b>kl</b>	7%	71% <b>n</b>	29%	41% <b>p</b>	59%	39% <b>r</b>	61%	70% <b>t</b>	29%
£50,000+ (60K)	191 8%	115 10%	76 6%	101 9%	90 7%	13 4%	36 9%	57 14%	45 11%	22 6%	19 4%	123 23%	49 7%	17 3%	2 *	172 14%	19 2%	76 9%	115 7%	70 10%	121 7%	147 12%	44 4%
	8%	60%	40%	53%	47%	7%	19% <b>ch</b>	30% <b>cdgh</b>	24% <b>cgh</b>	11%	10%	64% <b>jkl</b>	26% <b>kl</b>	9% <b>i</b>	1%	90% <b>n</b>	10%	40%	60%	37% <b>r</b>	63%	77% <b>t</b>	23%
DK/Refused	665 28%	157 13%	508 43%	322 28%	343 28%	137 39%	69 18%	119 29%	101 25%	95 28%	144 30%	161 30%	205 28%	137 27%	163 24%	365 29%	299 27%	220 27%	445 28%	165 24%	500 30%	270 23%	390 33%
	28%	24%	76%	48%	52%	21% <b>defg</b>	10%	18% <b>d</b>	15% <b>d</b>	14% <b>d</b>	22% <b>d</b>	24%	31%	21%	24%	55%	45%	33%	67%	25%	75% <b>t</b>	41%	59% <b>s</b>
Mean('000)	27.69	28.65	26.25	28.84 <b>b</b>	26.60	23.39	28.97 <b>ch</b>	33.70 <b>cd</b>	28.66 <b>ch</b>	26.58 <b>c</b>	24.10	41.65 <b>jk</b>	28.63 <b>kl</b>	26.14 <b>i</b>	16.44	33.97 <b>n</b>	20.81	30.03 <b>p</b>	26.48	30.41 <b>r</b>	26.47	32.76 <b>t</b>	21.87
SD	15.66	15.40	15.94	15.79	15.46	13.78	15.22	16.92	16.61	15.06	13.75	15.35	14.56	12.54	8.72	16.20	11.65	15.66	15.52	15.71	15.49	15.52	13.69
SE	0.38	0.46	0.64	0.55	0.51	0.95	0.85	0.95	0.94	0.95	0.76	0.75	0.63	0.68	0.41	0.53	0.41	0.63	0.46	0.67	0.45	0.48	0.52

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/kl - m/n - o/p - q/r - s/t

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 181

**Q015: (SHOW SCREEN) Could you please select on this screen 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	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Under £11,500 (10K)	311	221	86	153	157	203	107	241	36	26	7	8	25	33	19	28	39	28	28	32
	13%	10%	35%	10%	20%	11%	23%	12%	18%	13%	2%	8%	9%	17%	11%	14%	18%	14%	9%	11%
£11,500 - £17,499 (15K)	327	284	43	203	124	246	81	260	41	24	3	12	31	33	34	35	29	26	36	26
	14%	13%	18%	13%	16%	13%	17%	13%	19%	17%	6%	12%	12%	17%	20%	17%	13%	13%	11%	9%
£17,500 - £29,999 (23.75K)	462	444	17	354	108	404	58	381	41	32	8	24	64	41	34	37	39	49	45	47
	19%	21%	7%	22%	14%	21%	12%	19%	19%	23%	15%	25%	24%	21%	20%	18%	18%	25%	14%	16%
£30,000 - £49,999 (40K)	430	427	2	352	78	391	39	358	41	23	8	15	44	32	30	27	48	31	65	66
	18%	20%	1%	22%	10%	20%	8%	18%	19%	17%	15%	16%	17%	16%	18%	13%	22%	15%	20%	22%
£50,000+ (60K)	191	191	-	168	23	185	6	165	14	10	2	5	18	15	10	9	23	13	31	41
	8%	9%	-	10%	3%	10%	1%	8%	6%	7%	3%	5%	7%	8%	6%	4%	11%	6%	10%	14%
DK/Refused	665	560	99	380	284	485	180	568	45	25	26	33	82	41	43	71	40	54	117	88
	28%	26%	40%	24%	37%	25%	38%	29%	21%	18%	48%	34%	31%	21%	25%	34%	18%	27%	36%	29%
Mean('000)	27.69	29.07b	13.53	30.18d	21.46	29.42f	19.22	28.19hi	25.52	25.34	26.11	27.24	27.95o	25.85	26.04	24.26	28.38o	26.23	30.92mnoq	32.71klmnopq
SD	15.66	15.64	5.57	15.81	13.39	15.82	11.59	15.78	14.98	15.05	14.44	14.13	14.76	15.39	14.51	14.03	16.59	14.73	16.47	17.24
SE	0.38	0.39	0.50	0.44	0.62	0.41	0.71	0.45	1.09	1.05	1.32	1.89	1.15	1.28	1.38	1.25	1.56	1.33	1.24	1.19

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
 \* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 181

**Q015: (SHOW SCREEN) Could you please select on this screen 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	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Under £11,500 (10K)	311 13%	52 13% 17%	258 13% 83%	90 9% 29%	163 16% 52% <b>cg</b>	23 10% 7%	130 21% 42% <b>cdeg</b>	126 9% 40%	92 8% 30%	199 17% 64% <b>hj</b>	72 7% 23%	165 10% 53%	146 21% 47% <b>k</b>
£11,500 - £17,499 (15K)	327 14%	64 16% 20%	263 13% 80%	135 13% 41%	162 16% 50% <b>g</b>	31 14% 9%	105 17% 32% <b>cg</b>	170 12% 52%	144 13% 44%	174 15% 53%	122 13% 37%	213 12% 65%	114 17% 35% <b>k</b>
£17,500 - £29,999 (23.75K)	462 19%	90 23% 19%	372 19% 81%	231 22% 50% <b>f</b>	199 19% 43%	55 25% 12% <b>f</b>	108 17% 23%	299 20% 65%	238 21% 52%	216 18% 47%	219 23% 47% <b>l</b>	369 22% 80% <b>l</b>	93 14% 20%
£30,000 - £49,999 (40K)	430 18%	61 15% 14%	369 19% 86%	223 21% 52% <b>df</b>	162 16% 38% <b>f</b>	51 23% 12% <b>df</b>	71 11% 16%	327 22% 76% <b>df</b>	253 23% 59% <b>l</b>	170 14% 40%	233 24% 54% <b>l</b>	361 21% 84% <b>l</b>	70 10% 16%
£50,000+ (60K)	191 8%	31 8% 16%	160 8% 84%	109 10% 57% <b>df</b>	75 7% 39%	22 10% 12% <b>f</b>	29 5% 15%	148 10% 77% <b>df</b>	120 11% 63% <b>l</b>	68 6% 36%	104 11% 55% <b>l</b>	170 10% 89% <b>l</b>	21 3% 11%
DK/Refused	665 28%	99 25% 15%	565 28% 85%	270 25% 41% <b>e</b>	270 26% 41% <b>e</b>	39 18% 6%	185 29% 28% <b>e</b>	390 27% 59% <b>e</b>	273 24% 41%	361 30% 54% <b>hj</b>	222 23% 33%	427 25% 64%	238 35% 36% <b>k</b>
Mean('000)	27.69	26.59	27.93	30.27 <b>df</b>	25.97 <b>f</b>	29.54 <b>df</b>	22.64	30.73 <b>df</b>	30.76 <b>i</b>	24.94	31.08 <b>i</b>	29.93 <b>i</b>	21.24
SD	15.66	15.28	15.73	15.76	15.41	15.46	14.22	15.77	15.80	14.94	15.55	15.77	13.40
SE	0.38	0.84	0.42	0.55	0.56	1.13	0.69	0.47	0.54	0.52	0.56	0.43	0.65

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 181

**Q015: (SHOW SCREEN) Could you please select on this screen 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	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Under £11,500 (10K)	311 13%	129 10% 42%	72 7% 23%	71 10% 23%	52 9% 17%	63 12% 20% 20% n	21 8% 7%	28 10% 9%	18 9% 6%	165 10% 53%	70 16% 23%	65 13% 21%	27 13% 9%	101 13% 32%	210 13% 68%
£11,500 - £17,499 (15K)	327 14%	163 12% 50%	122 13% 37%	92 13% 28%	73 13% 22%	63 12% 19%	31 11% 9%	39 13% 12%	19 10% 6%	213 12% 65%	70 16% 21%	66 13% 20%	24 12% 7%	106 14% 33%	221 14% 67%
£17,500 - £29,999 (23.75K)	462 19%	296 22% 64%	219 23% 47%	171 23% 37%	115 20% 25%	120 23% 26%	61 22% 13%	60 20% 13%	35 19% 8%	369 22% 80%	92 21% 20%	112 22% 24%	53 27% 11% *z	161 21% 35%	301 18% 65%
£30,000 - £49,999 (40K)	430 18%	295 22% 69%	233 24% 54%	179 24% 42%	146 26% 34% u	120 23% 28%	69 25% 16%	77 26% 18%	51 27% 12%	361 21% 84%	74 17% 17%	99 20% 23%	41 21% 10%	135 18% 31%	295 18% 69%
£50,000+ (60K)	191 8%	141 10% 74%	104 11% 55%	76 10% 40%	69 12% 36%	47 9% 24%	35 12% 18%	32 11% 17%	20 10% 11%	170 25% 89%	35 8% 18%	43 9% 22%	12 6% 6%	68 9% 36%	123 8% 64%
DK/Refused	665 28%	317 24% 48% op	222 23% 33%	143 19% 21%	107 19% 16%	102 20% 15%	63 22% 9%	62 21% 9%	47 25% 7%	427 25% 64% opq	105 24% 16%	119 24% 18%	42 21% 6%	180 24% 27%	485 30% 73% vwxy
Mean('000)	27.69	30.29	31.08	30.36	31.49q	29.17	32.15q	30.83	31.77	29.93	26.34	28.14	27.10	27.88	27.60
SD	15.66	15.82	15.55	15.55	16.08	15.41	15.95	15.79	15.81	15.77	15.49	15.51	14.31	15.82	15.58
SE	0.38	0.49	0.56	0.63	0.72	0.74	1.06	0.99	1.30	0.43	0.84	0.77	1.13	0.65	0.46

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 182

**QO16(1): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**I always keep up with new technology**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
1 - not at all	247 10%	54 22%	193 78%	109 44%	138 56%	7 3%	7 3%	14 6%	35 14%	39 11%	145 30%	37 7%	49 7%	46 9%	115 19%	86 7%	162 14%	32 4%	216 14%	28 4%	219 13%	48 4%	199 17%
									14%cd	16%cd	59%cd	15%	20%	19%	47%ij	35%	65%lm	13%	87%op	11%	89%qr	19%	81%st
2	116 5%	47 4%	69 6%	56 5%	60 5%	5 1%	6 2%	13 3%	29 7%	16 5%	46 10%	15 3%	30 4%	22 4%	49 8%	45 4%	71 6%	23 3%	93 6%	20 3%	96 6%	38 3%	78 7%
									25%cd	14%cd	40%cd	13%	26%	19%	43%ij	39%	61%lm	20%	80%op	17%	83%qr	33%	67%st
3	167 7%	88 7%	78 7%	81 7%	85 7%	11 3%	18 5%	30 7%	32 8%	37 11%	39 8%	36 7%	46 6%	32 6%	52 9%	82 6%	84 8%	52 6%	115 7%	52 7%	115 7%	80 7%	87 7%
									18%cd	19%cd	22%cd	22%	28%	19%	31%	49%	51%	31%	69%	31%	69%	48%	52%
4	139 6%	82 7%	57 5%	58 5%	81 7%	16 4%	22 6%	17 4%	30 7%	16 5%	39 8%	33 6%	57 8%	27 5%	22 4%	91 7%	48 4%	39 5%	100 6%	32 5%	107 6%	68 6%	70 6%
									28%e	24%l	41%l	19%	28%	19%	16%	65%lm	35%	28%	72%	23%	77%	49%	50%
5	355 15%	202 17%	153 13%	174 15%	182 15%	34 10%	60 15%	54 13%	59 14%	77 22%	70 14%	74 14%	87 12%	101 20%	93 15%	162 13%	194 17%	113 32%	242 68%	105 30%	250 70%	166 47%	188 53%
									22%cd	22%cd	20%	21%	25%	28%ij	26%	45%	55%lm	32%	68%	30%	70%	47%	53%
6	264 11%	154 13%	109 9%	111 10%	153 12%	36 10%	42 11%	43 11%	61 15%	47 14%	34 7%	55 10%	87 12%	60 12%	62 10%	142 11%	122 11%	85 11%	178 11%	75 11%	189 11%	132 11%	130 11%
									23%gh	18%h	13%	21%	33%	23%	24%	54%	46%	32%	68%	28%	72%	50%	49%
7	361 15%	212 18%	150 13%	178 15%	183 15%	56 16%	81 21%	76 19%	64 16%	33 10%	51 11%	81 15%	130 18%	72 14%	78 13%	211 17%	150 13%	139 39%	222 61%	125 35%	236 65%	217 60%	144 40%
									16%gh	22%gh	21%gh	22%	36%l	20%	22%	58%lm	42%	39%	61%	35%r	65%	60%st	
8	343 14%	171 14%	173 14%	180 16%	163 13%	79 23%	64 16%	72 18%	43 11%	46 13%	39 11%	87 16%	126 17%	70 14%	61 10%	213 17%	131 12%	136 17%	207 13%	113 16%	231 14%	202 17%	140 12%
									23%dfgh	19%fh	21%fh	25%l	37%l	20%	18%	62%lm	38%	38%	60%	33%	67%	59%st	41%
9	163 7%	80 7%	83 7%	92 8%	71 6%	45 13%	30 8%	35 9%	26 6%	13 4%	14 3%	45 8%	63 9%	22 4%	33 5%	108 9%	55 5%	74 9%	89 6%	105 8%	100 6%	62 8%	62 5%
									28%dfgh	18%gh	21%gh	28%k	39%kl	13%	20%	66%lm	34%	34%	55%	36%	64%	62%st	38%
10 - a great deal	231 10%	103 9%	128 11%	122 10%	109 9%	61 17%	61 16%	52 13%	28 7%	19 6%	9 2%	67 13%	60 8%	55 11%	48 8%	128 10%	103 9%	115 50%	116 7%	91 39%	140 61%	137 59%	93 40%
									26%dfgh	27%fgh	23%fgh	29%j	26%	24%	21%	55%	45%	50%p	50%	39%r	61%	59%st	
Mean	5.84	6.10	5.59	6.00b	5.69	7.25def gh	6.84fgh	6.58fgh	5.59h	5.30h	4.02	6.31kl	6.14l	5.86l	5.06	6.21n	5.42	6.61p	5.45	6.49r	5.57	6.45t	5.23
SD	2.69	2.37	2.96	2.70	2.68	2.18	2.20	2.40	2.56	2.52	2.68	2.59	2.50	2.60	2.91	2.54	2.80	2.43	2.73	2.42	2.75	2.40	2.83
SE	0.06	0.07	0.09	0.08	0.08	0.12	0.11	0.11	0.13	0.14	0.13	0.11	0.09	0.12	0.12	0.07	0.09	0.08	0.07	0.09	0.07	0.06	0.09

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 182

Absolutes/col percents/row percents 19 Apr 2018

**Q016(1): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**I always keep up with new technology**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
1 - not at all	247	128 52%	119 48%	57 23%	190 77%	77 31%	170 69%	210 85%	18 7%	12 5%	7 3%	15 6%	24 9%	26 13%	24 14%	15 7%	28 13%	35 17%	37 12%	6 2%
	10%																			
2	116	88 76%	28 24%	56 48%	60 52%	75 64%	41 36%	84 73%	19 17%	10 9%	3 2%	- -	15 6%	13 6%	4 3%	4 2%	12 5%	11 6%	13 4%	12 4%
	5%																			
3	167	146 88%	21 12%	104 63%	62 37%	128 77%	39 23%	130 78%	22 15%	11 7%	3 2%	11 7%	19 7%	16 8%	15 9%	16 9%	8 4%	11 6%	20 6%	14 5%
	7%																			
4	139	133 96%	6 4%	95 68%	44 32%	113 82%	26 18%	112 81%	13 10%	10 7%	3 2%	3 2%	9 6%	18 9%	9 5%	9 4%	10 5%	11 6%	23 7%	20 7%
	6%																			
5	355	340 96%	16 4%	241 68%	115 32%	295 83%	60 17%	296 83%	32 9%	17 5%	11 3%	18 5%	48 18%	22 11%	29 17%	32 15%	27 13%	28 14%	49 15%	43 14%
	15%																			
6	264	242 92%	17 6%	188 71%	76 29%	230 87%	34 13%	219 83%	28 11%	11 4%	6 2%	10 4%	42 16%	23 9%	14 5%	26 12%	27 13%	12 6%	27 8%	39 13%
	11%																			
7	361	346 96%	14 4%	277 77%	85 23%	323 89%	38 11%	297 82%	29 8%	24 7%	10 3%	11 3%	30 11%	39 20%	20 12%	40 19%	23 11%	37 18%	50 16%	47 16%
	15%																			
8	343	327 95%	14 4%	266 78%	77 22%	308 90%	36 10%	287 84%	30 9%	22 6%	5 1%	13 4%	46 17%	18 9%	20 6%	27 8%	27 8%	33 9%	49 14%	55 16%
	14%																			
9	163	159 97%	4 2%	134 82%	28 18%	151 93%	11 7%	142 87%	7 3%	9 6%	4 2%	10 6%	8 3%	7 4%	8 5%	19 9%	29 14%	5 3%	24 7%	31 10%
	7%																			
10 - a great deal	231	218 95%	10 4%	193 83%	38 17%	215 93%	16 7%	194 84%	18 8%	15 7%	4 2%	7 3%	22 8%	14 7%	26 15%	19 9%	25 11%	17 8%	32 10%	33 11%
	10%																			
Mean	5.84	6.15b	3.17	6.45d	4.58	6.35f	3.80	5.89h	5.48	5.91	5.52	5.65	5.73	5.31	5.75	6.19mq	6.03m	5.41	5.86m	6.59klmnpqr
SD	2.69	2.50	2.79	2.39	2.84	2.41	2.80	2.70	2.63	2.73	2.65	2.79	2.56	2.68	2.94	2.48	2.90	2.87	2.74	2.30
SE	0.06	0.05	0.19	0.06	0.10	0.05	0.14	0.07	0.17	0.17	0.18	0.31	0.17	0.20	0.24	0.18	0.25	0.23	0.17	0.13

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 182

Absolutes/col percents/row percents 19 Apr 2018

**Q016(1): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**I always keep up with new technology**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
1 - not at all	247 10%	47 12% 19%	201 10% 81%	77 7% 31%	146 14% 59% <b>cdeg</b>	11 5% 5%	129 21% 52% <b>cdeg</b>	86 6% 35%	47 4% 19%	196 17% 79% <b>hj</b>	34 3% 14%	79 5% 32%	169 25% 68% <b>k</b>
2	116 5%	21 5% 18%	95 5% 82%	30 3% 26%	62 6% 53% <b>cg</b>	11 5% 9%	56 9% 48% <b>cdg</b>	45 3% 39%	29 3% 25%	85 7% 73% <b>hj</b>	16 2% 14%	51 3% 44%	64 9% 56% <b>k</b>
3	167 7%	28 7% 17%	139 7% 83%	61 6% 37%	90 9% 54% <b>cg</b>	13 6% 8%	57 9% 34% <b>cg</b>	93 6% 56%	61 5% 37%	100 8% 60% <b>hj</b>	46 5% 28%	102 6% 61%	65 10% 39% <b>k</b>
4	139 6%	29 7% 21%	110 6% 79%	60 6% 43%	48 5% 35%	20 9% 15% <b>df</b>	28 5% 20%	86 6% 62%	59 5% 43%	76 6% 55%	52 5% 37%	95 6% 69%	44 6% 31%
5	355 15%	46 11% 13%	310 16% 87% <b>a</b>	149 14% 42%	149 14% 42%	31 14% 9%	93 15% 26%	218 15% 61%	172 15% 49%	171 14% 48%	151 15% 42%	258 15% 73%	98 14% 27%
6	264 11%	49 12% 19%	215 11% 81%	121 11% 46%	106 10% 40%	23 10% 9%	57 9% 22%	166 11% 63%	111 10% 42%	141 12% 53%	97 10% 37%	195 11% 74%	69 10% 26%
7	361 15%	62 16% 17%	299 15% 83%	167 16% 46%	155 15% 43%	37 17% 10%	79 13% 22%	239 16% 66% <b>f</b>	194 17% 54% <b>i</b>	153 13% 42%	174 18% 48% <b>i</b>	296 17% 82% <b>i</b>	65 10% 18%
8	343 14%	56 14% 16%	288 14% 84%	177 17% 51% <b>df</b>	136 13% 40%	27 12% 8%	70 11% 20%	242 17% 70% <b>df</b>	181 16% 53% <b>i</b>	148 12% 43%	159 16% 46% <b>i</b>	283 17% 83% <b>i</b>	60 9% 17%
9	163 7%	25 6% 15%	138 7% 85%	92 9% 57% <b>df</b>	63 6% 38%	15 7% 9%	27 4% 17%	114 8% 70% <b>f</b>	104 9% 64% <b>i</b>	54 5% 33%	99 10% 61% <b>i</b>	144 8% 89% <b>i</b>	19 3% 11%
10 - a great deal	231 10%	37 9% 16%	194 10% 84%	124 12% 54% <b>df</b>	77 7% 33%	33 15% 14% <b>df</b>	30 5% 13%	171 12% 74% <b>df</b>	160 14% 70% <b>i</b>	65 5% 28%	145 15% 63% <b>i</b>	202 12% 88% <b>i</b>	29 4% 12%
Mean	5.84	5.73	5.87	6.32 <b>df</b>	6.45 <b>f</b>	6.26 <b>df</b>	4.77	6.32 <b>df</b>	6.61 <b>i</b>	5.09	6.76 <b>i</b>	6.44 <b>i</b>	4.35
SD	2.69	2.74	2.68	2.56	2.78	2.59	2.82	2.50	2.43	2.74	2.34	2.42	2.76
SE	0.06	0.13	0.06	0.08	0.09	0.17	0.12	0.06	0.07	0.08	0.07	0.06	0.11

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 182

Absolutes/col percents/row percents 19 Apr 2018

**QO16(1): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**I always keep up with new technology**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
1 - not at all	247 10%	63 5% 25%	34 3% 14%	27 4% 11%	19 3% 8%	17 3% 7%	7 3% 3%	6 2% 2%	7 4% 3%	79 5% 32%	50 11% 20%	38 8% 15%	16 8% 6%	69 9% 28%	178 11% 72%w
2	116 5%	36 3% 31%o	16 2% 14%	8 1% 7%	16 3% 13%o	10 2% 9%	4 1% 3%	6 2% 5%	3 2% 3%	51 3% 44%no	34 8% 30%xz	32 6% 28%xz	6 3% 5%	50 7% 43%z	66 4% 57%
3	167 7%	75 6% 45% <b>s</b>	46 5% 28% <b>s</b>	27 4% 16%	26 5% 15% <b>s</b>	21 4% 13%	8 3% 5%	5 2% 3%	5 2% 3%	102 6% 61% <b>os</b>	35 8% 21%	38 7% 23%	14 7% 8%	58 8% 35%	108 7% 65%
4	139 6%	67 5% 48%	52 5% 37% <b>o</b>	23 3% 17%	25 4% 18%	22 4% 16%	8 3% 6%	8 3% 6%	5 3% 4%	95 6% 69% <b>o</b>	31 7% 22%	34 7% 24%	11 5% 8%	48 6% 34%	91 6% 66%
5	355 15%	194 14% 55%	151 15% 42% <b>t</b>	94 13% 27%	77 14% 22%	60 12% 17%	38 14% 11%	34 11% 9%	17 9% 5%	258 15% 73% <b>t</b>	65 15% 18%	64 13% 18%	31 16% 9%	101 14% 29%	254 16% 71%
6	264 11%	155 12% 59% <b>s</b>	97 10% 37%	79 11% 30%	58 10% 22%	52 10% 20%	26 9% 10%	22 7% 8%	21 11% 8%	195 11% 74% <b>s</b>	50 11% 19%	55 11% 21%	26 13% 10%	85 11% 32%	179 11% 68%
7	361 15%	232 17% 64%	174 18% 48%	139 19% 39%	115 20% 32%	95 19% 26%	46 17% 13%	60 20% 16%	37 20% 10%	296 17% 82%	72 16% 20%	80 16% 22%	26 13% 7%	111 15% 31%	250 15% 69%
8	343 14%	223 17% 65%	159 16% 46%	139 19% 41%	107 19% 31%	100 19% 29%	63 23% 18% <b>mnmu</b>	62 21% 18%	40 21% 12%	283 17% 83%	55 12% 16%	78 15% 23%	26 13% 8%	113 15% 33%	231 14% 67%
9	163 7%	130 10% 80%	99 10% 61%	80 11% 49%	48 9% 30%	56 11% 34%	29 10% 18%	30 10% 18%	23 12% 14%	144 8% 89%	24 5% 15%	36 7% 22%	15 7% 9%	52 7% 32%	111 7% 68%
10 - a great deal	231 10%	169 13% 73%	145 15% 63% <b>u</b>	116 16% 50% <b>u</b>	73 13% 32%	80 16% 35% <b>u</b>	50 18% 22% <b>mu</b>	65 22% 28% <b>mnopqu</b>	30 16% 13%	202 12% 88%	29 7% 13%	50 10% 21%	28 14% 12% <b>vy</b>	65 9% 28%	165 10% 72% <b>v</b>
Mean	5.84	6.55	6.76mu	7.00mnpu	6.72u	6.95mu	7.17mnpu	7.39mnopqu	7.15mnpu	6.44	5.45	5.96v	6.21v	5.78	5.87v
SD	2.69	2.42	2.34	2.26	2.30	2.31	2.21	2.18	2.25	2.42	2.66	2.64	2.65	2.68	2.70
SE	0.06	0.07	0.07	0.08	0.09	0.10	0.13	0.12	0.16	0.06	0.13	0.12	0.19	0.10	0.07

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 183

**QO16(2): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**Computers confuse me**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
1 - not at all	837 35%	440 37%	398 33%	438 38%	399 33%	182 52%	173 44%	173 43%	124 30%	107 31%	78 16%	207 39%	300 41%	161 32%	170 28%	507 40%	330 29%	334 41%	503 32%	274 39%	563 33%	468 39%	368 31%
		53%	47%	52% <b>b</b>	48%	22% <b>efgh</b>	21% <b>fgh</b>	21% <b>fgh</b>	15% <b>h</b>	13% <b>h</b>	9%	25% <b>kl</b>	36% <b>kl</b>	19%	20%	61% <b>n</b>	39%	40% <b>p</b>	60%	33% <b>r</b>	67%	56% <b>t</b>	44%
2	339 14%	183 15%	156 13%	156 13%	183 15%	51 14%	55 14%	63 15%	80 20%	48 14%	43 9%	85 16%	122 17%	62 12%	70 11%	207 16%	132 12%	117 14%	223 14%	101 14%	238 14%	201 17%	138 12%
		54%	46%	46%	54%	15% <b>h</b>	16% <b>h</b>	18% <b>h</b>	23% <b>h</b>	14% <b>h</b>	13%	25% <b>l</b>	36% <b>l</b>	18%	21%	61% <b>n</b>	39%	34%	66%	30%	70%	59% <b>t</b>	41%
3	282 12%	168 14%	114 10%	139 12%	143 12%	34 10%	38 10%	32 8%	57 14%	57 17%	64 13%	77 14%	79 11%	63 11%	63 10%	156 12%	126 11%	82 10%	201 13%	73 10%	209 12%	150 13%	132 11%
		60%	40%	49%	51%	12%	14%	11%	20% <b>e</b>	20% <b>cde</b>	23% <b>e</b>	27% <b>l</b>	28%	22%	22%	55%	45%	29%	71%	26%	74%	53%	47%
4	160 7%	92 8%	68 6%	68 6%	91 7%	24 7%	16 4%	29 7%	25 6%	24 7%	41 8%	35 7%	49 7%	33 7%	42 7%	84 7%	76 7%	37 5%	123 8%	31 4%	129 8%	71 6%	87 7%
		57%	43%	43%	57%	15%	10%	18%	16%	15%	26% <b>d</b>	22%	31%	21%	26%	53%	47%	23%	77% <b>o</b>	19%	81% <b>d</b>	44%	54%
5	217 9%	99 8%	118 10%	107 9%	109 9%	16 5%	32 8%	41 10%	33 8%	62 10%	62 13%	45 8%	59 8%	52 10%	61 8%	104 8%	113 10%	71 9%	145 9%	64 9%	152 9%	101 9%	115 10%
		46%	54%	49%	51%	7%	15%	19% <b>c</b>	8%	15% <b>c</b>	29% <b>ef</b>	21%	27%	24%	28%	48%	52%	33%	67%	30%	70%	47%	53%
6	113 5%	53 4%	60 5%	49 4%	64 5%	11 3%	17 4%	17 4%	28 7%	18 5%	23 5%	16 3%	38 5%	33 6%	26 4%	54 4%	59 5%	42 5%	71 5%	35 5%	78 5%	60 5%	53 4%
		47%	53%	43%	57%	9%	15%	15%	25% <b>c</b>	16%	21%	14%	34%	25% <b>i</b>	23%	48%	52%	37%	63%	31%	69%	53%	47%
7	117 5%	71 6%	46 4%	58 5%	59 5%	14 4%	21 5%	23 6%	17 4%	12 3%	30 6%	22 4%	27 4%	32 6%	36 6%	49 4%	68 6%	47 6%	70 4%	44 6%	72 4%	50 4%	67 6%
		61%	39%	49%	51%	12%	18%	20%	14%	10%	25%	19%	23%	27%	31%	42%	58% <b>m</b>	40%	60%	38% <b>r</b>	62%	43%	57%
8	109 5%	38 3%	71 6%	52 4%	57 5%	9 3%	20 5%	17 4%	18 4%	9 3%	36 7%	25 3%	29 4%	21 4%	34 5%	55 4%	55 5%	38 5%	71 5%	37 5%	73 4%	41 3%	67 6%
		35%	65%	48%	52%	8%	18%	15%	17%	8%	33% <b>cog</b>	23%	27%	19%	31%	50%	50%	35%	65%	34%	66%	38%	61% <b>s</b>
9	53 2%	26 2%	27 2%	18 2%	34 3%	7 2%	12 3%	3 1%	7 2%	15 3%	15 3%	7 1%	8 1%	10 2%	28 5%	15 3%	38 3%	17 2%	35 2%	16 2%	36 2%	17 1%	35 3%
		49%	51%	35%	65%	13%	23% <b>e</b>	5%	14%	16% <b>e</b>	29% <b>e</b>	12%	16%	19%	53% <b>ijk</b>	28%	72% <b>am</b>	33%	67%	31%	69%	33%	67% <b>s</b>
10 - a great deal	159 7%	24 2%	136 11%	75 7%	84 7%	3 1%	7 2%	8 2%	20 5%	27 8%	94 19%	11 2%	23 3%	40 8%	35 14%	125 3%	125 11%	25 3%	135 9%	22 3%	137 8%	29 2%	130 11%
		15%	85%	47%	53%	2%	5%	5%	12% <b>cde</b>	17% <b>cde</b>	59% <b>cdefg</b>	7%	15%	25% <b>ij</b>	53% <b>ijk</b>	22%	78% <b>am</b>	16%	84% <b>o</b>	14%	86% <b>q</b>	18%	81% <b>s</b>
Mean	3.57	3.15	3.99	3.46	3.68	2.54	3.09 <b>c</b>	3.00 <b>c</b>	3.46 <b>ce</b>	3.62 <b>cde</b>	5.23 <b>cde</b>	3.02	3.04	3.84 <b>ij</b>	4.47 <b>ijk</b>	3.03	4.19 <b>m</b>	3.22	3.75 <b>o</b>	3.33	3.67 <b>q</b>	3.02	4.11 <b>s</b>
SD	2.84	2.43	3.14	2.82	2.86	2.23	2.61	2.42	2.65	2.81	3.20	2.40	2.49	2.90	3.26	2.45	3.11	2.64	2.92	2.69	2.90	2.42	3.11
SE	0.06	0.07	0.09	0.08	0.08	0.12	0.13	0.11	0.13	0.15	0.15	0.10	0.09	0.14	0.13	0.07	0.10	0.09	0.07	0.10	0.07	0.07	0.10

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 183

Absolutes/col percents/row percents 19 Apr 2018

**QO16(2): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**Computers confuse me**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
1 - not at all	837	795	40	661	176	758	80	706	61	54	16	38	98	61	72	72	78	66	135	85
	35%	37%	16%	41%	23%	40%	17%	36%	28%	38%	30%	39%	37%	31%	43%	35%	36%	33%	42%	28%
		95%b	5%	79% <b>d</b>	21%	90% <b>f</b>	10%	84% <b>h</b>	7%	6% <b>h</b>	2%	5%	12% <b>s</b>	7%	9% <b>ms</b>	9%	9%	8%	16% <b>ms</b>	10%
2	339	320	16	266	73	304	35	273	34	21	12	6	36	24	15	33	36	25	45	53
	14%	15%	7%	17%	9%	16%	7%	14%	15%	15%	23%	6%	14%	12%	9%	16%	16%	12%	14%	18%
		94% <b>b</b>	5%	78% <b>d</b>	22%	90% <b>f</b>	10%	80%	10%	6%	4% <b>g</b>	2%	11%	7%	4%	10% <b>k</b>	11% <b>k</b>	7%	13%	16% <b>kn</b>
3	282	264	17	200	83	241	41	233	29	12	8	16	27	22	18	27	25	27	31	41
	12%	12%	7%	12%	11%	13%	9%	12%	13%	9%	15%	16%	10%	11%	11%	13%	11%	14%	10%	14%
		94% <b>b</b>	6%	71%	29%	85% <b>f</b>	15%	83%	10%	4%	3%	6%	9%	8%	6%	10%	9%	10%	11%	14%
4	160	150	7	108	51	126	33	131	16	9	3	5	23	17	9	14	8	13	19	24
	7%	7%	3%	7%	7%	7%	7%	7%	7%	7%	5%	5%	9%	9%	5%	7%	4%	7%	6%	8%
		94% <b>b</b>	5%	68%	32%	79%	21%	82%	10%	6%	2%	3%	14%	11%	6%	9%	5%	8%	12%	15%
5	217	198	19	112	104	153	64	181	20	10	6	12	30	17	21	13	12	25	27	22
	9%	9%	8%	7%	13%	8%	14%	9%	9%	7%	11%	12%	12%	9%	13%	6%	6%	13%	8%	7%
		91%	9%	52%	48% <b>c</b>	70%	30% <b>e</b>	83%	9%	5%	3%	5%	14%	8%	10% <b>p</b>	6%	6%	12% <b>p</b>	12%	10%
6	113	103	10	69	44	91	22	86	14	10	2	2	12	12	4	12	11	9	10	14
	5%	5%	4%	4%	6%	5%	5%	4%	7%	7%	4%	2%	5%	6%	2%	6%	5%	5%	3%	5%
		92%	8%	61%	39%	80%	20%	76%	13%	9% <b>g</b>	2%	1%	11%	11%	4%	11%	9%	8%	9%	12%
7	117	105	12	81	36	97	20	96	11	8	2	5	8	10	5	12	13	8	15	18
	5%	5%	5%	5%	5%	5%	4%	5%	5%	6%	4%	5%	3%	5%	3%	6%	6%	4%	5%	6%
		90%	10%	69%	31%	83%	17%	82%	9%	7%	2%	4%	7%	9%	4%	10%	11%	7%	13%	16%
8	109	91	18	56	53	72	38	93	11	5	*	3	10	5	5	16	16	10	8	21
	5%	4%	7%	3%	7%	4%	8%	5%	5%	3%	1%	3%	4%	3%	3%	8%	7%	5%	2%	7%
		83%	16%	51%	49% <b>c</b>	66%	34% <b>e</b>	85% <b>j</b>	10%	4%	*	3%	9%	5%	4%	14% <b>mr</b>	15% <b>r</b>	9%	7%	19% <b>r</b>
9	53	36	17	29	24	36	16	39	7	6	*	2	4	4	5	2	5	1	5	11
	2%	2%	7%	2%	3%	2%	3%	2%	3%	4%	1%	2%	2%	2%	3%	1%	2%	1%	2%	4%
		68%	32% <b>a</b>	55%	45%	69%	31%	74%	14%	12% <b>g</b>	1%	4%	8%	8%	9%	4%	9%	2%	9%	20%
10 - a great deal	159	65	93	29	131	38	121	136	14	5	4	9	15	22	16	6	13	15	28	12
	7%	3%	38%	2%	17%	2%	26%	7%	6%	3%	8%	9%	6%	11%	9%	3%	6%	8%	9%	4%
		41%	58% <b>a</b>	18%	82% <b>c</b>	24%	76% <b>e</b>	85% <b>i</b>	9%	3%	3%	6% <b>c</b>	9%	14% <b>los</b>	10% <b>os</b>	4%	8%	9%	17% <b>os</b>	8%
Mean	3.57	3.23	6.49 <b>a</b>	2.96	4.85 <b>c</b>	3.06	5.65 <b>e</b>	3.56	3.86	3.42	3.34	3.62	3.38	3.97 <b>ir</b>	3.51	3.40	3.58	3.64	3.34	3.71
SD	2.84	2.54	3.56	2.39	3.25	2.44	3.36	2.85	2.85	2.76	2.66	2.98	2.70	3.05	3.01	2.64	2.94	2.80	2.92	2.76
SE	0.06	0.05	0.25	0.06	0.12	0.06	0.16	0.07	0.18	0.18	0.18	0.33	0.18	0.23	0.25	0.19	0.25	0.22	0.18	0.16

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 183

**QO16(2): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?****Computers confuse me****Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
1 - not at all	837 35%	135 34% 16%	702 35% 84%	398 38% 48% <b>df</b>	318 31% 38% <b>f</b>	95 43% 11% <b>df</b>	159 25% 19%	555 38% 56% <b>df</b>	461 41% 55% <b>l</b>	338 28% 40%	411 42% 49% <b>l</b>	692 41% 83% <b>l</b>	146 21% 17%
2	339 14%	53 13% 16%	286 14% 84%	166 16% 49%	144 14% 43%	25 11% 7%	83 13% 25%	213 15% 63%	184 16% 54% <b>l</b>	144 12% 43%	162 17% 48% <b>l</b>	272 16% 80% <b>l</b>	67 10% 20%
3	282 12%	49 12% 17%	233 12% 83%	99 9% 35%	126 12% 45% <b>c</b>	32 14% 11% <b>c</b>	71 11% 25%	181 12% 54% <b>c</b>	113 10% 40%	155 13% 55% <b>h</b>	101 10% 36%	193 11% 69%	89 13% 31%
4	160 7%	30 7% 19%	130 7% 81%	70 7% 44%	73 7% 46%	16 7% 10%	46 7% 29%	101 7% 63%	64 6% 40%	93 8% 58% <b>j</b>	47 5% 29%	101 6% 63%	59 9% 37% <b>k</b>
5	217 9%	37 9% 17%	180 9% 83%	99 9% 46%	92 9% 42%	18 8% 8%	62 10% 29%	132 9% 61%	83 7% 38%	131 11% 60% <b>h</b>	71 7% 33%	138 8% 64%	78 12% 36% <b>k</b>
6	113 5%	16 4% 14%	97 5% 86%	60 6% 53% <b>d</b>	36 3% 32%	9 4% 8%	28 4% 25%	69 5% 61%	54 5% 47%	55 5% 49%	44 5% 39%	76 4% 67%	37 5% 33%
7	117 5%	24 6% 21%	93 5% 79%	62 6% 53%	56 5% 48%	7 3% 6%	25 4% 22%	78 5% 67%	59 5% 51%	54 5% 46%	54 6% 46%	89 5% 76%	28 4% 24%
8	109 5%	19 5% 17%	90 5% 83%	42 4% 38%	47 5% 43%	12 5% 11%	35 6% 32%	63 4% 57%	44 4% 41%	63 5% 58%	38 4% 35%	72 4% 66%	37 5% 34%
9	53 2%	12 3% 23%	40 2% 77%	23 2% 44%	29 3% 55% <b>g</b>	5 2% 9%	23 4% 44% <b>g</b>	21 1% 41%	28 3% 53%	25 2% 47%	22 2% 42%	30 2% 57%	23 3% 43% <b>k</b>
10 - a great deal	159 7%	23 6% 14%	137 7% 86%	38 4% 24%	109 11% 69% <b>cdeg</b>	2 1% 1% 59% <b>cdeg</b>	95 15% 59% <b>cdeg</b>	47 3% 29%	29 3% 18%	130 11% 81% <b>h</b>	23 2% 15%	42 2% 26%	117 17% 74% <b>k</b>
Mean	3.57	3.63	3.56	3.33	3.95 <b>cdeg</b>	2.98	4.49 <b>cdeg</b>	3.22	3.10	4.08 <b>h</b>	3.04	3.08	4.80 <b>k</b>
SD	2.84	2.83	2.85	2.64	3.07	2.39	3.25	2.55	2.57	3.03	2.54	2.51	3.23
SE	0.06	0.13	0.06	0.08	0.10	0.16	0.13	0.07	0.08	0.09	0.08	0.06	0.13

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 183

Absolutes/col percents/row percents 19 Apr 2018

**QO16(2): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**Computers confuse me**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
1 - not at all	837 35%	546 41% 65%	411 42% 49%	346 47% 41% <b>mu</b>	244 43% 29%	223 43% 27%	126 45% 15%	144 48% 17% <b>mu</b>	86 45% 10%	692 41% 83%	135 30% 16%	157 31% 19%	61 30% 7%	228 30% 27%	609 37% 73% <b>vwy</b>
2	339 14%	215 16% 64%	162 17% 48%	98 13% 29%	98 17% 29%	94 18% 28% <b>o</b>	38 14% 11%	46 16% 14%	24 13% 7%	272 16% 80%	67 15% 20%	83 16% 25%	27 14% 8%	123 16% 36%	216 13% 64%
3	282 12%	143 11% 51% <b>s</b>	101 10% 36% <b>s</b>	66 9% 24% <b>s</b>	69 12% 24% <b>s</b>	53 10% 19% <b>s</b>	28 10% 10% <b>s</b>	14 5% 5%	15 8% 5%	193 11% 69% <b>s</b>	50 11% 18%	49 10% 18%	13 6% 5%	75 10% 27%	207 13% 73% <b>x</b>
4	160 7%	84 6% 53%	47 5% 29%	37 5% 23%	33 6% 20%	22 4% 14%	18 7% 11%	16 6% 10%	10 5% 6%	101 6% 63%	41 9% 25% <b>z</b>	38 8% 24%	17 9% 11%	62 8% 39%	98 6% 61%
5	217 9%	104 8% 48%	71 7% 33%	54 7% 25%	41 7% 19%	29 6% 14%	19 7% 9%	21 7% 10%	12 6% 5%	138 8% 64%	32 7% 15%	42 8% 19%	25 12% 11%	71 9% 33%	146 9% 67%
6	113 5%	60 4% 53%	44 5% 39%	25 3% 22%	15 3% 13%	19 4% 17%	13 5% 12%	14 5% 13%	9 5% 8%	76 4% 67%	22 5% 20%	30 6% 26%	12 6% 10%	35 5% 31%	78 5% 69%
7	117 5%	69 5% 60%	54 6% 46%	35 5% 30%	23 4% 19%	20 4% 17%	14 5% 12%	14 5% 12%	14 7% 12%	89 5% 76%	29 6% 25%	34 7% 29% <b>z</b>	12 6% 11%	49 6% 42% <b>z</b>	68 4% 58%
8	109 5%	59 4% 54%	38 4% 35%	33 4% 30%	21 4% 19%	23 4% 21%	15 5% 13%	16 5% 15%	16 8% 14% <b>mnpu</b>	72 4% 66%	24 5% 22%	30 6% 28%	16 8% 15% <b>z</b>	39 5% 36%	70 4% 64%
9	53 2%	27 2% 51%	22 2% 42%	16 2% 31%	11 2% 21%	14 3% 27%	6 2% 12%	10 3% 18%	3 2% 7%	30 2% 57%	8 2% 15%	15 3% 29%	5 3% 10%	19 3% 37%	33 2% 63%
10 - a great deal	159 7%	33 2% 21%	23 2% 15%	21 3% 13%	10 2% 6%	16 3% 10% <b>r</b>	2 1% 1%	3 1% 2%	1 1% 1%	42 2% 26%	38 9% 24%	26 5% 16%	11 6% 7%	52 7% 32%	108 7% 68%
Mean	3.57	3.10 <b>p</b>	3.04	2.98	2.83	2.99	2.96	2.94	3.14	3.08 <b>p</b>	3.86 <b>z</b>	3.73	3.97 <b>z</b>	3.79 <b>z</b>	3.47
SD	2.84	2.53	2.54	2.61	2.36	2.61	2.46	2.57	2.62	2.51	2.94	2.82	2.88	2.87	2.82
SE	0.06	0.07	0.08	0.09	0.10	0.11	0.14	0.14	0.19	0.06	0.14	0.12	0.21	0.11	0.07

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 184

**QO16(3): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**I prefer to wait until new technology products have become cheaper before getting them**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	<b>2386</b>	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	<b>2386</b>	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	<b>2007</b>	1114 55%	913 45%	925 45%	1088 53%	287 14%	340 16%	395 19%	355 17%	290 14%	356 18%	491 24%	628 31%	377 19%	523 26%	1117 55%	895 44%	723 35%	1288 65%	635 29%	1378 71%	1198 55%	861 45%
1 - not at all	<b>150</b> <b>6%</b>	41 3%	109 28%	87 58% <b>b</b>	63 42%	19 13%	22 15%	20 13%	12 8%	12 8%	65 43% <b>cdefg</b>	29 20%	29 19%	30 20%	62 41% <b>ijkl</b>	58 39%	92 61% <b>m</b>	44 5%	106 7%	37 5%	113 7%	55 36%	95 64% <b>s</b>
2	<b>57</b> <b>2%</b>	14 1%	42 4%	29 3%	28 2%	8 2%	8 2%	13 3%	11 3%	9 2%	9 2%	21 4%	16 2%	10 2%	10 2%	37 3%	20 2%	23 3%	34 2%	20 3%	37 2%	37 3%	20 2%
3	<b>80</b> <b>3%</b>	39 3%	41 3%	34 3%	46 4%	14 4%	15 4%	14 4%	13 3%	6 2%	17 3%	24 5%	26 4%	14 3%	15 2%	50 4%	30 3%	37 5%	43 3%	28 4%	51 3%	45 4%	33 3%
4	<b>107</b> <b>5%</b>	45 4%	63 5%	52 4%	56 5%	16 4%	18 5%	19 5%	21 5%	14 4%	19 4%	37 7%	33 5%	17 3%	19 3%	71 6%	37 3%	27 3%	81 5%	21 3%	86 5%	68 6%	39 3%
5	<b>373</b> <b>16%</b>	176 15%	197 17%	199 17%	174 14%	50 14%	70 18%	66 16%	33 8%	60 18%	95 20%	79 15%	126 17%	70 14%	99 16%	204 16%	169 15%	117 14%	257 16%	98 14%	276 16%	178 15%	195 16%
6	<b>241</b> <b>10%</b>	136 11%	105 9%	120 10%	122 10%	39 11%	40 10%	38 9%	53 13%	31 9%	40 8%	55 10%	92 13%	51 10%	43 7%	148 12%	94 8%	85 11%	156 10%	75 11%	167 10%	138 12%	103 9%
7	<b>404</b> <b>17%</b>	237 20%	167 14%	205 18%	199 16%	57 16%	85 22%	79 19%	68 17%	50 15%	64 13%	81 15%	140 19%	97 19%	86 14%	222 18%	183 16%	159 20%	245 16%	143 21%	261 15%	230 19%	174 15%
8	<b>414</b> <b>17%</b>	241 20%	173 15%	198 17%	216 18%	65 19%	62 16%	79 15%	74 19%	67 20%	66 14%	103 19%	116 16%	92 18%	103 17%	218 17%	196 17%	145 18%	269 17%	126 18%	288 17%	199 17%	214 18%
9	<b>223</b> <b>9%</b>	131 11%	92 8%	99 9%	124 10%	36 10%	29 7%	27 7%	54 13%	41 12%	36 7%	43 8%	70 10%	44 9%	66 11%	113 9%	110 10%	63 8%	160 10%	54 8%	169 10%	93 8%	130 11%
10 - a great deal	<b>336</b> <b>14%</b>	133 11%	203 17%	137 41%	199 59% <b>a</b>	47 14%	42 13%	50 15%	69 17%	53 15%	75 22%	58 17%	87 26%	81 24% <b>l</b>	110 33% <b>ij</b>	145 43%	191 57% <b>m</b>	109 33%	227 67%	95 28%	241 72%	145 43%	189 56% <b>s</b>
Mean	<b>6.60</b>	6.84	6.37	6.42	<b>6.78a</b>	<b>6.66h</b>	6.44	<b>6.55h</b>	<b>7.06cde</b> <b>h</b>	<b>6.92deh</b>	6.13	6.36	6.62	<b>6.79i</b>	6.65	6.51	6.71	6.60	6.61	6.64	6.59	6.52	6.69
SD	<b>2.49</b>	2.18	2.74	2.50	2.46	2.43	2.35	2.38	2.33	2.33	2.85	2.48	2.28	2.45	2.74	2.37	2.61	2.43	2.52	2.41	2.52	2.37	2.59
SE	<b>0.05</b>	0.06	0.08	0.07	0.07	0.13	0.12	0.11	0.11	0.13	0.13	0.10	0.08	0.11	0.11	0.07	0.08	0.08	0.06	0.09	0.06	0.06	0.08

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 184

Absolutes/col percents/row percents 19 Apr 2018

**QO16(3): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**I prefer to wait until new technology products have become cheaper before getting them**

**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
1 - not at all	150 6%	98 5%	52 21%	73 5%	77 10%	85 4%	65 14%	126 6%	12 5%	8 5%	4 8%	7 7%	28 11%	12 6%	8 5%	11 7%	9 4%	15 8%	25 8%	11 4%
		65%	35% <b>a</b>	49%	51% <b>c</b>	57%	43% <b>a</b>	84%	8%	5%	3%	4%	19% <b>ps</b>	8%	6%	7%	6%	10%	17% <b>s</b>	7%
2	57 2%	50 2%	6 3%	38 2%	19 2%	44 2%	13 3%	48 2%	6 3%	2 2%	1 2%	-	3 1%	1 1%	4 2%	6 3%	9 4%	6 3%	2 1%	17 5%
		89%	11%	66%	34%	78%	22%	84%	10%	4%	2%	-	6%	2%	6%	10%	16% <b>r</b>	11%	4%	29% <b>kilmr</b>
3	80 3%	68 3%	11 4%	58 4%	22 3%	63 3%	17 4%	60 3%	13 6%	4 3%	3 5%	2 2%	10 4%	8 4%	4 2%	4 5%	4 5%	6 7%	14 4%	8 3%
		85%	13%	73%	27%	79%	21%	75%	16% <b>g</b>	5%	3%	3%	13%	10%	5%	5%	5%	7%	18%	10%
4	107 5%	102 5%	5 2%	78 5%	30 4%	93 5%	14 3%	85 4%	15 7%	3 2%	5 9%	5 5%	10 4%	8 4%	7 4%	9 4%	6 3%	11 5%	16 5%	12 4%
		95%	5%	72%	28%	87%	13%	79%	14% <b>i</b>	3%	4% <b>qi</b>	5%	9%	8%	6%	8%	6%	10%	15%	12%
5	373 16%	324 15%	48 19%	231 14%	142 18%	288 15%	85 18%	307 16%	35 16%	17 12%	15 27%	27 27%	42 16%	29 15%	23 13%	30 14%	34 16%	26 13%	40 12%	57 19%
		87%	13%	62%	36% <b>c</b>	77%	23%	82%	9%	5%	4% <b>ghl</b>	7% <b>lmnop</b>	11%	8%	6%	8%	9%	7%	11%	15% <b>r</b>
6	241 10%	230 11%	12 5%	171 11%	70 9%	208 11%	33 7%	193 10%	27 13%	13 9%	8 15%	13 13%	26 10%	11 6%	20 12%	17 8%	20 9%	8 4%	37 12%	40 13%
		95% <b>b</b>	5%	71%	29%	86% <b>f</b>	14%	80%	11%	5%	4% <b>g</b>	5% <b>mq</b>	11% <b>q</b>	5%	8% <b>q</b>	7%	8%	3%	15% <b>mq</b>	17% <b>mq</b>
7	404 17%	379 13%	25 10%	302 19%	102 13%	349 18%	55 12%	337 17%	32 15%	29 20%	7 12%	14 14%	44 17%	33 17%	25 15%	34 17%	30 14%	35 17%	63 20%	59 19%
		94% <b>b</b>	6%	75% <b>d</b>	25%	86% <b>f</b>	14%	83%	8%	7%	2%	3%	11%	8%	6%	8%	7%	9%	16%	14%
8	414 17%	389 18%	20 8%	310 19%	104 13%	357 19%	57 12%	347 18%	31 14%	30 21%	6 11%	11 11%	48 18%	36 18%	30 18%	45 22%	47 22%	28 14%	56 17%	45 15%
		94% <b>b</b>	5%	75% <b>d</b>	25%	86% <b>f</b>	14%	84% <b>j</b>	8%	7% <b>j</b>	1%	3%	12%	9%	7%	11% <b>k</b>	11%	7%	13%	11%
9	223 9%	203 10%	19 8%	159 10%	64 8%	192 10%	31 7%	187 9%	21 10%	12 9%	3 5%	7 7%	20 8%	26 13%	9 6%	26 13%	20 9%	20 10%	31 10%	27 9%
		91%	9%	71%	29%	86% <b>f</b>	14%	84%	9%	5%	1%	3%	9%	12% <b>n</b>	4%	12% <b>n</b>	9%	9%	14%	12%
10 - a great deal	336 14%	285 13%	50 20%	191 12%	145 19%	234 12%	102 22%	284 14%	26 12%	23 16%	4 7%	12 12%	31 12%	32 16%	39 23%	26 12%	37 17%	45 23%	37 12%	24 8%
		85%	15% <b>a</b>	57%	43% <b>c</b>	70%	30% <b>e</b>	84% <b>j</b>	8%	7% <b>j</b>	1%	3%	9%	10% <b>s</b>	12% <b>klors</b>	8%	11% <b>s</b>	13% <b>lors</b>	11%	7%
Mean	6.60	6.70 <b>b</b>	5.78	6.67	6.46	6.68 <b>f</b>	6.28	6.63 <b>j</b>	6.34 <b>j</b>	6.96 <b>j</b>	5.73	6.27	6.30	6.91 <b>is</b>	6.97 <b>kis</b>	6.81 <b>is</b>	6.88 <b>is</b>	6.84	6.52	6.35
SD	2.49	2.36	3.27	2.34	2.77	2.33	3.01	2.49	2.48	2.37	2.31	2.35	2.64	2.49	2.49	2.41	2.45	2.76	2.47	2.27
SE	0.05	0.05	0.23	0.06	0.10	0.05	0.15	0.06	0.16	0.15	0.16	0.26	0.17	0.19	0.21	0.18	0.21	0.22	0.15	0.13

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Absolutes/col percents/row percents 19 Apr 2018

Table 184

**Q016(3): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?****I prefer to wait until new technology products have become cheaper before getting them****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
1 - not at all	150 6%	21 5%	129 7%	62 6%	82 8%	13 6%	56 9%	79 5%	74 7%	74 6%	64 7%	86 5%	64 9%
		14%	86%	41%	55%g	9%	37%cg	53%	49%	49%	43%	57%	43%k
2	57 2%	9 2%	48 2%	28 3%	26 3%	6 3%	15 2%	40 3%	31 3%	24 2%	29 3%	42 2%	14 2%
		15%	85%	49%	46%	10%	26%	70%	55%	43%	50%	75%	25%
3	80 3%	13 3%	67 3%	44 4%	32 3%	7 3%	17 3%	52 4%	39 3%	39 3%	34 4%	57 3%	23 3%
		16%	84%	55%	40%	9%	21%	65%	48%	49%	43%	71%	29%
4	107 5%	23 6%	84 4%	49 5%	45 4%	10 5%	25 4%	68 5%	56 5%	50 4%	47 5%	82 5%	25 4%
		22%	78%	45%	42%	10%	24%	64%	52%	46%	44%	77%	23%
5	373 16%	57 14%	317 16%	163 15%	160 16%	32 14%	97 16%	227 16%	155 14%	206 17%	137 14%	256 15%	117 17%
		15%	85%	44%	43%	8%	26%	61%	42%	58%h	37%	69%	31%
6	241 10%	34 9%	207 10%	112 11%	102 10%	19 9%	58 9%	156 11%	127 11%	105 9%	109 11%	187 11%	55 8%
		14%	86%	46%	42%	8%	24%	65%	53%	44%	45%	77%	23%
7	404 17%	77 19%	327 16%	198 19%	153 15%	33 15%	84 13%	272 19%	214 19%	177 15%	182 19%	313 18%	91 13%
		19%	81%	49%df	38%	8%	21%	67%df	53%l	44%	45%l	77%l	23%
8	414 17%	75 19%	339 17%	184 17%	180 17%	48 22%	101 16%	257 18%	195 17%	202 17%	175 18%	310 18%	104 15%
		18%	82%	45%	43%	12%	24%	62%	47%	49%	42%	75%	25%
9	223 9%	26 6%	197 10%	84 8%	94 9%	25 11%	62 10%	132 9%	97 9%	116 10%	87 9%	157 9%	66 10%
		12%	88%a	38%	42%	11%	28%	59%	44%	52%	39%	71%	29%
10 - a great deal	336 14%	64 16%	272 14%	134 13%	159 15%	29 13%	113 18%	178 12%	132 12%	195 16%	110 11%	214 13%	122 18%
		19%	81%	40%	47%g	9%	34%cg	53%	39%	58%hj	33%	64%	36%k
Mean	6.60	6.70	6.58	6.52	6.55	6.71	6.61	6.56	6.49	6.69	6.47	6.63	6.54
SD	2.49	2.44	2.50	2.44	2.61	2.48	2.71	2.41	2.46	2.52	2.46	2.38	2.74
SE	0.05	0.12	0.06	0.07	0.08	0.16	0.11	0.06	0.07	0.07	0.08	0.06	0.11

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2017***

Table 184

Absolutes/col percents/row percents 19 Apr 2018

**QO16(3): On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

**I prefer to wait until new technology products have become cheaper before getting them**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
1 - not at all	150 6%	70 5% 47%	64 7% 43%p	38 5% 25%	20 4% 14%	31 6% 21%	22 8% 14%p	22 7% 14%p	17 9% 11%pu	86 5% 57%	35 8% 23%	37 7% 25%	17 9% 12%	56 7% 38%	94 6% 62%
2	57 2%	34 3% 61%	29 3% 50%	20 3% 35%	18 3% 32%	17 3% 31%	7 2% 12%	7 2% 12%	6 3% 10%	42 2% 75%	13 3% 23%	11 2% 20%	7 4% 13%	20 3% 36%	37 2% 64%
3	80 3%	47 3% 58%	34 4% 43%	25 3% 32%	19 3% 24%	24 5% 30%	13 5% 17%	12 4% 15%	9 5% 11%	57 3% 71%	15 3% 19%	22 4% 27%	5 3% 7%	26 3% 33%	54 3% 67%
4	107 5%	66 5% 62%	47 5% 44%	33 4% 31%	30 5% 28%	25 5% 23%	16 6% 15%	20 7% 18%	6 3% 6%	82 5% 77%	24 5% 23%	24 5% 22%	6 3% 5%	36 5% 33%	72 4% 67%
5	373 16%	208 15% 56%	137 14% 37%	106 14% 28%	83 15% 22%	64 12% 17%	32 12% 9%	50 17% 13%	31 17% 8%	256 15% 69%	49 11% 13%	65 13% 18%	30 15% 8%	98 13% 26%	276 17% 74%vy
6	241 10%	154 11% 64%	109 11% 45%	85 12% 35%	66 12% 27%	70 14% 29%	43 15% 18%u	39 13% 16%	25 13% 10%	187 11% 77%	46 10% 19%	48 9% 20%	23 11% 9%	71 9% 29%	170 10% 71%
7	404 17%	234 17% 58%	182 19% 45%	140 19% 35%	122 22% 30%rm	88 17% 22%	46 16% 11%	51 17% 13%	36 19% 9%	313 18% 77%	71 16% 18%	103 20% 26%	34 17% 8%	133 18% 33%	271 17% 67%
8	414 17%	239 18% 58%	175 18% 42%	134 18% 32%	104 18% 25%	94 18% 23%	54 19% 13%	52 17% 12%	34 18% 8%	310 18% 75%	78 17% 19%	86 17% 21%	30 15% 7%	129 17% 31%	285 17% 69%
9	223 9%	126 9% 57%	87 9% 39%	61 8% 27%	42 7% 19%	33 6% 15%	20 7% 9%	18 6% 8%	11 6% 5%	157 9% 71%	51 11% 23%w	33 7% 15%	13 7% 6%	72 10% 32%	151 9% 68%
10 - a great deal	336 14%	163 12% 49%	110 11% 33%	91 12% 27%	59 10% 17%	67 13% 20%	27 10% 8%	28 10% 8%	16 8% 5%	214 13% 64%	64 14% 19%	75 15% 22%	33 17% 10%	110 15% 33%	226 14% 67%
Mean	6.60	6.58st	6.47	6.60st	6.56st	6.46	6.30	6.21	6.12	6.63rst	6.60	6.53	6.47	6.58	6.61
SD	2.49	2.39	2.46	2.38	2.25	2.48	2.48	2.42	2.48	2.38	2.62	2.55	2.67	2.58	2.44
SE	0.05	0.06	0.08	0.09	0.09	0.11	0.15	0.14	0.18	0.06	0.13	0.11	0.19	0.09	0.06

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 185  
**QO16: SUMMARY - On a scale of 1-10, how much do you agree with the following statements, where 1 is not at all and 10 is a great deal?**

Absolutes/col percents/row percents 19 Apr 2018

**Base: All respondents**

	I always keep up with new technology	Computers confuse me	I prefer to wait until new technology products have become cheaper before getting them
Unweighted base	2386	2386	2386
Weighted base	2386	2386	2386
Effective base	2007	2007	2007
1 - not at all	247 10%	837 35%	150 6%
2	116 5%	339 14%	57 2%
3	167 7%	282 12%	80 3%
4	139 6%	160 7%	107 5%
5	355 15%	217 9%	373 16%
6	264 11%	113 5%	241 10%
7	361 15%	117 5%	404 17%
8	343 14%	109 5%	414 17%
9	163 7%	53 2%	223 9%
10 - a great deal	231 10%	159 7%	336 14%
Mean	5.84	3.57	6.60
SD	2.69	2.84	2.49
SE	0.06	0.06	0.05

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 186

Absolutes/col percents/row percents 19 Apr 2018

**QO18: Thank you very much for your time. That's the end of the interview.**  
**If we have any queries arising from this research, may we contact you to ask you some further questions?**  
**SINGLE CODE**

**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
Weighted base	2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
Effective base	2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
Yes	1361 57%	898 75% 66%	462 39% 34%	642 55% 47%	719 59% 53%	168 48% 12%	238 61% 18% <b>c</b>	227 56% 17% <b>c</b>	260 64% 19% <b>c</b>	190 55% 14%	277 57% 20% <b>c</b>	316 60% 23%	417 57% 31%	291 57% 21%	337 55% 25%	733 58% 54%	628 56% 46%	467 58% 34%	894 57% 66%	413 59% 30%	948 56% 70%	707 59% 52% <b>t</b>	653 55% 48%
No	1025 43%	295 25% 29%	731 61% 71%	519 45% 51%	506 41% 49%	183 52% 18% <b>d</b>	153 39% 15%	178 44% 17% <b>f</b>	148 36% 14%	153 45% 15% <b>f</b>	210 43% 20%	214 40% 21%	319 43% 31%	216 43% 21%	277 45% 27%	532 42% 52%	493 44% 48%	342 42% 33%	683 43% 67%	285 41% 28%	740 44% 72%	482 41% 47%	539 45% 53% <b>s</b>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 186

Absolutes/col percents/row percents 19 Apr 2018

**QO18: Thank you very much for your time. That's the end of the interview.****If we have any queries arising from this research, may we contact you to ask you some further questions?****SINGLE CODE****Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Yes	1361 57%	1264 59%	94 38%	1009 63%	351 45%	1163 61%	198 42%	1150 58%	92 43%	98 70%	21 38%	54 56%	164 63%	145 74%	95 56%	86 42%	129 59%	133 66%	180 56%	162 54%
		93% <sup>b</sup>	7%	74% <sup>d</sup>	26%	85% <sup>f</sup>	15%	84% <sup>h</sup>	7%	7% <sup>gh</sup>	2%	4% <sup>o</sup>	12% <sup>o</sup>	11% <sup>klnopr</sup>	7% <sup>o</sup>	6%	9% <sup>o</sup>	10% <sup>ors</sup>	13% <sup>o</sup>	12% <sup>o</sup>
No	1025 43%	864 41%	154 62%	601 37%	424 55%	752 39%	273 58%	823 42%	125 57%	43 30%	34 62%	43 44%	98 37%	50 26%	74 44%	121 58%	88 41%	67 34%	142 44%	139 46%
		84%	15% <sup>e</sup>	59%	41% <sup>c</sup>	73%	27% <sup>e</sup>	80% <sup>i</sup>	12% <sup>gi</sup>	4%	3% <sup>gi</sup>	4% <sup>m</sup>	10% <sup>m</sup>	5%	7% <sup>m</sup>	12% <sup>klnmpq</sup>	9% <sup>m</sup>	7%	14% <sup>mq</sup>	14% <sup>mq</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

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Table 186

Absolutes/col percents/row percents 19 Apr 2018

**QO18: Thank you very much for your time. That's the end of the interview.**

**If we have any queries arising from this research, may we contact you to ask you some further questions?**

**SINGLE CODE**

**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Yes	1361 57%	240 60%	1121 56%	615 58%	598 58%	154 69%	347 55%	865 59%	700 63%	624 53%	619 64%	1036 61%	325 48%
		16%	82%	45%	44%	11%cdfe	25%	64%	51%g	46%	46%g	76%g	24%
No	1025 43%	159 40%	867 44%	443 42%	433 42%	68 31%	281 45%	595 41%	419 37%	564 47%	354 36%	669 39%	356 52%
		15%	85%	43%e	42%e	7%	27%e	58%e	41%	55%hj	34%	65%	35%k

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

# OFCOM CROSS-PLATFORM MEDIA TRACKER 2017

Table 186

Absolutes/col percents/row percents 19 Apr 2018

**QO18: Thank you very much for your time. That's the end of the interview.**

**If we have any queries arising from this research, may we contact you to ask you some further questions?**

**SINGLE CODE**

**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Yes	1361 57%	828 62%	619 64%	477 65%	384 68%	336 65%	163 58%	190 64%	120 63%	1036 76%	279 63%	329 65%	141 71%	473 63%	888 54%
		61%	46%	35%	28% <b>mru</b>	25%	12%	14%	9%	76%	21% <b>z</b>	24% <b>z</b>	10% <b>yz</b>	35% <b>z</b>	65%
No	1025 43%	513 38%	354 36%	256 35%	179 32%	178 35%	117 42%	108 36%	70 37%	669 39%	167 37%	175 35%	58 29%	279 37%	747 46%
		50% <b>p</b>	34%	25%	17%	17%	11% <b>p</b>	11%	7%	65% <b>p</b>	16%	17%	6%	27% <b>x</b>	73% <b>vwxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

Table 187

**Location**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	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)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
2386	1286 54%	1100 46%	1115 47%	1271 53%	330 14%	394 17%	451 19%	419 18%	337 14%	455 19%	578 24%	734 31%	454 19%	620 26%	1312 55%	1074 45%	843 35%	1543 65%	739 31%	1647 69%	1373 58%	1007 42%
2386	1193 50%	1193 50%	1161 49%	1225 51%	351 15%	391 16%	406 17%	408 17%	344 14%	487 20%	530 22%	736 31%	506 21%	614 26%	1266 53%	1120 47%	809 34%	1577 66%	698 29%	1688 71%	1188 50%	1192 50%
2007	1114	913	925	1088	287	340	395	355	290	356	491	628	377	523	1117	895	723	1288	635	1378	1198	861
398 17%	245 21%	153 13%	175 15%	224 18%	50 14%	68 17%	55 14%	70 17%	58 17%	98 20%	102 26%	112 15%	83 16%	102 17%	214 17%	184 16%	136 17%	262 17%	118 17%	280 17%	188 16%	210 18%
1988 83%	948 79%	1040 87%	986 85%	1002 82%	301 86%	324 83%	351 86%	338 83%	286 83%	389 80%	428 81%	623 85%	424 84%	512 83%	1052 83%	936 84%	673 83%	1315 83%	580 83%	1408 83%	1000 84%	983 82%
	48%		50%	50%	15%	16%	18%	17%	14%	20%	22%	31%	21%	26%	53%	47%	34%	29%	71%	50%	49%	

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

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Table 187

## Location

Base: All respondents

Absolutes/col percents/row percents 19 Apr 2018

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2386	2172 91%	206 9%	1652 69%	734 31%	1962 82%	424 18%	1683 71%	237 10%	247 10%	219 9%	82 3%	229 10%	180 8%	146 6%	186 8%	135 6%	158 7%	267 11%	300 13%
Weighted base	2386	2128 89%	248 10%	1611 68%	775 32%	1914 80%	472 20%	1973 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	196 8%	169 7%	208 9%	217 9%	200 8%	322 13%	301 13%
Effective base	2007	1836	172	1404	608	1664	351	1552	217	227	128	78	215	168	138	175	127	145	248	286
Rural	398 17%	366 17%	30 12%	272 17%	127 16%	314 16%	85 18%	297 15%	47 22%	37 27%	17 31%	20 20%	39 15%	29 15%	24 14%	31 15%	33 15%	53 26%	60 18%	10 3%
		92%	8%	68%	32%	79%	21%	75%	12%g	9%g	4%g	5%e	10%e	7%e	6%e	8%e	8%e	13%lmnop	15%e	3%
Urban	1988 83%	1762 83%	218 88%	1339 83%	649 84%	1601 84%	387 82%	1676 85%	170 78%	103 73%	38 69%	78 80%	224 85%	167 85%	146 86%	177 85%	184 85%	147 74%	263 82%	290 97%
		89%	11%	67%	33%	81%	19%	84%hij	9%	5%	2%	4%	11%q	8%q	7%q	9%q	9%q	7%	13%	15%klmnopqr

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s  
\* small base



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2017**

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Table 187

## **Location**

**Base: All respondents**

Absolutes/col percents/row percents 19 Apr 2018

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2386	447 19%	1939 81%	1115 47%	1011 42%	228 10%	594 25%	1505 63%	1146 48%	1167 49%	1007 42%	1758 74%	628 26%
Weighted base	2386	398 17%	1988 83%	1058 44%	1031 43%	222 9%	628 26%	1459 61%	1119 47%	1188 50%	973 41%	1705 71%	681 29%
Effective base	2007	359	1650	925	853	188	505	1262	980	966	860	1490	524
Rural	398	398	-	208	175	51	108	229	186	205	161	278	120
	17%	100%	-	20%	17%	23%	17%	16%	17%	17%	17%	16%	18%
		100% <b>b</b>	-	52% <b>g</b>	44%	13% <b>g</b>	27%	57%	47%	52%	40%	70%	30%
Urban	1988	-	1988	849	856	171	520	1230	934	983	812	1427	561
	83%	-	100%	80%	83%	77%	83%	84%	83%	83%	83%	84%	82%
		-	100% <b>a</b>	43%	43%	9%	26%	62% <b>ce</b>	47%	49%	41%	72%	28%

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

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Table 187

## Location

Base: All respondents

Absolutes/col percents/row percents 19 Apr 2018

	Total	Devices connected TV through									Harm and offence on TV ( seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2386	1379 58%	1007 42%	759 32%	619 26%	522 22%	292 12%	317 13%	194 8%	1758 74%	435 18%	510 21%	197 8%	746 31%	1640 69%
Weighted base	2386	1341 56%	973 41%	733 31%	563 24%	514 22%	280 12%	298 12%	189 8%	1705 71%	446 19%	505 21%	199 8%	752 31%	1634 69%
Effective base	2007	1164	860	655	520	455	246	272	172	1490	370	440	172	641	1367
Rural	398 17%	204 15% 51%	161 17% 40% <b>tt</b>	132 18% 33% <b>tt</b>	87 16% 22%	93 18% 23% <b>tt</b>	41 15% 10%	47 16% 12%	19 10% 5%	278 16% 70% <b>tt</b>	85 19% 21%	112 22% 28% <b>zz</b>	47 24% 12% <b>zz</b>	151 20% 38% <b>zz</b>	248 15% 62%
Urban	1988 83%	1137 85% 57%	812 83% 41%	601 82% 30%	476 84% 24%	421 82% 21%	239 85% 12%	252 84% 13%	170 90% 9% <b>noqu</b>	1427 84% 72%	361 81% 18%	392 78% 20%	152 76% 8%	601 80% 30%	1387 85% 70% <b>wxy</b>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z