Cross Platform Media Tracker 2017
Audience Attitudes to Programme Standards

Produced by: BDRC
Fieldwork: April-December 2017
## Contents

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Methodology

Sample
- 2,386 adults aged 16+ in the UK
- Quotas set on gender, age, and socio-economic group using Census data for each Primary Sampling Unit (PSU) covered for CAPI interviewing; as well as on working status, household size, children in household, ethnicity, disability and urbanity for online

Data collection
- Mixed method: c.50% CAPI interviews / c.50% online interviews
- Conducted by BDRC Continental
- Fieldwork conducted continuously to counter seasonality issues (April through December 2017)
- Changes in the interview method in 2008, 2014 and 2017 are shown with a dashed line

Data reporting
- Weighted to be nationally representative of the UK
- 2016 data tested against 2015 data for any statistically significant differences
- Sub-group data is from 2016 only – with measures for individual age groups tested against the all-adult measure.
- Testing also conducted between socio-economic groups (ABC1/C2DE), by gender and between parents and non-parents
2017 method change and weighting

In 2016, with Ofcom’s decision to combine the online and on-demand survey content with the Media Tracker to create an integrated cross platform survey (TV, radio, online), it was decided a mixed method approach that incorporated face-to-face (CAPI) and online methodologies would be most appropriate.

Since April 2017, data has therefore been collected using a combined methodological approach: face-to-face (CAPI) interviews conducted using a stratified random sampling approach and online interviews using quota sampling. The data from both methodologies is then combined and weighted to the representative proportions within each of the four UK nations in terms of age, gender, ethnicity, socioeconomic group (SEG), working status and region; with an overall weight to rebalance the contribution of each methodology to be 50% each.
Section 1
Audience attitudes to TV/radio programme standards
Over half feel TV programmes have stayed about the same over the past year, unchanged from 2016 – more say they have improved while fewer say they have got worse. Proportion who feel things are getting worse rises with increasing age

Attitudes towards programme standards over time: historical view

Q81 – Do you feel that over the past year television programmes have improved, got worse or stayed about the same?
Base: All with any TV sets (2,313). NB Base prior to 2014: All with TV, but excluding those never watching. Significance testing shows any difference between 2016 and 2017. Dashed line to show where survey method changed.
Source: Cross Platform Media Tracker 2017
Older adults less likely to say TV programmes have improved and more likely to say they have gotten worse over the past year

### Opinion on the quality of programmes over the last 12 months: 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>Age Group</th>
<th>Don't know</th>
<th>Improved</th>
<th>Stayed the same</th>
<th>Got worse</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>All with any TV sets in 2017 (2313)</td>
<td>54%</td>
<td>21%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>aged 16-34 (682)</td>
<td>52%</td>
<td>29%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>35-54 (850)</td>
<td>56%</td>
<td>22%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>55-64 (331)</td>
<td>58%</td>
<td>14%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>65+ (450)</td>
<td>52%</td>
<td>13%</td>
<td>34%</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>ABC1 (1262)</td>
<td>56%</td>
<td>22%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>C2DE (1051)</td>
<td>53%</td>
<td>20%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>Male (1087)</td>
<td>58%</td>
<td>19%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Female (1226)</td>
<td>51%</td>
<td>19%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Parents (726)</td>
<td>49%</td>
<td>29%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Non-parents (1587)</td>
<td>57%</td>
<td>29%</td>
<td>17%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Q81 – Do you feel that over the past year television programmes have improved, got worse or stayed about the same?

Base: All with any TV sets in 2017 (2313); aged 16-34 (682); 35-54 (850); 55-64 (331); 65+ (450); ABC1 (1262); C2DE (1051); Male (1087); Female (1226); Parents (726); Non-parents (1587). Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017

Source: Cross Platform Media Tracker 2017
Among those who say TV programmes got worse over the past year nearly two thirds cite ‘More repeats’ and more than half cite ‘Lack of variety’

Top reasons given for programmes getting worse: 2017, by age (CAPI data only – unprompted)

Q83 – In what ways do you think that television programmes have got worse over the past year?
Base: All saying programmes ‘got worse’ over the past year CAPI only (271); 16-34 (47*); 55+ (127). Unprompted, multicode. Only top 9 individual responses are shown. Significance testing shows any difference between either age group and all adults in 2017. *VERY LOW BASE SIZE <50

Source: Cross Platform Media Tracker 2017
Among those who say TV programmes got worse over the past year two thirds cite ‘More repeats’ and more than half cite ‘Lack of variety’

Top reasons given for programmes getting worse: 2017, by age (combined unprompted CAPI and prompted online data)

Q83 – In what ways do you think that television programmes have got worse over the past year?
Base: All saying programmes ‘got worse’ over the past year (523); 16-34 (116); 55+ (229). CAPI unprompted/online prompted, multicode. Only top 9 individual responses are shown. Significance testing shows any difference between either age group and all adults in 2017.
Source: Cross Platform Media Tracker 2017
Around half of those who say TV programmes have improved over the past year cite ‘Improved quality’, ‘Wider range of programmes’, ‘More/better dramas’ or ‘More interesting/entertaining’

Top reasons given for programmes having improved: 2017, by age
(CAPI data only – unprompted)

Q82 – In what ways do you think that television programmes have improved over the past year?
Base: All saying programmes ‘improved’ over the past year CAPI only (166); 16-34 (57*); 55+ (42**). Unprompted, multicode. Only top individual responses are shown. Significance testing shows any difference between either age group and all adults in 2017.

Source: Cross Platform Media Tracker 2017
Around half of those who say TV programmes have improved over the past year cite ‘Improved quality’, ‘Wider range of programmes’, ‘More/better dramas’ or ‘More interesting/entertaining’.

Top reasons given for programmes having improved: 2017, by age (combined unprompted CAPI and prompted online data)

Q82 – In what ways do you think that television programmes have improved over the past year?
Base: All saying programmes ‘improved’ over the past year (479); 16-34 (196); 55+ (104). CAPI unprompted/online prompted, multicode. Only top individual responses are shown. Significance testing shows any difference between either age group and all adults in 2017.
Source: Cross Platform Media Tracker 2017
Levels of offence related to television programming remain consistent over time. Older people are more likely to be offended by something on TV than younger people.

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

QF1 – In the last 12 months, have you personally found anything on television to be offensive?


Source: Cross Platform Media Tracker 2017
Finding something on television to be offensive is more likely among older adults, and less likely among younger ones, compared to all adults.

Overall % with a TV who have been offended by something on TV: 2014-2017 and 2017 sub-groups

QF1 – In the last 12 months, have you personally found anything on television to be offensive?
Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2016 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017
Source: Cross Platform Media Tracker 2017
Levels of offence on radio are low

Overall % of radio listeners who have been offended by something on radio: 2014-2017 and 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>ABC1</th>
<th>C2DE</th>
<th>Male</th>
<th>Female</th>
<th>Parents</th>
<th>Non-parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>2015</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>2016</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>2017</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

QG8 – In the last 12 months, have you personally found anything on the radio to be offensive?
Base: All who ever listen to radio (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2016 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017
Source: Cross Platform Media Tracker 2017
Sex, violence, discrimination and bad language are the most likely types of material to cause offence on television

Type of material on TV which offended: 2017 (CAPI data only – unprompted)

- Bad language: 39%
- Sex/sexual content: 31%
- Discrimination (NET): 29%
- Violence: 27%
- Nakedness: 17%
- Anti social behaviour: 15%
- Invasion of privacy: 6%

QF2 – What kind of things offended you?
Base: All CAPI who said they’d seen something offensive in the last 12 months (17% of adults with any TV sets) (164). Unprompted, multicode. Top reasons charted. (over 5%)
Source: Cross Platform Media Tracker 2017
Sex, violence, discrimination and bad language are the most likely types of material to be cited by those offended at greater than one-third each. Sex and violence are more likely to be found offensive by females than males.

Type of material on TV which offended: 2017
(combined unprompted CAPI and prompted online data)

16-34 year olds are more than twice as likely as those aged 55+ to have found a form of discrimination offensive.

QF2 – What kind of things offended you?
Base: All who said they’d seen something offensive in the last 12 months (19% of adults with any TV sets) (435). CAPI unprompted/online prompted, multicode. Top reasons charted. (over 5%)
Source: Cross Platform Media Tracker 2017
Bad language less likely to be highlighted as an issue for those aged 16-34. This age group are more than twice as likely as those aged 55 or older to have found a form of perceived discrimination to be offensive.

Type of material on TV which offended: 2017 age groups

QF2 – What kind of things offended you?
Base: All who said they’d seen something offensive in the last 12 months (19% of adults with any TV sets) (435); 16-34 (100); 55+ (200). Unprompted, multicode. Top reasons charted (over 5%, other than those included in net). Significance testing shows any difference between either age group and all adults.
Source: Cross Platform Media Tracker 2017
Sex/ sexual content is more likely to be found offensive by females than males, as is violence

Type of material on TV which offended: 2017 gender

<table>
<thead>
<tr>
<th>QF2 – What kind of things offended you?</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad language</td>
<td>40%</td>
<td>43%</td>
</tr>
<tr>
<td>Sex/ sexual content</td>
<td>33%</td>
<td>44%</td>
</tr>
<tr>
<td>Discrimination (NET)</td>
<td>33%</td>
<td>41%</td>
</tr>
<tr>
<td>Violence</td>
<td>27%</td>
<td>39%</td>
</tr>
<tr>
<td>Nakedness</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Anti social behaviour</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Invasion of privacy</td>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Base: All who said they’d seen something offensive in the last 12 months (19% of adults with any TV sets) Male (211); Female (224). Unprompted, multicode. Top reasons charted (over 5%). Significance testing shows any difference by gender.

Source: Cross Platform Media Tracker 2017
The types of programmes where this content was seen are diverse, led by drama (which increased from 2016) and reality programmes.

**Type of programme which had offensive content: 2014-2017**

QF3 – Can you say what type of programme or show it was that offended you?

Base: All who said they’d seen something offensive in the last 12 months (19% of adults in 2017 with any TV sets) – 2014 (421); 2015 (398); 2016 (391), 2017 (435).

Prompted, multicode. Top reasons charted (over 10%). Significance testing shows any difference between 2016 and 2017.

Source: Cross Platform Media Tracker 2017
A third feel that the things that offended them should not have been shown

Attitudes towards offensive material: 2014-2017

QF5 – Which of these statements best describes your attitude towards the things which have offended you on TV in the last 12 months?

Base: All who said they’d seen something offensive in the last 12 months (19% of adults with any TV sets) 2014 (421); 2015 (398); 2016 (391); 2017 (435). Prompted, single code. Significance testing shows any difference between 2016 and 2017.

Source: Cross Platform Media Tracker 2017
Those who found something offensive are most likely to switch over channel as a result

Reaction following offence by something on TV: 2017

- 47% Switched over channel
- 26% Discuss with others
- 22% Switched off
- 17% Continue watching
- 6% Complained to the broadcaster

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?
Base: All who said they’d seen something offensive in the last 12 months (19% of adults with any TV sets) (435). Unprompted, multicode. Top reasons charted (over 5%)
Source: Cross Platform Media Tracker 2017
The pattern of claimed behaviour as a result of seeing something considered offensive is broadly similar by age bands

Reaction following offence by something on TV: 2017 age groups

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?

Base: All who said they’d seen something offensive in the last 12 months (19% of adults with any TV sets) (435); 16-34 (100); 55+ (200). Unprompted, multicode. Top reasons charted. Significance testing shows any difference between either age group and all adults.

Source: Cross Platform Media Tracker 2017
The pattern of claimed behaviour as a result of seeing something considered offensive is broadly similar by gender

Reaction following offence by something on TV: 2017 gender

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?

Base: All who said they’d seen something offensive in the last 12 months (19% of adults with any TV sets) Male (211); Female (224). Unprompted, multicode. Top reasons charted (over 5%). Significance testing shows any difference by gender.

Source: Cross Platform Media Tracker 2017
A third feel there is too much violence and too much swearing on TV. Around a quarter feel there is too much sex

Opinion on the amount of sex/violence/swearing on TV: 2017

<table>
<thead>
<tr>
<th></th>
<th>Too little</th>
<th>An acceptable amount</th>
<th>Too much</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Violence</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swearing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sex</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The proportion who feel there is ‘too much’ violence has declined steadily over time

The proportion who feel there is ‘too much’ swearing has declined over time and is consistent with 2016

The proportion who feel there is ‘too much’ sex has increased from 2016 but is generally consistent over time

QF6 – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Sex? Violence? Swearing?

Base: All with any TV sets in 2017 (2313). Prompted, single code.

Source: Cross Platform Media Tracker 2017
The proportion of those who feel that there is ‘too much’ violence on TV has declined steadily over time

Opinion on the amount of violence on TV: historical view

<table>
<thead>
<tr>
<th>Year</th>
<th>Too much</th>
<th>Too little</th>
<th>Don't know</th>
<th>*An acceptable amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>56%</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>2006</td>
<td>55%</td>
<td>4%</td>
<td>7%</td>
<td>18%</td>
</tr>
<tr>
<td>2007</td>
<td>57%</td>
<td>5%</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>2008</td>
<td>55%</td>
<td>5%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>2009</td>
<td>51%</td>
<td>5%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>2010</td>
<td>51%</td>
<td>5%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>2011</td>
<td>57%</td>
<td>5%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>2012</td>
<td>56%</td>
<td>5%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>2013</td>
<td>59%</td>
<td>5%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>2014</td>
<td>47%</td>
<td>7%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>2015</td>
<td>49%</td>
<td>7%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>2016</td>
<td>54%</td>
<td>7%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>2017</td>
<td>55%</td>
<td>7%</td>
<td>4%</td>
<td>10%</td>
</tr>
</tbody>
</table>

QF6B – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Violence?
Source: Cross Platform Media Tracker 2017
Those in the 65+ age band are almost twice as likely to think that there is too much violence on TV compared to adults overall.

Overall % stating there is too much violence on TV: 2017 sub-groups

QF6B – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Violence?
Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017.
Source: Cross Platform Media Tracker 2017
A third think there is too much swearing on TV and this is similar to 2016

Opinion on the amount of swearing on TV: historical view

QF6C – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Swearing?
Base: All with any TV sets in 201 (2313). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Base pre-2014: All with TV, but excluding those never watching. *Pre-2014 ‘About the right amount’
Source: Cross Platform Media Tracker 2017
Almost three fifths of those aged 65+ think there is too much swearing on TV – almost three times higher than 16-34s

Overall % stating there is too much swearing on TV: 2017 sub-groups

QF6C – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Violence?
Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017
Source: Cross Platform Media Tracker 2017
The proportion who think that there is too much sex on TV has increased, however it remains a minority viewpoint

Opinion on the amount of sex on TV: historical view

QF6A – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Sex?
Base: All with any TV sets in 2017 (2313). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Base pre-2014: All with TV, but excluding those never watching. *Pre-2014 ‘About the right amount’
Source: Cross Platform Media Tracker 2017
Those in the 65+ age group are most likely to think that there is too much sex on TV. Females higher than males

Overall % stating there is too much sex on TV: 2017 sub-groups

QF6A – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Sex?
Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017
Source: Cross Platform Media Tracker 2017
Those having seen something harmful or damaging on TV is back to pre-2016 levels. Incidence is higher for parents and ABC1 social grades

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

Violence, sex and bad language are the most mentioned types of content seen to be harmful or damaging

QF8 – Have you seen anything on TV in the last 12 months that you thought was harmful or damaging either to yourself, other adults or children? Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2016 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017
Source: Cross Platform Media Tracker 2017
Over two in five say violence on TV is what they had found harmful or damaging, with bad language and sex/sexual content the next highest mentions.

Type of content on TV considered to be harmful or damaging: 2017 (CAPI data only – unprompted)

QF9 – Can you please tell me what you saw that you thought was harmful or damaging?
Base: All CAPI who said they’d seen something harmful or damaging in the last 12 months (20% of adults with any TV sets) (159). Unprompted, multicode. Top 5 reasons charted.
Source: Cross Platform Media Tracker 2017
Almost half say violence on TV is what they had found harmful or damaging, with sex/sexual content and bad language the next highest mentions.

Type of content on TV considered to be harmful or damaging: 2017 (combined unprompted CAPI and prompted online data)

- Violence: 47%
- Sex/sexual content: 41%
- Bad language: 40%
- Antisocial behaviour: 26%
- Bullying: 23%

QF9 – Can you please tell me what you saw that you thought was harmful or damaging?  
Base: All who said they’d seen something harmful or damaging in the last 12 months (22% of adults with any TV sets) (510). CAPI unprompted/online prompted, multicode. Top 5 reasons charted. 
Source: Cross Platform Media Tracker 2017
Violence, sex and bad language are the most likely types of content considered to be harmful or damaging in 2017

Type of content on TV considered to be harmful or damaging: 2017 age groups

QF9 – Can you please tell me what you saw that you thought was harmful or damaging?

Base: All who said they’d seen something harmful or damaging in the last 12 months (22% of adults with any TV sets) (510); 16-34 (173); 55+ (177). Unprompted, multicode. Top 5 reasons charted. Significance testing shows any difference between either age group and all adults.

Source: Cross Platform Media Tracker 2017
The types of programmes where this content was seen are led by drama (which increased from 2016), followed by soaps, film (which also increased from 2016) and reality programmes (which decreased)

Type of programme which had harmful or damaging content: 2014-2017

QF10 – Thinking about the programmes that you were watching at the time, can you say what type of programme or show it was?

Base: All with working TVs who have seen something they thought was harming or damaging in the last 12 months (22% of adults in 2017 with any TV sets) – 2014 (421); 2015 (429); 2016 (325), 2017 (510). Prompted, multicode. Top reasons charted (over 10%). Significance testing shows any difference between 2016 and 2017. Survey method changed between 2016 and 2017.

Source: Cross Platform Media Tracker 2017
As in previous years, having seen something harmful or damaging, most people say they switched over or switched off. Very few made a complaint.

Reaction following seeing something harmful or damaging on TV: 2017

QF11 – How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do?

Base: All who said they’d seen something harmful or damaging in the last 12 months (22% of adults with any TV sets) (510)

Source: Cross Platform Media Tracker 2017
One in ten feel that sexually explicit programmes should never be shown on television

Opinion on availability of sexually explicit programmes on television

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sexually explicit programmes should be freely available on any channel after 9pm</td>
<td>31%</td>
</tr>
<tr>
<td>Sexually explicit programmes should be allowed on free-to-air/TV, but only accessible in the adult section of the TV planner (EPG) after 10pm</td>
<td>22%</td>
</tr>
<tr>
<td>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).</td>
<td>21%</td>
</tr>
<tr>
<td>Sexually explicit programmes should never be shown on television</td>
<td>10%</td>
</tr>
</tbody>
</table>

The proportion who feel this type of programme should be freely available on any channel after 9pm is highest among younger age groups and declines with age. Higher among males.

The proportion who feel this type of programme should be never be shown rises with increasing age. Higher among females.

Intro to question: Please read these statements regarding the availability of sexually explicit programmes on television
QF7a – Can you please tell me which one of these statements best represents your opinion
Base: All with any TV sets in 2017 (2313)
Source: Cross Platform Media Tracker 2017

*In previous years this has been asked as a ‘how much do you agree/ disagree with each of the below statements’ question
Almost one in five think that particularly violent programmes should never be shown on television

### Opinion on availability of violent programmes on television

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Particularly violent programmes should be freely available on any channel after 9pm</td>
<td>46%</td>
</tr>
<tr>
<td>Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18</td>
<td>20%</td>
</tr>
<tr>
<td>Particularly violent programmes should never be shown on television</td>
<td>18%</td>
</tr>
</tbody>
</table>

The proportion who feel this type of programme should be freely available on any channel after 9pm is highest among younger age groups and declines with age. Higher among males.

The proportion who feel this type of programme should be *never* be shown rises with increasing age. Higher among females.

---

Intro to question: Please read these statements regarding the availability of violent programmes on television

QF7b – Can you please tell me which one of these statements best represents your opinion

Base: All with any TV sets in 2017 (2313)

Source: Cross Platform Media Tracker 2017

*In previous years this has been asked as a ‘how much do you agree/ disagree with each of the below statements’ question*
Section 2
Awareness and understanding of TV/radio regulation
Some reversal in trend towards responsibility for children’s viewing shared between parents and broadcasters and away from this being mainly parents’ responsibility. Proportion who feel parents should mainly take responsibility for children’s viewing rises with increasing age.

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

QE1 – 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?


Source: Cross Platform Media Tracker 2017
Older adults are more likely to feel parents should mainly take responsibility for children’s viewing

Opinion on whose responsibility it is to ensure children do not see unsuitable programming: 2017 sub-groups

QE1 – Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don’t see unsuitable programmes?
Base: All with any TV sets in 2017 (2313); aged 16-34 (682); 35-54 (850); 55-64 (331); 65+ (450); ABC1 (1262); C2DE (1051); Male (1087); Female (1226); Parents (726); Non-parents (1587); Parents of child aged under 5 (274); aged 5-10 (364); aged 11-16 (316). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017, between parents of any age group and all adults in 2017

Source: Cross Platform Media Tracker 2017
Most adults are aware of the watershed, with little variation over time

Watershed awareness

Aware of Watershed

Aware

94%

89%


Awareness of the watershed is lowest for 16-34 year olds and highest for 55-64 year olds. Awareness among 35-44 year olds has declined since 2016.

9pm being considered the right time for the watershed returns to 2014/2015 levels of around 60%.

Intro to question: Broadcasters are required to only show television programmes which are not suitable for children only after a certain time in the evening.

QE2 – Before today, were you aware of this?

Base: All with any TV sets (2313). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Base pre-2014: All with TV, but excluding those never watching. Dashed line to show where survey method changed.

Source: Cross Platform Media Tracker 2017
No change overall, but decline in awareness of the watershed for 35-44s since 2016


Intro to question: Broadcasters are required to only show television programmes which are not suitable for children only after a certain time in the evening.

QE2 – Before today, were you aware of this?

Base: All with any TV sets (2313), Aged 16-34 (682), Aged 35-54 (850), 55-64 (331), 65+ (450). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line to show where survey method changed.

Source: Cross Platform Media Tracker 2017
Awareness of the watershed is lower for the youngest adults

<table>
<thead>
<tr>
<th>Watershed awareness: 2017 sub-groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>89%</td>
</tr>
<tr>
<td>(2313)</td>
</tr>
</tbody>
</table>

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender, between parents and non-parents, between parents of any age group and all adults in 2017

Source: Cross Platform Media Tracker 2017
9pm being considered the right time for the watershed returns to 2014/2015 levels

Opinion on when TV channels should be allowed to broadcast programmes not suitable for children: 2014-2017

QE4 – Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022), 2017(2313). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line to show where survey method changed.

Source: Cross Platform Media Tracker 2017
Younger adults and parents with the youngest children, are more likely to think the watershed should be earlier than 9pm

Opinion on when TV channels should be allowed to broadcast programmes not suitable for children: 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>ABC1</th>
<th>C2DE</th>
<th>Male</th>
<th>Female</th>
<th>Parents</th>
<th>Non-parents</th>
<th>Child under 5</th>
<th>Child 5-10</th>
<th>Child 11-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>18%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
<td>20%</td>
<td>17%</td>
<td>18%</td>
<td>21%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Don’t know
Later than 9pm
About 9pm
Earlier than 9pm

QE4 – Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o’clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender, between parents and non-parents, between parents of any age group and all adults in 2017

Source: Cross Platform Media Tracker 2017
The incidence of adults who have seen anything on TV where they were concerned about the welfare of children taking part is consistent over time.

Overall % who have felt concerned for the welfare of children taking part in TV programmes in the last 12 months: 2011-2017

QF12 – 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?


Source: Cross Platform Media Tracker 2017
Younger adults, parents overall and parents with the youngest children, are more likely to have seen anything on TV where they were concerned about the welfare of children taking part.

Overall % who have felt concerned for the welfare of children taking part in TV programmes in the last 12 months: 2017 sub-groups

| Year | Age Group 16-34 | Age Group 35-54 | Age Group 55-64 | Age Group 65+ | ABC1 | C2DE | Male | Female | Parents | Non-parents | Child under 5 | Child 5-10 | Child 11-16 |
|------|-----------------|-----------------|-----------------|-------------|------|------|------|-------|---------|-------------|-----------|-------------|-----------|-------------|
| 2017 | 12% (682)       | 7% (850)        | 6% (331)        | 9% (450)    | 10%  (1262) | 8%  (1051) | 8%   (1087) | 9%   (1226) | 11% (726) | 8% (1587) | 13% (274)  | 10% (364) | 9% (316)   |

QF12 – In the last 12 months have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender, between parents and non-parents, between parents of any age group and all adults in 2017.

Source: Cross Platform Media Tracker 2017
The types of programmes where this content was seen are diverse, led by drama (which increased from 2016), followed by soaps and reality programmes.

Programme which caused concern for the welfare of children taking part in TV programmes in the last 12 months: 2014-2017

QF13 – Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?

Base: All who said they’d seen anything on TV and were concerned about the welfare of children or young people taking part – 2014 (234); 2015 (222); 2016 (162), 2017 (197). Prompted, multicode. Top reasons charted. Significance testing shows any difference between 2016 and 2017. Survey method changed between 2016 and 2017.

Source: Cross Platform Media Tracker 2017
Awareness of TV regulation remains high at 8 in 10 adults, with awareness higher among older adults and ABC1s. Levels of awareness of radio regulation are lower and appear to be declining over time, with awareness similarly higher among older adults and ABC1s.

### Awareness of whether regulation currently exists (2014 - 2017)

<table>
<thead>
<tr>
<th>Year</th>
<th>TV Programmes</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>82%</td>
<td>26%</td>
</tr>
<tr>
<td>2015</td>
<td>79%</td>
<td>25%</td>
</tr>
<tr>
<td>2016</td>
<td>81%</td>
<td>26%</td>
</tr>
<tr>
<td>2017</td>
<td>79%</td>
<td>26%</td>
</tr>
</tbody>
</table>

QD1/QI1 – As far as you know, are TV programmes regulated? As far as you know, is the radio regulated in terms of what can be broadcast? (When needed note was used to define – “By regulation I mean rules or guidelines about what can and can’t be shown/broadcast”)

Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069), 2017 (2386). Prompted, single code. Significance testing shows any difference between 2016 and 2017.

Dashed line to show where survey method changed.

Source: Cross Platform Media Tracker 2017
The 18-34 age group is the least likely to be aware that TV programme regulation exists

Awareness of whether TV programme regulation currently exists: 2017 sub-groups

QD1 – As far as you know, are TV programmes regulated?
Base: All respondents in 2017 (2386); aged 16-34 (724); 35-54 (870); 55-64 (337); 65+ (455); ABC1 (1312); C2DE (1074); Male (1115); Female (1271); Parents (739); Non-parents (1647). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017
Source: Cross Platform Media Tracker 2017
Social grades ABC1 are more likely to be certain that radio regulation currently exists compared to those in social grades C2DE

Awareness of whether radio regulation currently exists: 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>ABC1</th>
<th>C2DE</th>
<th>Male</th>
<th>Female</th>
<th>Parents</th>
<th>Non-parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>26%</td>
<td>27%</td>
<td>21%</td>
<td>25%</td>
<td>31%</td>
<td>23%</td>
<td>25%</td>
<td>21%</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>18%</td>
<td>19%</td>
<td>21%</td>
<td>11%</td>
<td>14%</td>
<td>15%</td>
<td>22%</td>
<td>18%</td>
<td>18%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>52%</td>
<td>59%</td>
<td>64%</td>
<td>64%</td>
<td>54%</td>
<td>59%</td>
<td>48%</td>
<td>54%</td>
<td>54%</td>
<td>58%</td>
<td>58%</td>
</tr>
</tbody>
</table>

Q1 – As far as you know, is the radio regulated in terms of what can be broadcast?

Base: All respondents in 2017 (2386); aged 16-34 (724); 35-54 (870); 55-64 (337); 65+ (455); ABC1 (1312); C2DE (1074); Male (1115); Female (1271); Parents (739); Non-parents (1647). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017

Source: Cross Platform Media Tracker 2017
Nearly two in five correctly identify Ofcom as responsible for TV programme regulation, with just a slightly lower level saying they don’t know

Opinion on who regulates TV programmes: 2014-2017
(CAPI data only for 2017 – unprompted)

QD2 – Who do you think is responsible for regulating TV programmes?
Base: All respondents aware of TV programme regulation 2014 (1485); 2015 (1656); 2016 (1670); 2017 CAPI only (846). Unprompted, first mention, single code. Significance testing shows any difference between 2016 and 2017. Survey method changed between 2016 and 2017.
Source: Cross Platform Media Tracker 2017
A third correctly identify Ofcom as responsible for TV programme regulation, with just a slightly lower level saying they don’t know.

Opinion on who regulates TV programmes: 2014-2017
(combined unprompted CAPI and prompted online data for 2017)

QD2 – Who do you think is responsible for regulating TV programmes?
Base: All respondents aware of TV programme regulation 2014 (1485); 2015 (1656); 2016 (1670); 2017 (1915). CAPI unprompted/online prompted, first mention, single code. Significance testing shows any difference between 2016 and 2017. Survey method changed between 2016 and 2017.
Source: Cross Platform Media Tracker 2017
Over a third correctly identify Ofcom as responsible for radio regulation, with a similar level saying they don’t know

(CAPI data only for 2017 – unprompted)

Q12 – Who do you think is responsible for regulating radio?
Base: All respondents aware of radio regulation 2014 (1280); 2015 (1281); 2016 (1267); 2017 CAPI only (602). Unprompted, first mention, single code. Significance testing shows any difference between 2016 and 2017. Survey method changed between 2016 and 2017.

Source: Cross Platform Media Tracker 2017
A third correctly identify Ofcom as responsible for radio regulation, with a similar level saying they don’t know.

(combined unprompted CAPI and prompted online data for 2017)

Q12 – Who do you think is responsible for regulating radio?
Base: All respondents aware of radio regulation 2014 (1280); 2015 (1281); 2016 (1267); 2017 (1369). CAPI unprompted/online prompted, first mention, single code. Significance testing shows any difference between 2016 and 2017. Survey method changed between 2016 and 2017.
Source: Cross Platform Media Tracker 2017
Over three in four think that regulation exists in order to protect young people

(CAPI data only for 2017 – unprompted)
Over three in four think that regulation exists in order to protect young people


- Protect young people: 75% (2014), 73% (2015), 76% (2016), 78% (2017)
- Protect everybody: 56% (2014), 54% (2015), 58% (2016), 48% (2017)
- Restrict sexual content/nakedness: 16% (2014), 18% (2015), 17% (2016), 18% (2017)
- Restrict bad language: 16% (2014), 18% (2015), 18% (2016), 18% (2017)
- Protect certain groups: 21% (2014), 24% (2015), 24% (2016), 24% (2017)

QD4A/QD4B – TV programmes on all channels are supposed to follow rules or guidelines about what can and can’t be shown. Why do you think there are these rules or guidelines?

Base: All respondents in 2014 (2074); 2015 (2107); 2016 (2069); 2017 (2386). CAPI unprompted/online prompted, total mentions, multicode. Significance testing shows any difference between 2015 and 2016. Survey method changed between 2016 and 2017.

Source: Cross Platform Media Tracker 2017
Three in five feel that the level of regulation is ‘about the right amount’

Opinion on current levels of TV programme regulation: historical view

QD3A – Do you think the amount of regulation for TV programmes as a whole is too much, too little or about the right amount?
Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069); 2017 (2386). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line shows where survey method changed.
Source: Cross Platform Media Tracker 2017
A quarter of those aged 65+ think that there is ‘too little’ regulation of TV programmes as a whole

Opinion on current levels of TV programme regulation: 2017 sub-groups

QD3A – Do you think the amount of regulation for TV programmes as a whole is too much, too little or about the right amount?

Base: All respondents in 2017 (2386); aged 16-34 (724); 35-54 (870); 55-64 (337); 65+ (455); ABC1 (1312); C2DE (1074); Male (1115); Female (1271); Parents (739); Non-parents (1647). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017

Source: Cross Platform Media Tracker 2017
Almost two thirds think that the current level of radio recognition is ‘about the right amount’

Opinion on current levels of Radio regulation: historical view

<table>
<thead>
<tr>
<th>Year</th>
<th>Don't know</th>
<th>Too much</th>
<th>Too little</th>
<th>About the right amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>73%</td>
</tr>
<tr>
<td>2011</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>76%</td>
</tr>
<tr>
<td>2012</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>76%</td>
</tr>
<tr>
<td>2013</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>76%</td>
</tr>
<tr>
<td>2014</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>61%</td>
</tr>
<tr>
<td>2015</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>63%</td>
</tr>
<tr>
<td>2016</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>67%</td>
</tr>
<tr>
<td>2017</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Q3 – Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069), 2017 (2386). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line shows where survey method changed.
Source: Cross Platform Media Tracker 2017
Similar opinions on current levels of radio regulation across different demographic groups. 65+ age group least likely to think ‘too much’

Opinion on current levels of Radio regulation: 2017 sub-groups

Q3 – Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?

Base: All respondents in 2017 (2386); aged 16-34 (724); 35-54 (870); 55-64 (337); 65+ (455); ABC1 (1312); C2DE (1074); Male (1115); Female (1271); Parents (843); Non-parents (1543). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017.

Source: Cross Platform Media Tracker 2017
Majority find the current levels of regulation ‘about the right amount’ for each of the channels although this has retreated this year with move towards ‘too much’

Opinion on current levels of regulation: 2014-2017

QD3B/C/D – Do you think the amount of regulation for [media type] is too much, too little, or about the right amount?
Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069), 2017 (2386). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line shows where survey method changed.

Source: Cross Platform Media Tracker 2017
Those who have seen something on TV that they consider offensive are more likely to think that current levels of regulation are ‘too little’

Opinion on current levels of regulation – by whether something offensive seen on TV in the last 12 months: 2017

Q03 – Do you think the amount of regulation for [media type] is too much, too little, or about the right amount?
Base: All with any TV sets who have seen something offensive (435); who have not seen something offensive (1745). Prompted, single code. Significance testing shows any difference between those who have and have not seen something offensive in the last 12 months.
Source: Cross Platform Media Tracker 2017
Section 3
Attitudes towards TV/radio advertising, sponsorship, product placement and promotions
No change in the correct identification of the P symbol since 2016, and this is less likely among older adults, C2DE adults and males.

Awareness of product placement symbol

QC1/QC1a – Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? IF YES – Do you know what this symbol is used for?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022), 2017 (2313); aged 16-34 (682); 35-54 (850); 55-64 (331); 65+ (450); ABC1 (1262); C2DE (1051); Male (1087); Female (1226); Parents (726); Non-parents (1587). Prompted, single code. Significance testing shows any difference between 2016 and 2017 and between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. Dashed line shows where survey method changed.

Source: Cross Platform Media Tracker 2017
Three quarters aware of programme trailers, similar to previous years. More in 2017 noted product placement than 2016

Awareness of commercial messages: 2014-2017

The 65+ age band are the least aware of product placement and of trailers or promotions for websites/other services; while social grades ABC1 are more likely to be aware of different types of commercial messages; and programme sponsorship and channel promotions or trailers are mentioned more frequently by males than females – although the broad pattern or awareness is similar; and programme sponsorship and channel promotions or trailers are mentioned more frequently by males than females – although the broad pattern or awareness is similar.

QC2 – Which of the following, if any, are you aware of on television?


Source: Cross Platform Media Tracker 2017
65+ age band are the least aware of product placement and of trailers or promotions for websites/ other services

Awareness of commercial messages: 2017, by age

QC2 – Which of the following, if any, are you aware of on television?
Base: All with any TV sets in 2017 (2313); aged 16-34 (682); 35-54 (850); 55-64 (331); 65+ (450). Significance testing shows any difference between any age group and all adults in 2017.
Source: Cross Platform Media Tracker 2017
Social grades ABC1 are more likely to be aware of different types of commercial messages

Awareness of commercial messages: 2017, by SEG

QC2 – Which of the following, if any, are you aware of on television?
Base: All with any TV sets in 2017 ABC1 (1262); C2DE (1051). Prompted, multicode. Significance testing shows any difference between socio-economic groups in 2017
Source: Cross Platform Media Tracker 2017
Programme sponsorship and channel promotions or trailers are mentioned more frequently by males than females – although the broad pattern or awareness is similar.

Awareness of commercial messages: 2017, by gender

**QC2 – Which of the following, if any, are you aware of on television?**
Base: All with any TV sets in 2017 Male (1087); Female (1226) . Prompted, multicode. Significance testing shows any difference by gender in 2017
Source: Cross Platform Media Tracker 2017
Almost half think there are already more advertising breaks in an hour than they are happy with on the main and other commercial channels. However, the proportion saying this has declined from 2016.

Opinion on frequency of advertising breaks on TV: 2014-2017

*Main commercial channels*
- **2014**: 56% (56), 33% (33), 4% (4), 2% (2)
- **2015**: 51% (51), 38% (38), 6% (6), 3% (3)
- **2016**: 54% (54), 38% (38), 4% (4), 2% (2)
- **2017**: 47% (47), 38% (38), 6% (6), 3% (3)

*Other commercial channels*
- **2014**: 5% (5), 38% (38), 4% (4), 6% (6)
- **2015**: 6% (6), 38% (38), 4% (4), 2% (2)
- **2016**: 4% (4), 38% (38), 6% (6), 3% (3)
- **2017**: 5% (5), 36% (36), 3% (3), 6% (6)

QC9/C10 – Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free-to-air channels – that is ITV1, Channel 4 and Channel 5/ on the other commercial channels – all the other channels with adverts except for ITV1, Channel 4 and Channel 5?

- **Don't know**
- **There are already more advertising breaks in an hour than I am really happy with**
- **The present number of advertising breaks doesn't bother me, but I would not want any more**
- **A small increase in the number of advertising breaks would not bother me**
- **There could be quite a few more advertising breaks in an hour before it bothered me**

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022); 2017 (2313). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line shows where survey method changed.

Source: Cross Platform Media Tracker 2017
Almost half think there are already more advertising minutes than they are happy with on the main and other commercial channels. However, the proportion saying this has declined from 2016.

Opinion on amount of TV advertising minutes: 2014-2017

QC11/C12 – Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free-to-air channels – that is ITV1, Channel 4 and Channel 5/ on the other commercial channels – all the other channels with adverts except for ITV1, Channel 4 and Channel 5?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2022); 2017 (2313). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line shows where survey method changed.

Source: Cross Platform Media Tracker 2017
Half of commercial radio listeners feel that the present level of advertising and sponsorship does not bother them but they would not wish any more.

Opinion on amount of commercial activity on radio: advertising and programme sponsorship: 2014-2017

QG4 – 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?

Base: All who listen to commercial radio stations in 2014 (752); 2015 (1165); 2016 (1145); 2017 (1337). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line shows where survey method changed.

Source: Cross Platform Media Tracker 2017
Almost one in four feel a concern about advertising on television. Those aged 55+ are more likely to have a concern.

<table>
<thead>
<tr>
<th>Year</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>17%</td>
<td>19%</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>2015</td>
<td>16%</td>
<td>19%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>2016</td>
<td>17%</td>
<td>19%</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>2017</td>
<td>16%</td>
<td>19%</td>
<td>30%</td>
<td>32%</td>
</tr>
</tbody>
</table>

QC3a – Do you have any concerns about advertising on television?
Base: All with any TV sets (as indicated on chart). Unprompted, multicode. Significance testing shows any difference between 2016 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. Dashed line shows where survey method changed.
Source: Cross Platform Media Tracker 2017
The frequency and length of advertising breaks are the top two concerns mentioned

Concerns about advertising: 2017 (CAPI data only – unprompted)

QC3 – What do you have concerns about?
Base: All with concerns about advertising (222). Unprompted, multicode. Top reasons charted (all over 25%).
Source: Cross Platform Media Tracker 2017
The frequency and length of advertising breaks are the top two concerns mentioned

Concerns about advertising: 2017
(combined unprompted CAPI and prompted online data)

QC3 – What do you have concerns about?
Base: All with concerns about advertising (516). CAPI unprompted/online prompted, multicode. Top reasons charted (all over 25%).
Source: Cross Platform Media Tracker 2017
When prompted, just over half have a concern and the top two mentioned are ads for payday loans/credit and ads relating to gambling

Types of advertising that cause concern: 2017

- Ads for payday loans/credit
- Ads for gambling/bookmakers/gambling websites
- Ads offering compensation in no win no fee deals
- Ads for junk food/unhealthy food/food high in sugar/fat/salt
- Ads for e-cigarettes/vaping
- Ads for credit cards
- Ads for alcohol
- Ads for charities/refugee appeals
- Ads for children’s toys
- Ads for public health campaigns
- Net: Any Concerns

QC4 – Which of these types of advertising on television do you have any concerns about?
Base: All with working TVs at home (2313), Parents (726); Non-Parents (1587). Unprompted, multicode.
Source: Cross Platform Media Tracker 2017
In 2016 almost one in three agree that broadcasters should be free to show programmes about public figures without consent

“TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent”: historical pre-2017 view

QJ1A – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – TV broadcasters should be free to show programmes that scrutinise the lives of politicians or other public figures without them giving consent

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

Source: Cross Platform Media Tracker 2017
Just over one in five agree that broadcasters should be free to show programmes about **celebrities** without consent

“**TV broadcasters should be free to show programmes that scrutinise the lives of celebrities without them giving consent**”: 2017 sub-groups

Q1A – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – **TV broadcasters should be free to show programmes that scrutinise the lives of celebrities without them giving consent**

Base: All respondents as indicated in chart. Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017

Source: Cross Platform Media Tracker 2017

<table>
<thead>
<tr>
<th></th>
<th>2017 (2386)</th>
<th>16-34 (724)</th>
<th>35-54 (870)</th>
<th>55-64 (337)</th>
<th>65+ (455)</th>
<th>ABC1 (1312)</th>
<th>C2DE (1074)</th>
<th>Male (1115)</th>
<th>Female (1271)</th>
<th>Parents (739)</th>
<th>Non-parents (1647)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>49%</td>
<td>32%</td>
<td>31%</td>
<td>18%</td>
<td>28%</td>
<td>49%</td>
<td>30%</td>
<td>27%</td>
<td>16%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Neither/ No opinion</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>31%</td>
<td>28%</td>
<td>30%</td>
<td>30%</td>
<td>29%</td>
<td>29%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Disagree</td>
<td>21%</td>
<td>24%</td>
<td>21%</td>
<td>18%</td>
<td>22%</td>
<td>43%</td>
<td>55%</td>
<td>29%</td>
<td>31%</td>
<td>22%</td>
<td>21%</td>
</tr>
</tbody>
</table>

NB this was asked as one question in previous years
A third agree that broadcasters should be free to show programmes about politicians without consent

“TV broadcasters should be free to show programmes that scrutinise the lives of politicians without them giving consent”:

2017 sub-groups

Q18B – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – TV broadcasters should be free to show programmes that scrutinise the lives of politicians without them giving consent

Base: All respondents as indicated in chart. Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017

Source: Cross Platform Media Tracker 2017
A quarter agree that broadcasters should be free to show programmes about other public figures without consent

“TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent”: 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>Age Group</th>
<th>Agree</th>
<th>Neither/No Opinion</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>16-34</td>
<td>46%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>35-54</td>
<td>43%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>45%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td>55%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>ABC1</td>
<td>45%</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>C2DE</td>
<td>47%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>39%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>52%</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Parents</td>
<td>44%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Non-parents</td>
<td>47%</td>
<td>30%</td>
<td>23%</td>
</tr>
</tbody>
</table>

NB this was asked as one question in previous years

QJ1C – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – *TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent*

Base: All respondents as indicated in chart. Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017

Source: Cross Platform Media Tracker 2017
A higher proportion agree broadcasters should be free to show programmes that scrutinise the lives of politicians without consent than for celebrities/other public figures – but still a minority view

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

Celebrities

- Disagree: 21%
- Neither/No opinion: 30%
- Agree: 49%

Politicians

- Disagree: 33%
- Neither/No opinion: 29%
- Agree: 38%

Other Public Figures

- Disagree: 23%
- Neither/No opinion: 31%
- Agree: 46%

NB this was asked as one question in previous years.
Just over one in ten agree that broadcasters should be free to show programmes about the general public without consent

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

The proportion who disagree that broadcasters should be free to show programmes about the general public without consent increases with age.
Those aged 65+ most likely to disagree that broadcasters should be free to show programmes about the general public without consent

“TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent”: 2017 sub-groups

Q1D – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent

Base: All respondents in 2017 (2386); aged 16-34 (724); 35-54 (870); 55-64 (337); 65+ (455); ABC1 (1312); C2DE (1074); Male (1115); Female (1271); Parents (739); Non-parents (1647). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. Source: Cross Platform Media Tracker 2017
Newspapers considered the most intrusive media for in the case of both people in the public eye and the general public

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

<table>
<thead>
<tr>
<th>Year</th>
<th>People in the public eye</th>
<th>Members of the general public</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>4%</td>
<td>15%</td>
</tr>
<tr>
<td>2015</td>
<td>6%</td>
<td>16%</td>
</tr>
<tr>
<td>2016</td>
<td>7%</td>
<td>18%</td>
</tr>
<tr>
<td>2017</td>
<td>10%</td>
<td>20%</td>
</tr>
</tbody>
</table>

QJ2/5 – Thinking specifically about people in the public eye – that is celebrities, politicians and other public figures rather than the general public, which one, if any of these sources do you feel is the most intrusive into the lives of these people?/ Now thinking specifically about members of the general public, which one, if any of these sources do you feel is the most intrusive into the lives of members of the public?

Base: All respondents 2014 (2074); 2015 (2107); 2016 (2069); 2017 (2386). Responses ≥ 3% labelled. Promted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line shows where survey method changed. Source: Cross Platform Media Tracker 2017
Incidence of television being thought to be the most intrusive media into the lives of people in the public eye is higher for those aged 65+

Those who say that television is the most intrusive media into the lives of people in the public eye: 2014-2017 and 2017 sub-groups

QJ2 – 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?


Source: Cross Platform Media Tracker 2017
Section 4
On-demand and online content – harm, offence and regulation
Almost one in ten are concerned about something they saw on-demand or online a decline from 2015.

Overall % who watch on-demand content who have been concerned by something: 2014-2017 and 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>Age Group</th>
<th>Concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>16-34</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>35-54</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td>5%</td>
</tr>
<tr>
<td>2015</td>
<td>16-34</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>35-54</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td>5%</td>
</tr>
<tr>
<td>2017</td>
<td>16-34</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>35-54</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td>9%</td>
</tr>
</tbody>
</table>

QL1 – Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen caused you any concern?

Base: All who have watched anything on-line or on-demand in the last 12 months (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2015 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. Dashed line shows where survey method changed.

Source: Cross Platform Media Tracker 2017
Bad language is the top reason for concern – mentioned by over a third

Type of material on-line/on-demand which caused concern: 2014-2017

<table>
<thead>
<tr>
<th>Type of Material</th>
<th>2014</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad language</td>
<td>27%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Bullying/victimising</td>
<td>36%</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Sex/sexually explicit</td>
<td>30%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Dangerous behaviour</td>
<td>18%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Violence in general</td>
<td>39%</td>
<td>50%</td>
<td>39%</td>
</tr>
<tr>
<td>Drugs/drug use</td>
<td>18%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Content harmful to esteem</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Accuracy of medical/health claims</td>
<td>12%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Trolling/on-line harassment</td>
<td>13%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Pornography</td>
<td>24%</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

QL2 – What kind of things caused you concern on the on-line or on-demand TV or video content you saw?

Base: All who said they’d seen something of concern on any on-line or on-demand service (9% of adults who watch on-demand content in 2017). 2015 (471); 2016 (166); 2017 (171). Prompted, multicode. Significance testing shows any differences between 2015 and 2017. Top material shown (15% or more). Survey method changed between 2016 and 2017.

Source: Cross Platform Media Tracker 2017
Bad language is most likely to cause offence among those who had noticed something of concern online or on-demand

Type of material on-line/ on-demand which offended: 2017

<table>
<thead>
<tr>
<th>Type of Material</th>
<th>Caused Concern</th>
<th>Offensive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad language</td>
<td>36%</td>
<td>26%</td>
</tr>
<tr>
<td>Bullying/victimising</td>
<td>26%</td>
<td>13%</td>
</tr>
<tr>
<td>Sex/sexually explicit content</td>
<td>25%</td>
<td>12%</td>
</tr>
<tr>
<td>Dangerous behaviour</td>
<td>21%</td>
<td>10%</td>
</tr>
<tr>
<td>Violence (in general)</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Drugs/drug use</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Content harmful to self-esteem</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Accuracy of medical/health claims</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>Trolling/on-line harassment</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Pornography</td>
<td>15%</td>
<td>8%</td>
</tr>
</tbody>
</table>

QL4 – Now still thinking about the content that caused concern, please can you indicate which if any you also found to be offensive?

Base: All who said they’d seen something of concern on any on-line or on-demand service (9% of adults who watch on-demand content) (172) .Prompted, multicode.

Source: Cross Platform Media Tracker 2017
Those concerned about material on-line/on-demand are most likely to think bad language is harmful to children.

Type of material on-line/on-demand which could be harmful to children: 2017

- Bad language: 36%
- Bullying/victimising: 26%
- Sex/sexually explicit content: 25%
- Dangerous behaviour: 21%
- Violence (in general): 20%
- Drugs/drug use: 19%
- Content harmful to self-esteem: 18%
- Accuracy of medical/health claims: 16%
- Trolling/on-line harassment: 16%
- Pornography: 15%

QL5 – Thinking about the content that caused concern, please can you indicate which of these do you think could be harmful to children?

Base: All who said they’d seen something of concern on any on-line or on-demand service (9% of adults who watch on-demand content) (172). Prompted, multicode.

Source: Cross Platform Media Tracker 2017
Stopping viewing is the most common reaction to seeing something that caused concern on-line/on-demand. Parents are more likely than non-parents to tell someone else.

Reaction following seeing something which caused concern on-line/ on-demand: 2017

<table>
<thead>
<tr>
<th>Action</th>
<th>All adults 16+</th>
<th>Parents</th>
<th>Non-Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stopped viewing</td>
<td>46%</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>Told another family member</td>
<td>23%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Told your friends</td>
<td>22%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Told someone else</td>
<td>18%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Complained/ reported to a third party body</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Told your parents</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>1%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Net: Any Action</strong></td>
<td><strong>85%</strong></td>
<td><strong>86%</strong></td>
<td><strong>83%</strong></td>
</tr>
</tbody>
</table>

Source: Cross Platform Media Tracker 2017

(QL7 – And how have you generally reacted when you have seen something that caused you concern? In other words, what have you done?

Base: All who said they’d seen something of concern on any on-line or on-demand service (9% of adults who watch on-demand content) (172). Prompted, multicode. Significance testing shows any difference between parents and non-parents in 2017.

Source: Cross Platform Media Tracker 2017)
One in five think that all type of on-line/ on-demand content should be highly regulated. Higher among parents, females and C2DE groups.

How necessary people perceive regulation of on-line/ on-demand TV/ video content: 2014, 2017 and 2017 sub-groups

Q M1 – Thinking about all the types of online/ on-demand TV or video content you are aware of, please can you say how much regulation there should be on a scale of 1 to 5.


Source: Cross Platform Media Tracker 2017
Three in four of those undertaking at least one type of ODO activity think there is some regulation

Awareness of regulation of online content: 2017

- Net: believe any online content/ on demand content is regulated (2121) - 78%
- TV programmes or films that have been broadcast using broadcaster catch-up services (1469) - 76%
- TV Live at the time of Broadcast (1875) - 75%
- Free Video On-Demand content available as part of your subscription through your TV service provider (767) - 72%
- Paid Video On-demand content available through your TV service provider (321) - 69%
- TV box sets or films from an online pay-per-view or download to own service (171) - 64%
- TV, box sets or films from an online subscription service (771) - 59%
- Longer videos through websites such as YouTube (738) - 31%
- Short clips through websites such as YouTube (1122) - 27%

QM2 – As far as you know, are each of the following online services regulated?
Base: All carrying out each viewing activity in the last 12 months (base on chart). Prompted, multicode.
Source: Cross Platform Media Tracker 2017
Three in ten identify Ofcom as the regulator responsible for on-line/on-demand content

Awareness of who is responsible for regulating on-demand content: 2017

QM3 – Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about? Unprompted.
Base: All respondents (2386)
Source: Cross Platform Media Tracker 2017
Overall about half of respondents think regulation is about right for most types of content. However, around one in four think that there is ‘too little’ regulation on short clips/ longer videos available through websites such as YouTube. Parents are more likely than non-parents to say there is too little regulation.

Opinions on current level of online/ on-demand regulation: 2017

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Too much</th>
<th>Too Little</th>
<th>About the Right Amount</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online and on-demand TV or video services</td>
<td>28%</td>
<td>53%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>TV Live at the time of Broadcast</td>
<td>7%</td>
<td>79%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>TV programmes or films that have been broadcast using broadcaster catch-up services</td>
<td>7%</td>
<td>80%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Free Video On-Demand content available as part of your subscription through your TV service provider</td>
<td>7%</td>
<td>76%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Paid Video On-Demand content available through your TV service provider</td>
<td>8%</td>
<td>78%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>TV, box sets or films from an online subscription service</td>
<td>7%</td>
<td>81%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>TV box sets or films from an online pay-per-view or download to own service</td>
<td>6%</td>
<td>80%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Short clips through websites such as YouTube</td>
<td>9%</td>
<td>58%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Longer videos through websites such as YouTube</td>
<td>8%</td>
<td>57%</td>
<td>25%</td>
<td>11%</td>
</tr>
</tbody>
</table>

QM4 – Do you think the amount of regulation for each of the following is too much, too little or about the right amount?
Base: All who believe each ODO service is regulated as indicated in chart.
Source: Cross Platform Media Tracker 2017
Overall about half of respondents think regulation is about right, although parents are more likely than non-parents to say there is too little

Opinions on current level of regulation of all ODO services: 2017 sub-groups

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>ABC1</th>
<th>C2DE</th>
<th>Male</th>
<th>Female</th>
<th>Parents</th>
<th>Non-parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>28%</td>
<td>16%</td>
<td>18%</td>
<td>14%</td>
<td>15%</td>
<td>16%</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>16-34</td>
<td>21%</td>
<td>15%</td>
<td>14%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
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<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>35-54</td>
<td>22%</td>
<td>18%</td>
<td>14%</td>
<td>15%</td>
<td>10%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>55-64</td>
<td>35%</td>
<td>15%</td>
<td>15%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>65+</td>
<td>46%</td>
<td>42%</td>
<td>42%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>ABC1</td>
<td>26%</td>
<td>43%</td>
<td>43%</td>
<td>43%</td>
<td>46%</td>
<td>42%</td>
<td>42%</td>
<td>42%</td>
<td>42%</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>C2DE</td>
<td>29%</td>
<td>54%</td>
<td>54%</td>
<td>29%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>Male</td>
<td>27%</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Female</td>
<td>28%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Parents</td>
<td>22%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>Non-parents</td>
<td>30%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

QM4 – Do you think the amount of regulation for each of the following is too much, too little or about the right amount?
Base: All respondents as indicated in chart. Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017
Source: Cross Platform Media Tracker 2017
A third claim to be aware of ‘flagging option’ overall. This ranges from nearly half of 18-34s to one in seven of those aged 65+

Recall of ‘flagging’ options with online content: 2017 sub-groups

QM5 – 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. Have you ever seen this type of reporting tool on any of the services that you use?

Base: All respondents who have watched anything ODO in the last 12 months as shown on chart. Prompted, single code. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017

Source: Cross Platform Media Tracker 2017
‘Flagging’ options are most likely to have been seen when using services such as YouTube that offer short clips or longer videos.

Services where the ‘flagging’ options have been seen: 2017

- Short clips through websites such as YouTube: 51%
- Longer videos through websites such as YouTube: 39%
- TV Live at the time of Broadcast: 21%
- TV programmes or films that have been broadcast using broadcaster catch-up services: 16%
- TV, box sets or films from an online subscription service: 11%
- Free Video On-Demand content available as part of your subscription through your TV service provider: 9%
- Paid Video On-demand content available through your TV service provider: 3%
- TV box sets or films from an online pay-per-view or download to own service: 2%

QM5A – Which services have you seen it [flagging options] on?
Base: All aware of reporting tools (610)
Source: Cross Platform Media Tracker 2017
‘Flagging’ options are most likely to have used on services such as YouTube that offer short clips or longer videos

Services where content has been reported: 2017

- Short clips through websites such as YouTube (311) - 22%
- Longer videos through websites such as YouTube (234) - 19%
- TV Live at the time of Broadcast (123) - 16%
- Free Video On-Demand content available as part of your subscription through your TV service provider (53*) - 16%
- TV programmes or films that have been broadcast using broadcaster catch-up services (93) - 13%
- TV, box sets or films from an online subscription service (68*) - 8%

QM6 – Have you ever reported content on the following using its content reporting tool? Base: All aware of reporting tools (bases on chart) *LOW BASE SIZE <100
Source: Cross Platform Media Tracker 2017
Three in five recall being asked their age before accessing ODO content – this is highest for those in the 16-34 age bracket

Recall of ‘being asked for age’ before accessing ODO content: 2014, 2017 and 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>ABC1</th>
<th>C2DE</th>
<th>Male</th>
<th>Female</th>
<th>Parents</th>
<th>Non-parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>58%</td>
<td>60%</td>
<td>69%</td>
<td>58%</td>
<td>63%</td>
<td>63%</td>
<td>58%</td>
<td>63%</td>
<td>63%</td>
<td>59%</td>
</tr>
<tr>
<td>2017</td>
<td>36%</td>
<td>32%</td>
<td>34%</td>
<td>36%</td>
<td>31%</td>
<td>34%</td>
<td>35%</td>
<td>30%</td>
<td>31%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Qm7 – When accessing ODO content have you ever noticed being asked for your age before accessing content?

Base: All respondents who have watched anything ODO in the last 12 months as shown on chart. Prompted, single code. Significance testing shows any difference between 2014 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. Dashed line shows where survey method changed.

Source: Cross Platform Media Tracker 2017
One in five think there should be more regulation of online content delivered by foreign service providers than for those from the UK

Opinion on regulation of online content delivered by foreign service providers: 2014, 2017 and 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2017</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>ABC1</th>
<th>C2DE</th>
<th>Male</th>
<th>Female</th>
<th>Parents</th>
<th>Non-parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't Know</td>
<td>13%</td>
<td>18%</td>
<td>18%</td>
<td>15%</td>
<td>17%</td>
<td>23%</td>
<td>14%</td>
<td>22%</td>
<td>17%</td>
<td>19%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Don't think there should be any regulation for this type of content shown online or on demand</td>
<td>58%</td>
<td>55%</td>
<td>57%</td>
<td>56%</td>
<td>52%</td>
<td>52%</td>
<td>58%</td>
<td>51%</td>
<td>55%</td>
<td>54%</td>
<td>53%</td>
<td>56%</td>
</tr>
<tr>
<td>Less regulated than that from UK service providers</td>
<td>19%</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
<td>24%</td>
<td>19%</td>
<td>20%</td>
<td>20%</td>
<td>19%</td>
<td>21%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Same level of regulation for both</td>
<td>19%</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
<td>24%</td>
<td>19%</td>
<td>20%</td>
<td>20%</td>
<td>19%</td>
<td>21%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>More regulated than that from UK service providers</td>
<td>19%</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
<td>24%</td>
<td>19%</td>
<td>20%</td>
<td>20%</td>
<td>19%</td>
<td>21%</td>
<td>23%</td>
<td>19%</td>
</tr>
</tbody>
</table>

QN1 – Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers, 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?

Base: All respondents as indicated in chart. Significance testing shows any difference between 2014 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. Dashed line shows where survey method changed.

Source: Cross Platform Media Tracker 2017
Just over one in four regularly play games online, ranging from nearly half of those aged 16-34 to less than one in ten of those aged 65+

Regularly play online games on any device: 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>ABC1</th>
<th>C2DE</th>
<th>Male</th>
<th>Female</th>
<th>Parents</th>
<th>Non-parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>27%</td>
<td>27%</td>
<td>16%</td>
<td>7%</td>
<td>26%</td>
<td>28%</td>
<td>28%</td>
<td>26%</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>(2386)</td>
<td>(724)</td>
<td>(870)</td>
<td>(337)</td>
<td>(1312)</td>
<td>(1074)</td>
<td>(1115)</td>
<td>(1271)</td>
<td>(739)</td>
<td>(1647)</td>
</tr>
</tbody>
</table>

QN2 – Do you regularly play online games on any device?
Base: All respondents as indicated in chart. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017.
Source: Cross Platform Media Tracker 2017
Just over one in four regularly play games online, ranging from nearly half of those aged 16-34 to less than one in ten of those aged 65+

Regularly play online games on any device: 2014, 2017 and 2017 sub-groups

QN2 – Do you regularly play online games on any device?
Base: All respondents as indicated in chart. Significance testing shows any difference between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. Dashed line shows where survey method changed.
Source: Cross Platform Media Tracker 2017
One in ten of those who play online games regularly have seen something while playing a game that caused them concern

Regularly Play Online games on any device: 2017 sub-groups

QN3 – Has anything you have seen whilst playing an online game caused you any concern?

Base: All respondents playing games regularly as indicated in chart. Significance testing shows any difference between 2014 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. *LOW BASE <100

Source: Cross Platform Media Tracker 2017
One in ten of those who play online games regularly have seen something while playing a game that caused them concern

Regularly Play Online games on any device: 2014, 2017 and 2017 sub-groups

<table>
<thead>
<tr>
<th>Year</th>
<th>16-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>ABC1</th>
<th>C2DE</th>
<th>Male</th>
<th>Female</th>
<th>Parents</th>
<th>Non-parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QN3 – Has anything you have seen whilst playing an online game caused you any concern?

Base: All respondents playing games regularly as indicated in chart. Significance testing shows any difference between 2014 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017. Dashed line shows where survey method changed.

*LOW BASE <100

Source: Cross Platform Media Tracker 2017
Cross Platform Media Tracker 2017
Audience Attitudes to Programme Standards

Produced by: BDRC

Fieldwork: April-December 2017