

Cross Platform Media Tracker 2017

Audience Attitudes to Programme Standards

Produced by: BDRC

Fieldwork: April-December 2017

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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.

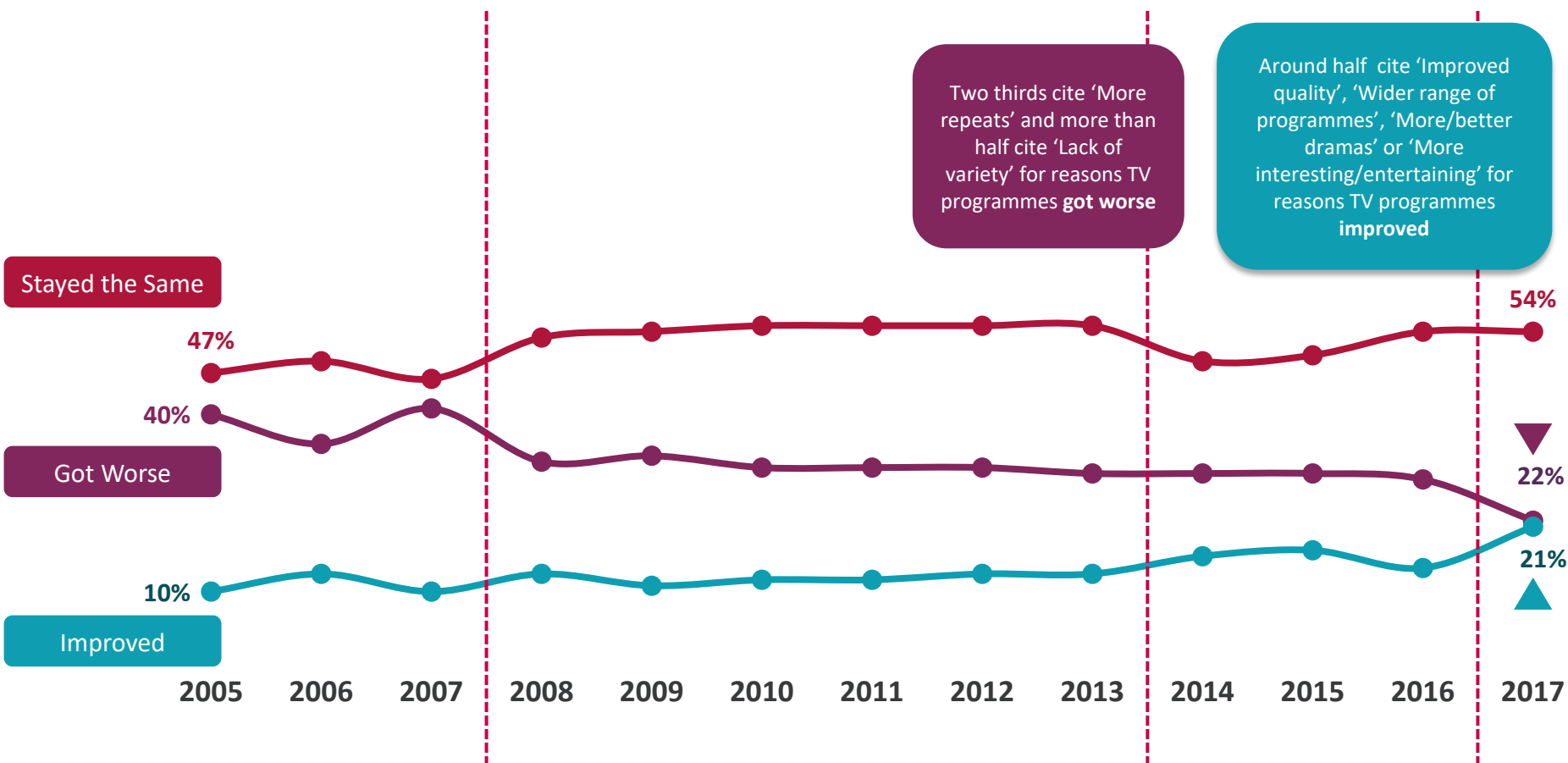
Section 1

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



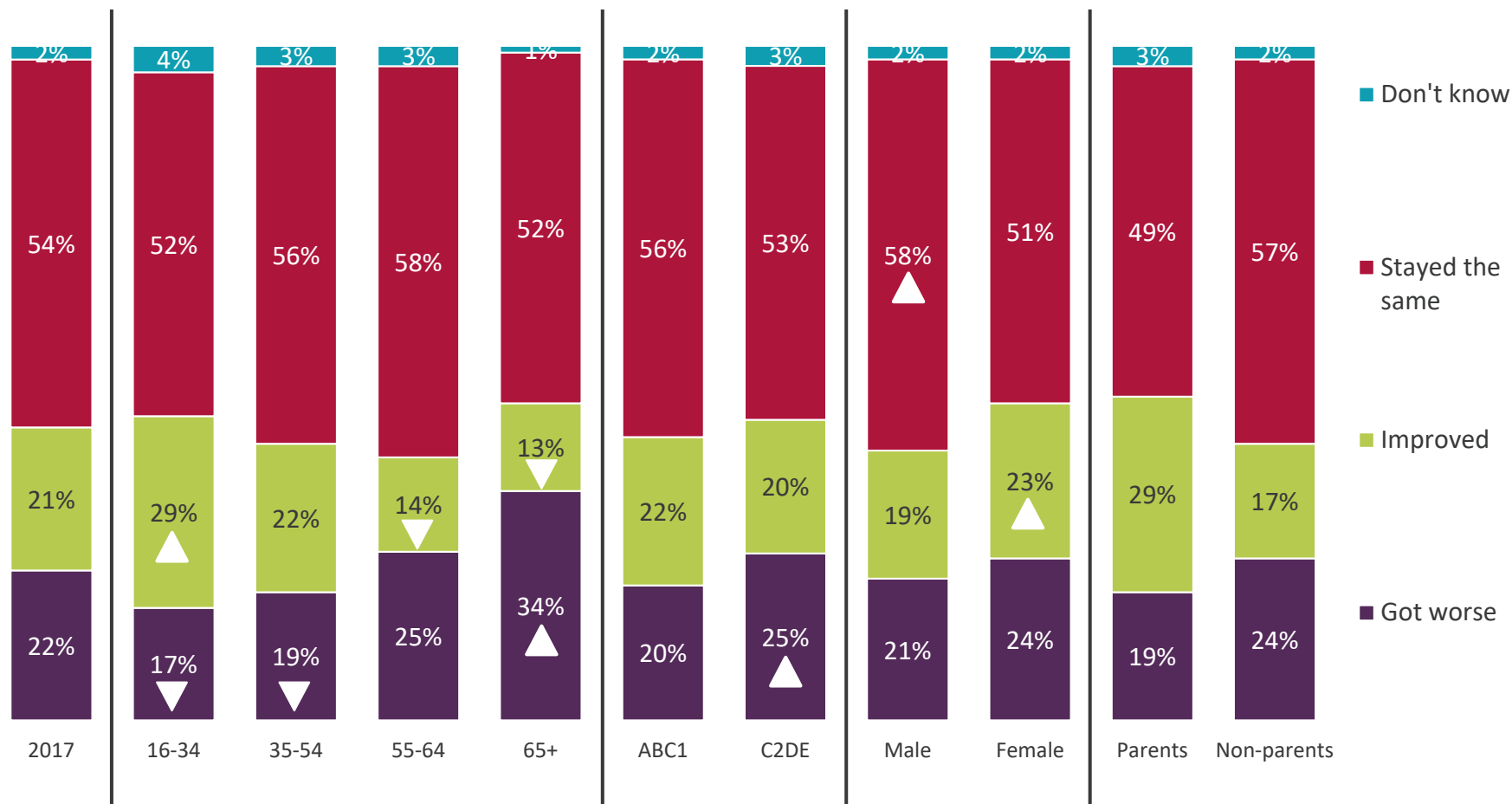
QB1 – Do you feel that over the past year television programmes have improved, got worse or stayed about the same?

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



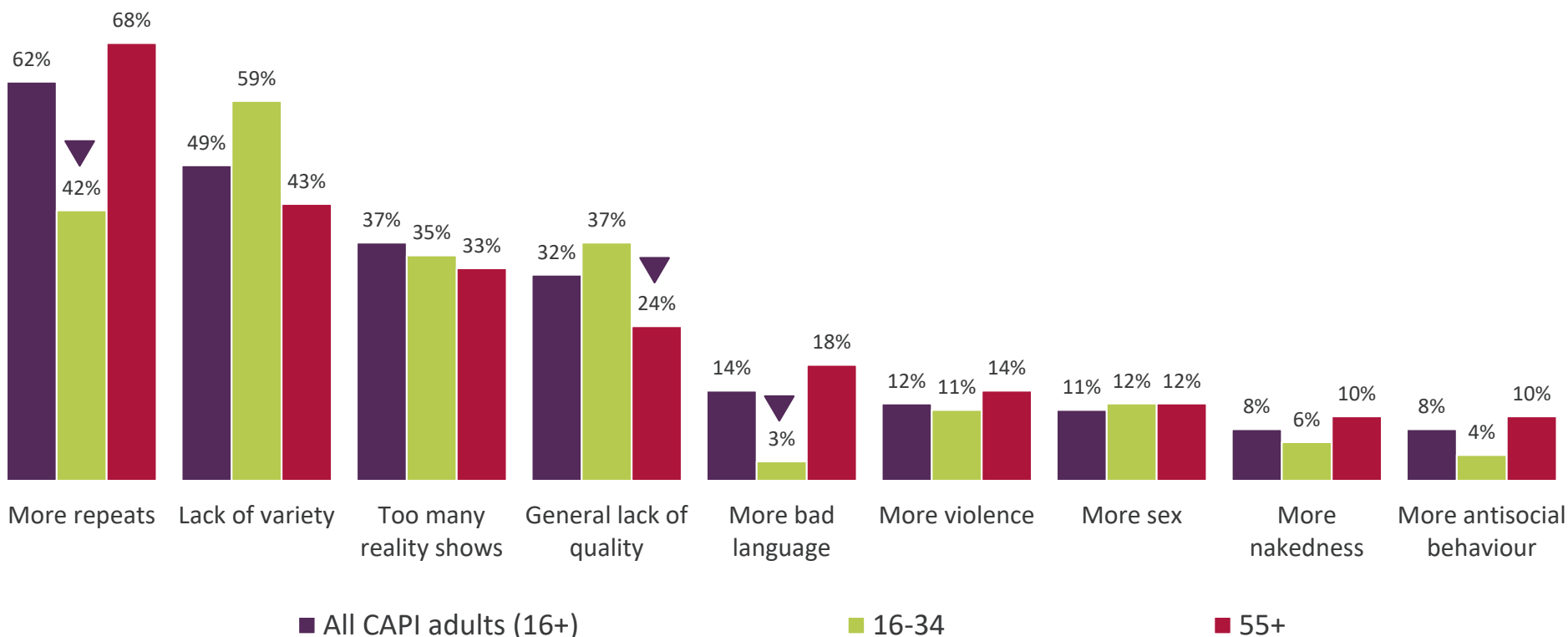
QB1 – Do you feel that over the past year television programmes have improved, got worse or stayed about the same?

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)



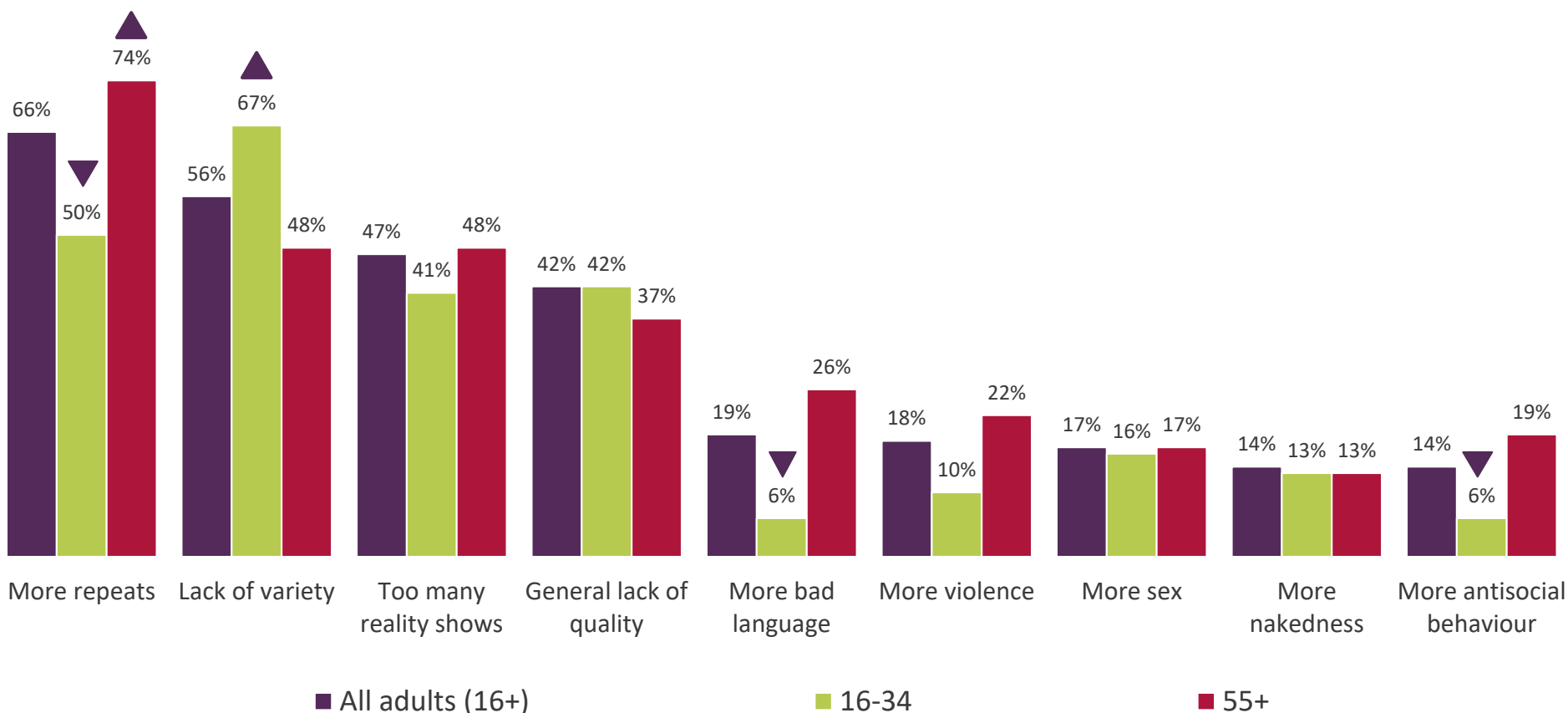
QB3 – In what ways do you think that television programmes have got worse over the past year?

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

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)



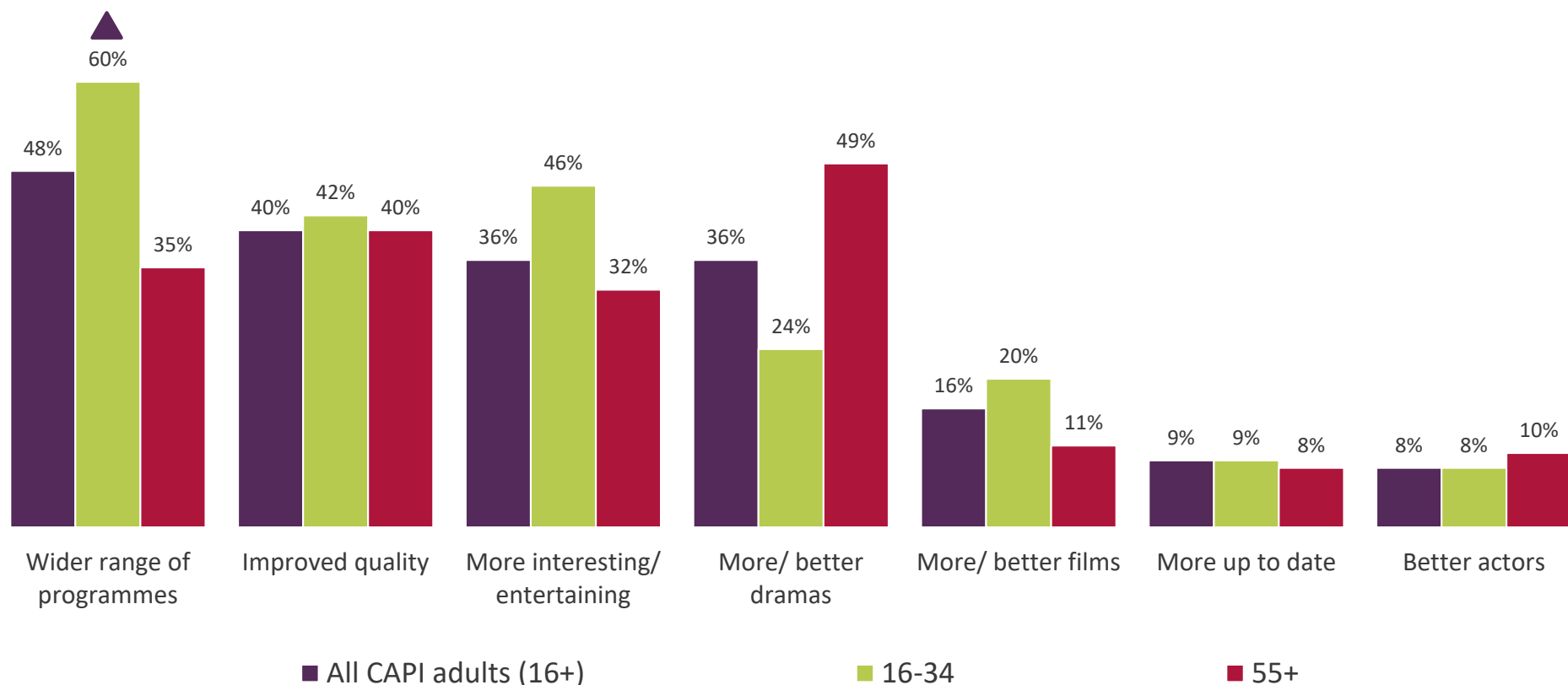
QB3 – In what ways do you think that television programmes have got worse over the past year?

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'

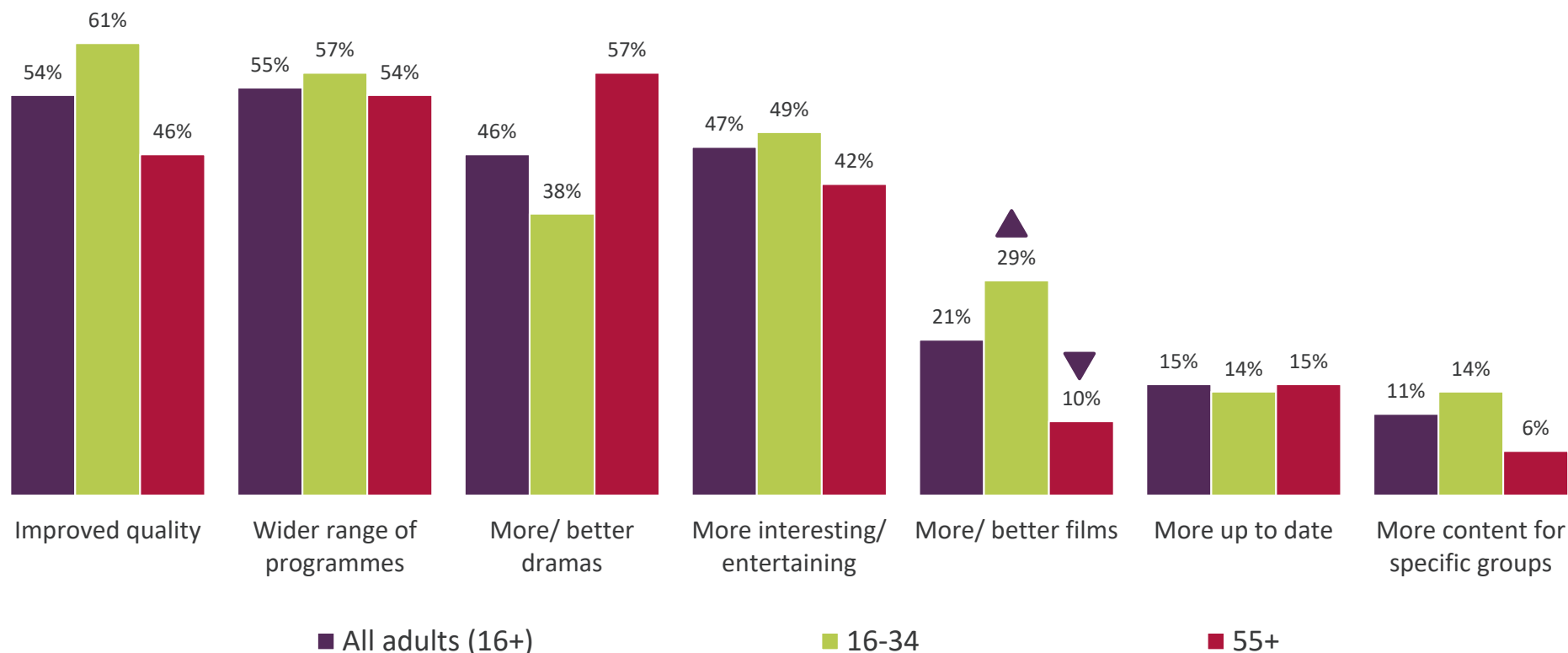
Top reasons given for programmes having improved: 2017, by age
(CAPI data only – unprompted)



QB2 – 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.
 *LOW BASE SIZE <100 **VERY LOW BASE SIZE <50
 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)



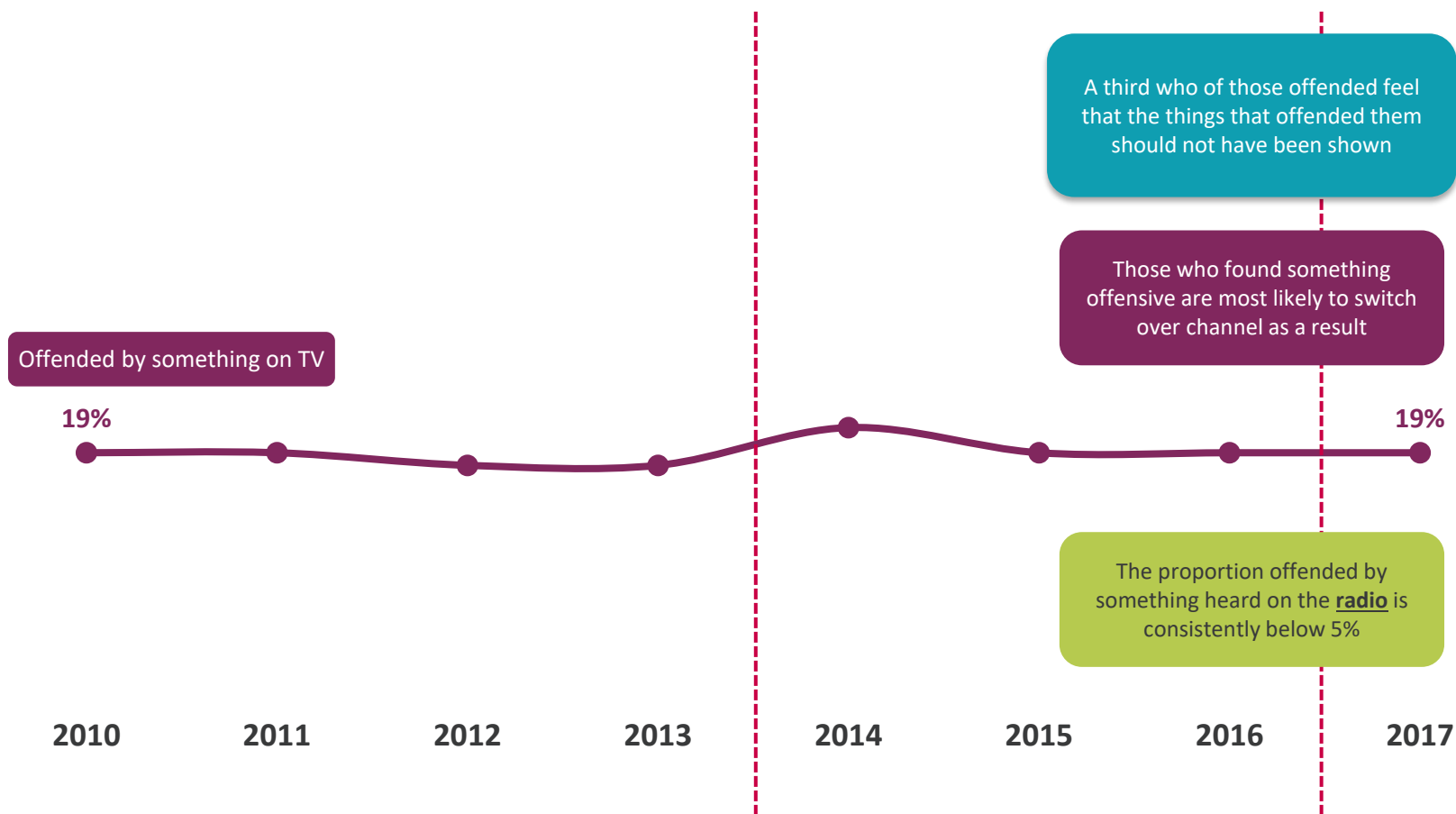
QB2 – In what ways do you think that television programmes have improved over the past year?

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



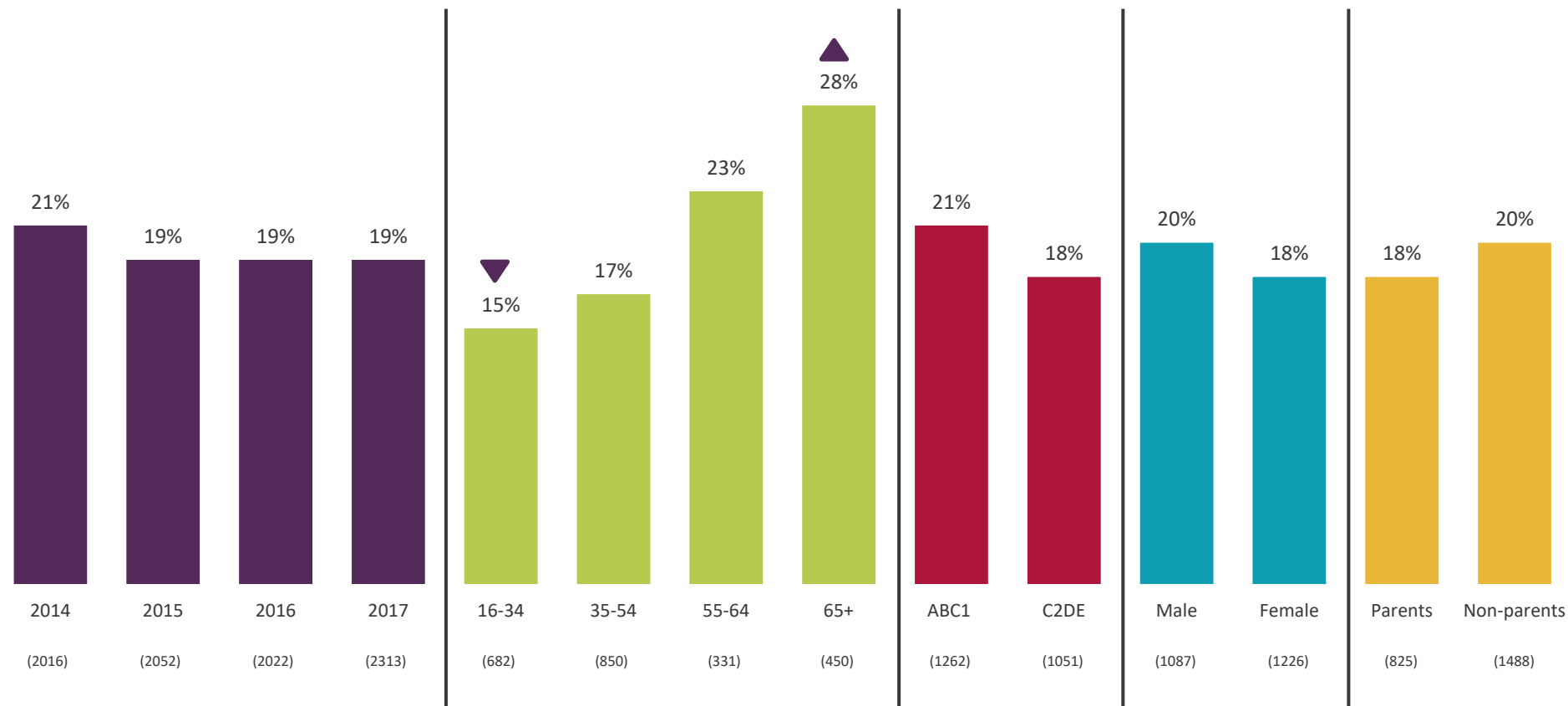
QF1 – In the last 12 months, have you personally found anything on television to be offensive?

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

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?

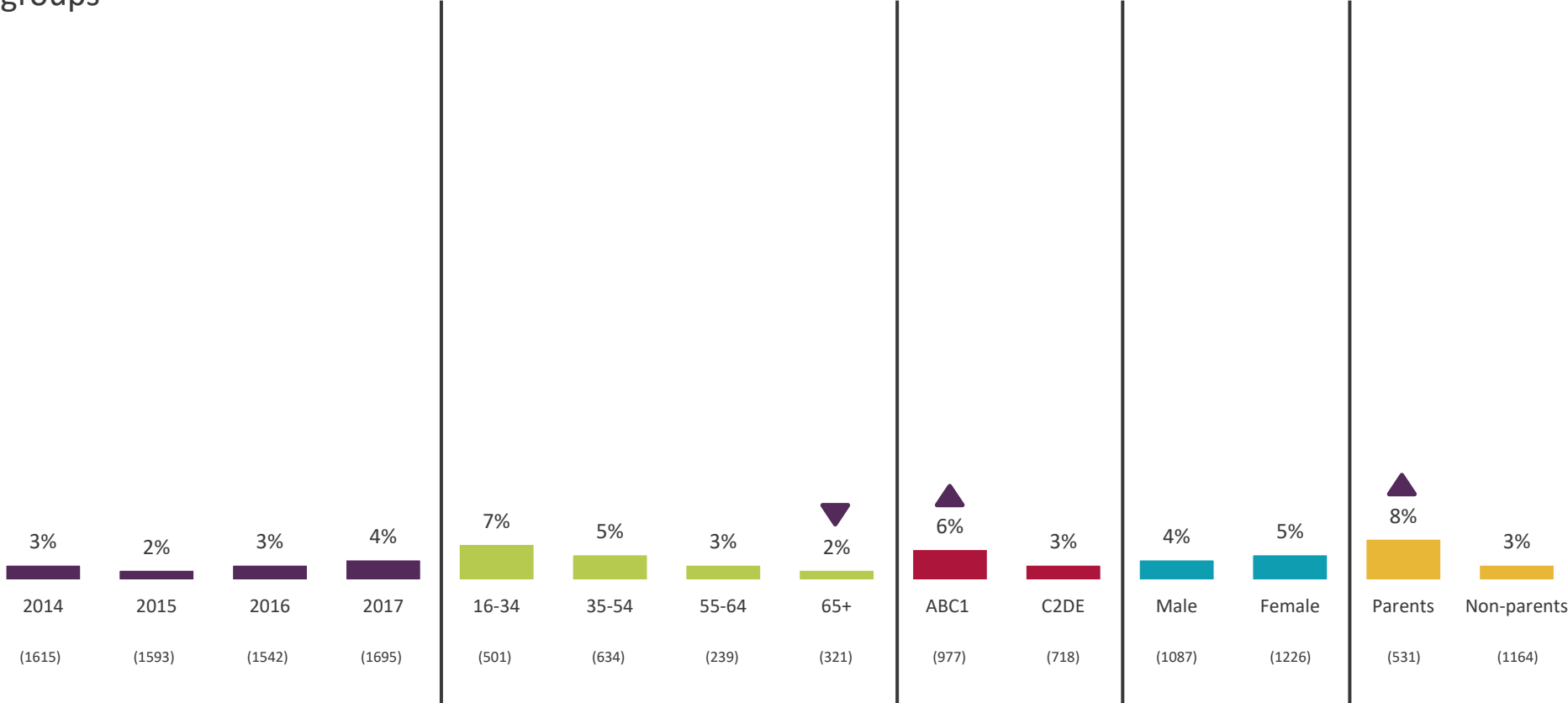
Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between 2016 and 2017, between any age group and all adults in 2017, between socio-economic groups, by gender and between parents and non-parents in 2017

Source: Cross Platform Media Tracker 2017

Levels of offence on radio are low



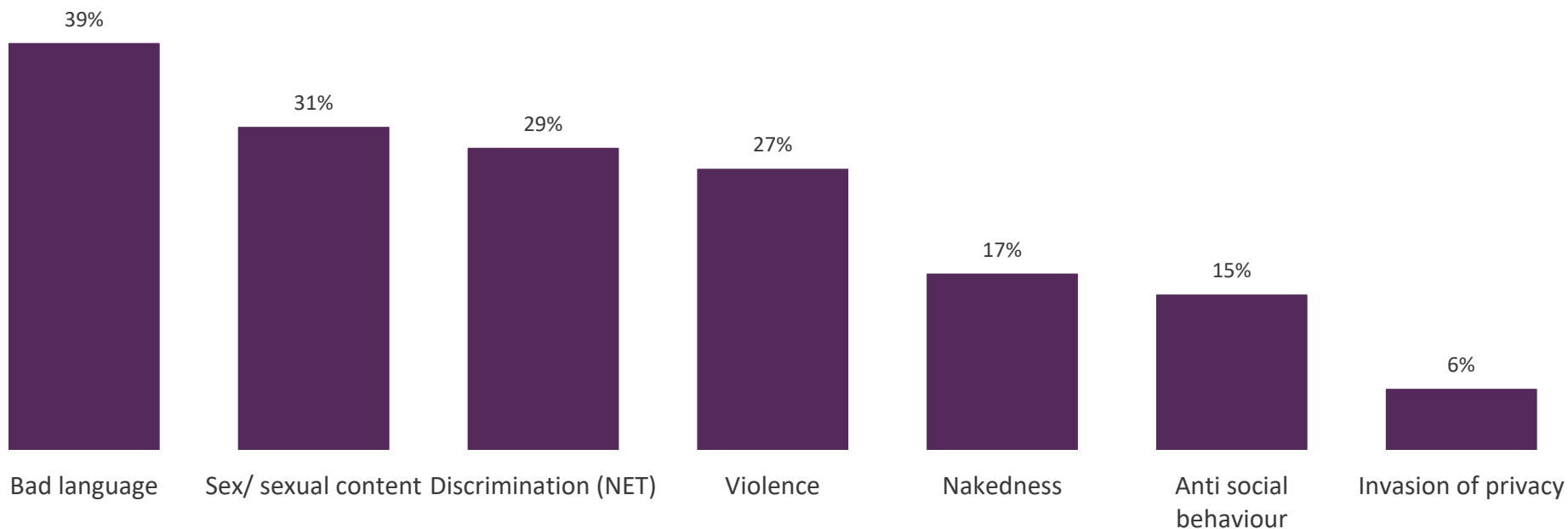
Overall % of radio listeners who have been offended by something on radio: 2014-2017 and 2017 sub-groups



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)



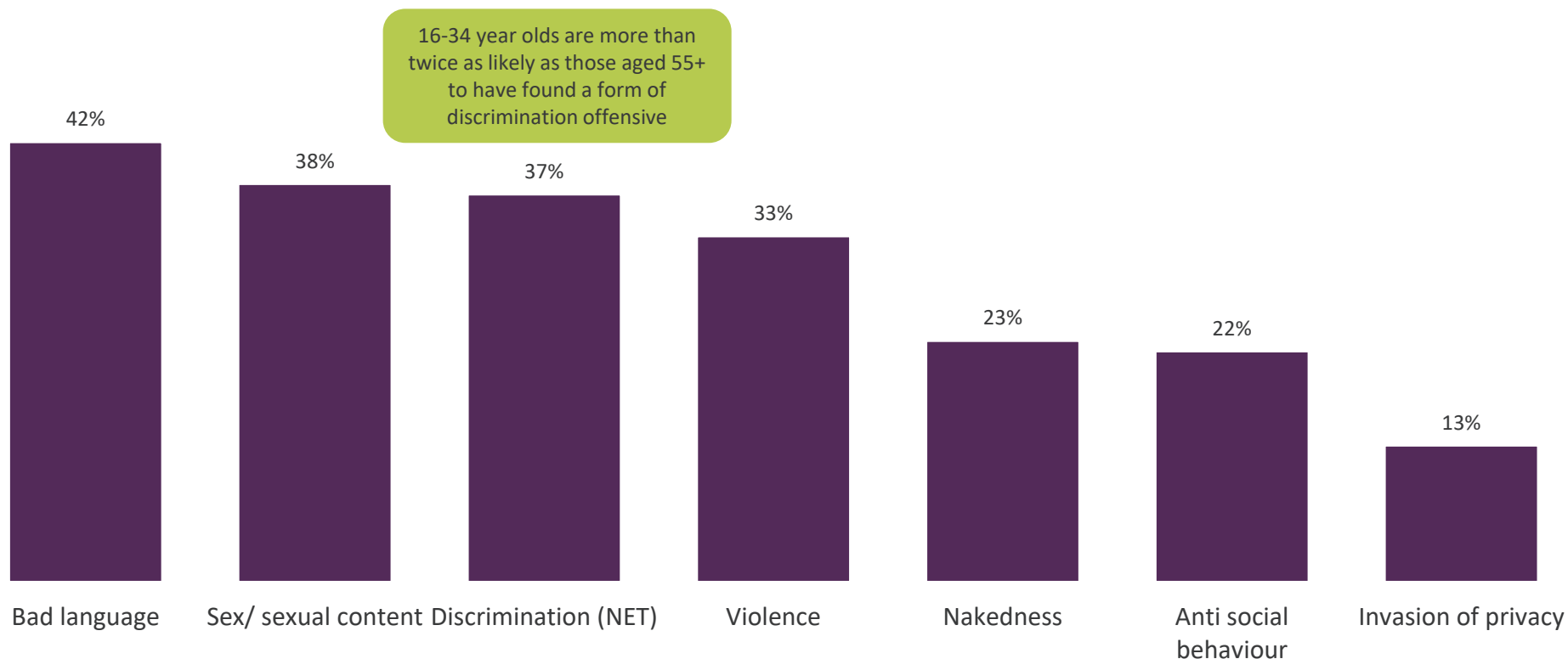
QF2 – What kind of things offended you?

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)



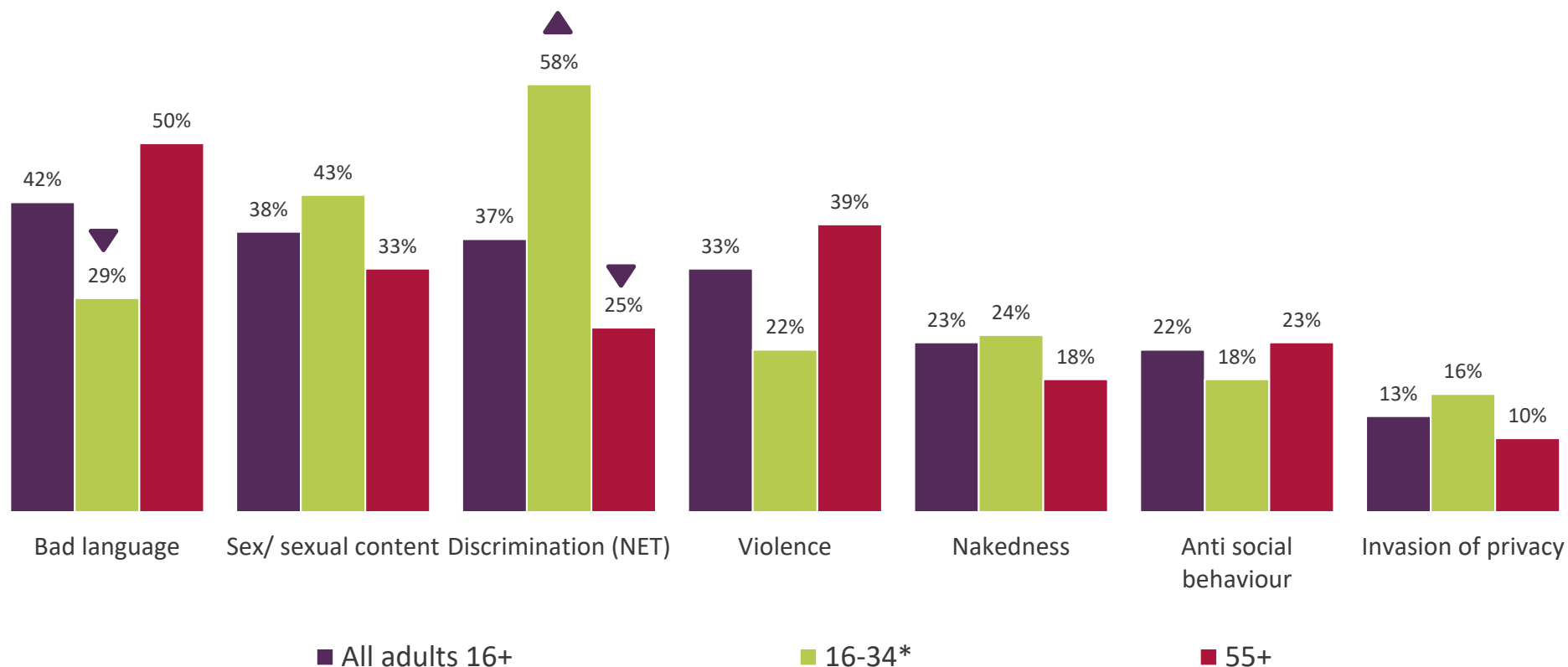
QF2 – What kind of things offended you?

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



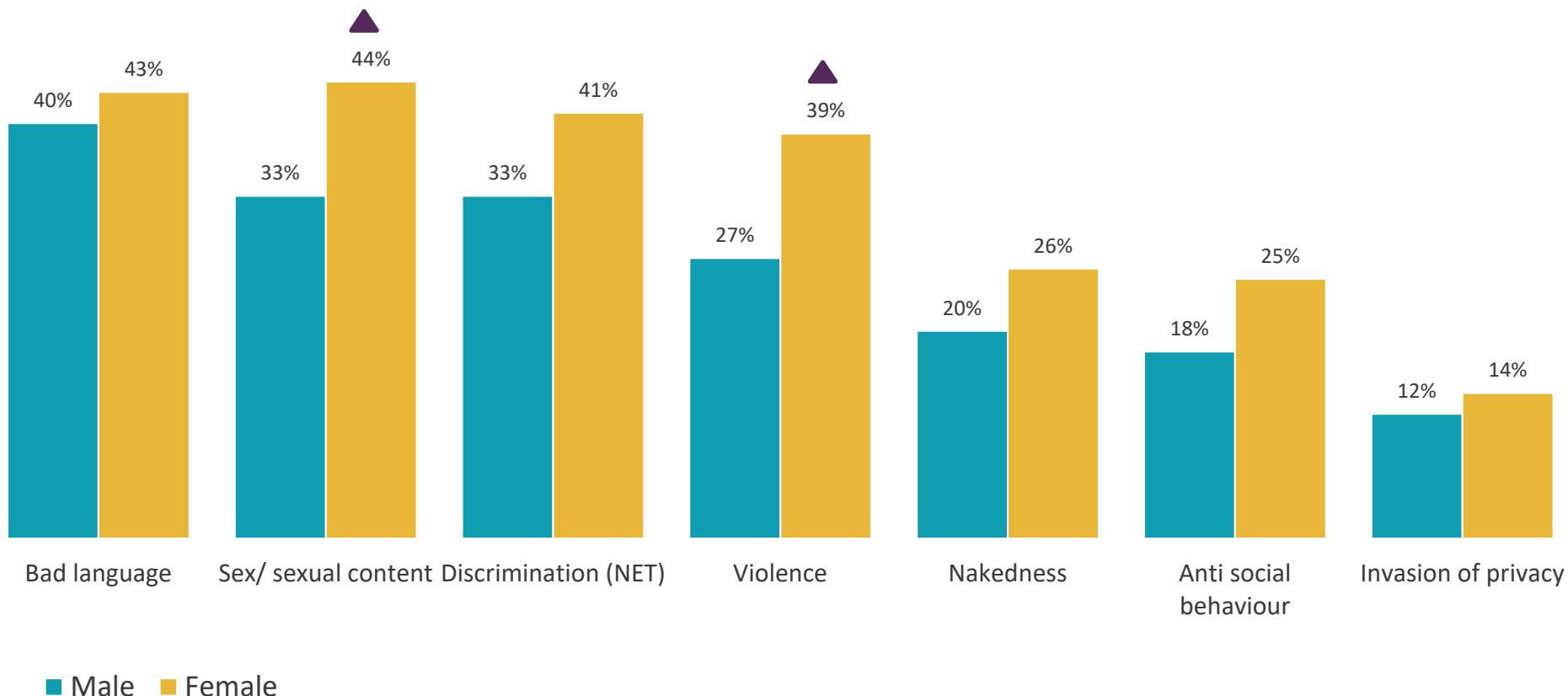
QF2 – What kind of things offended you?

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



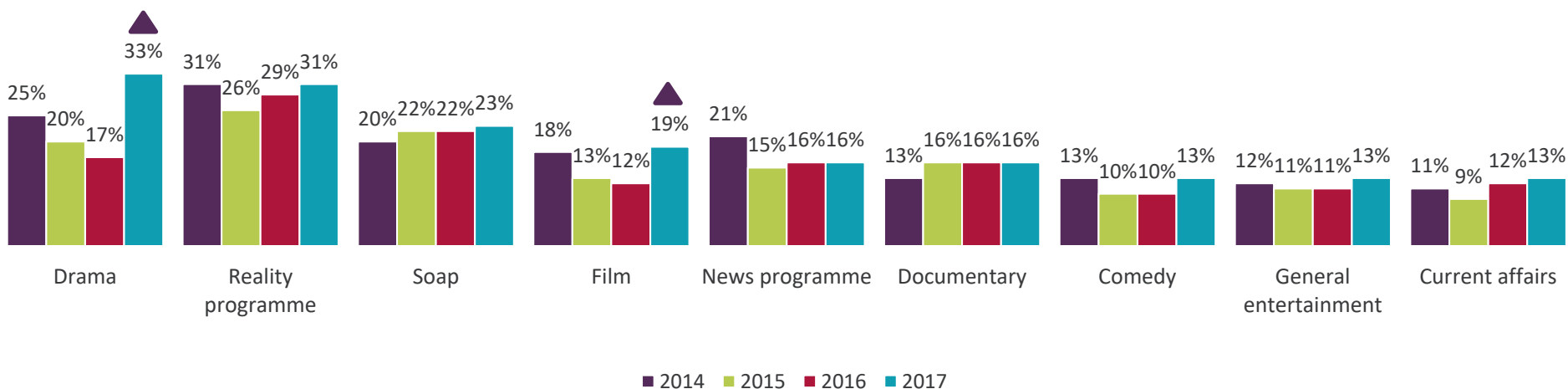
QF2 – What kind of things offended you?

Base: All who said they'd seen something offensive in the last 12 months (19% of adults with any TV sets) 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?

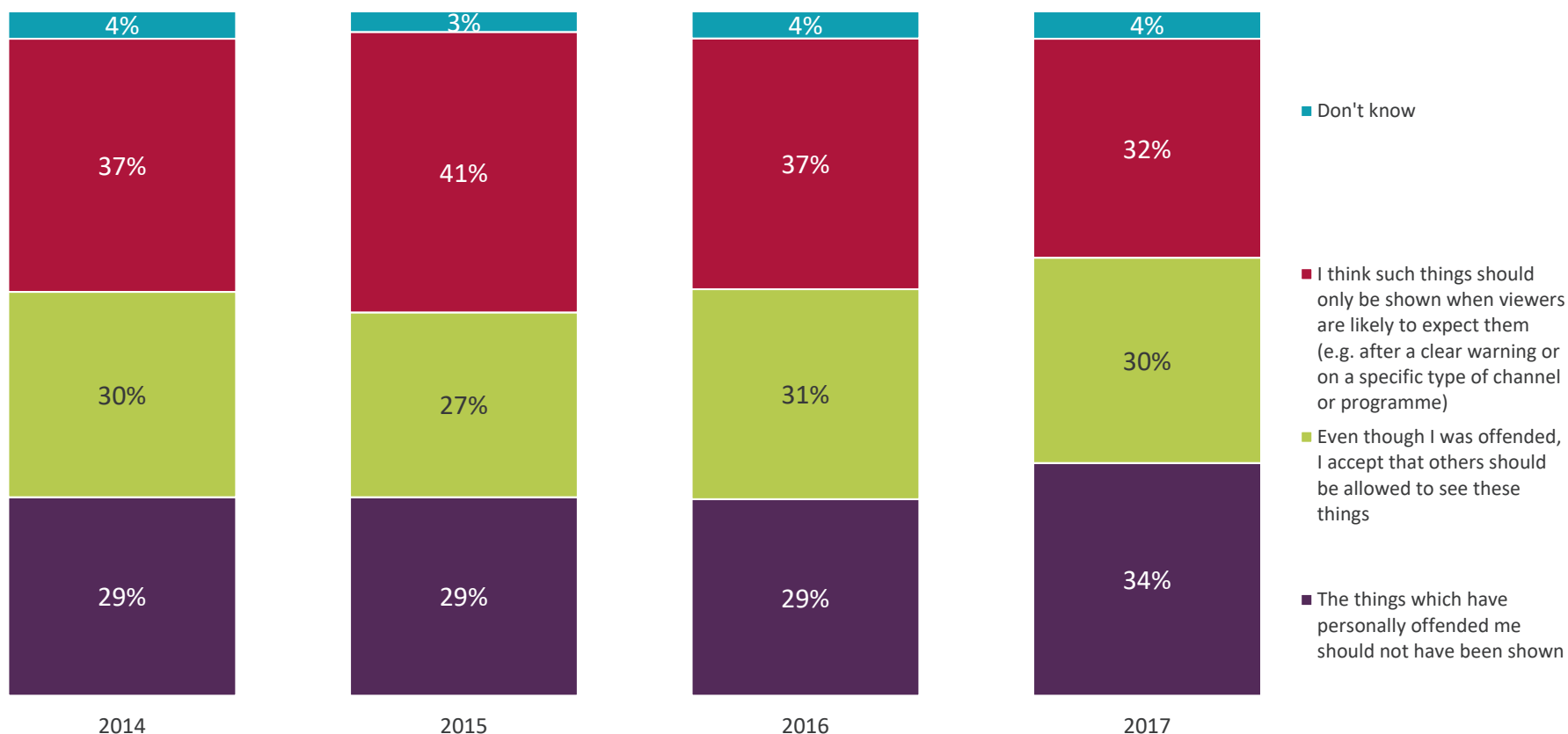
Base: All who said they'd seen something offensive in the last 12 months (19% of adults in 2017 with any TV sets) – 2014 (421); 2015 (398); 2016 (391), 2017 (435).

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



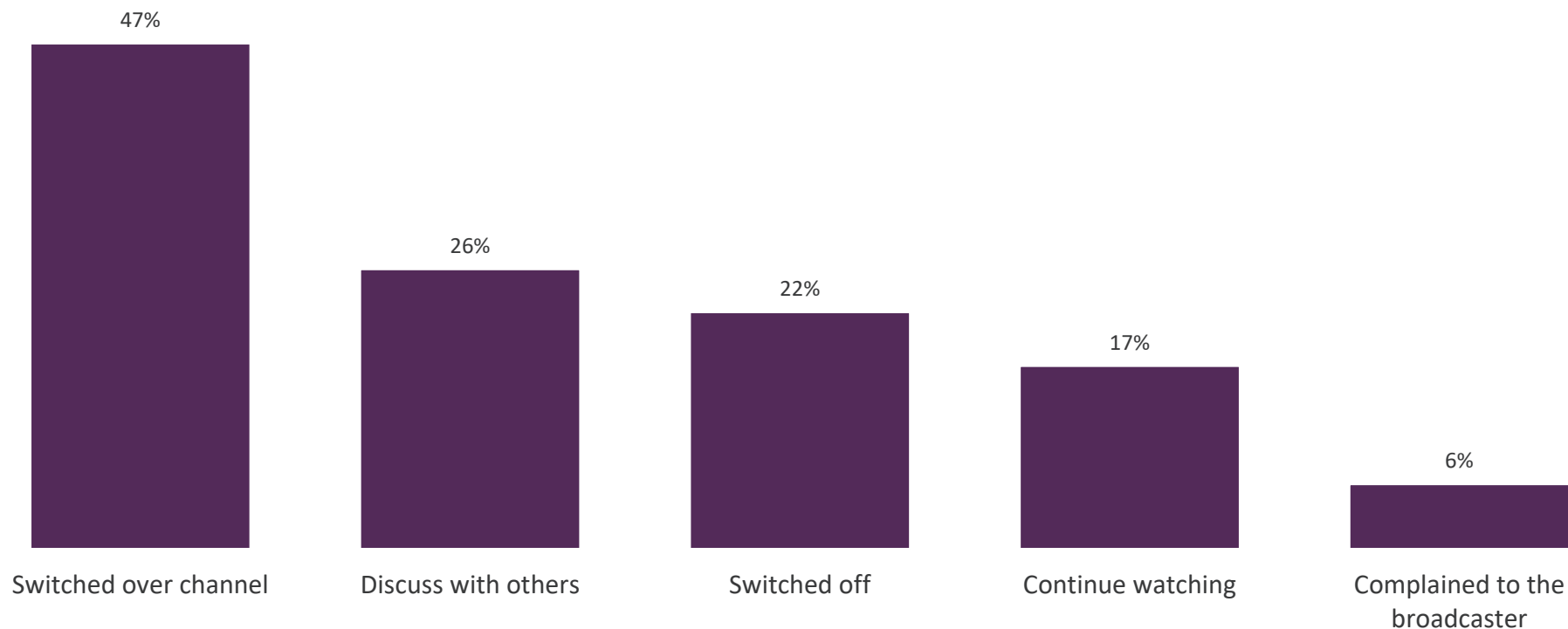
QF5 – Which of these statements best describes your attitude towards the things which have offended you on TV in the last 12 months?

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



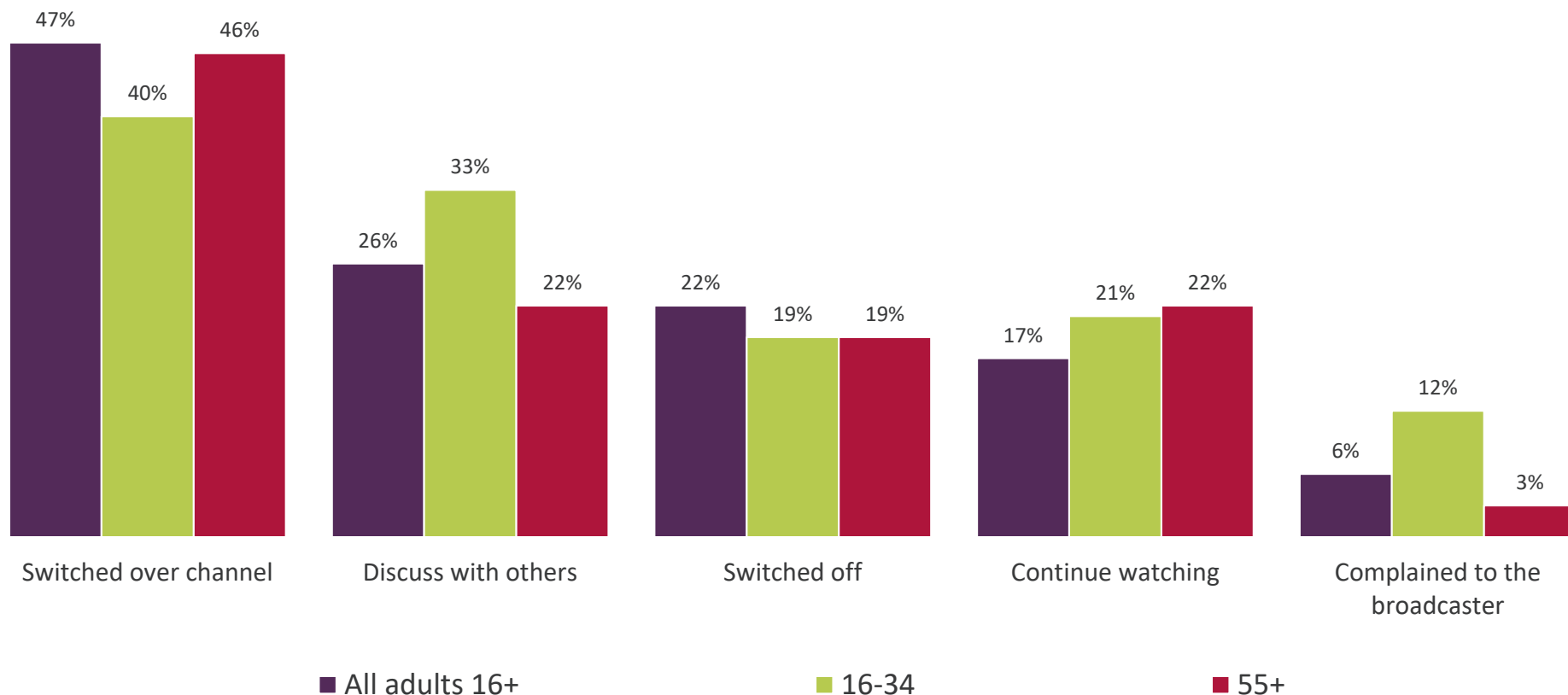
QF4 – How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do?

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

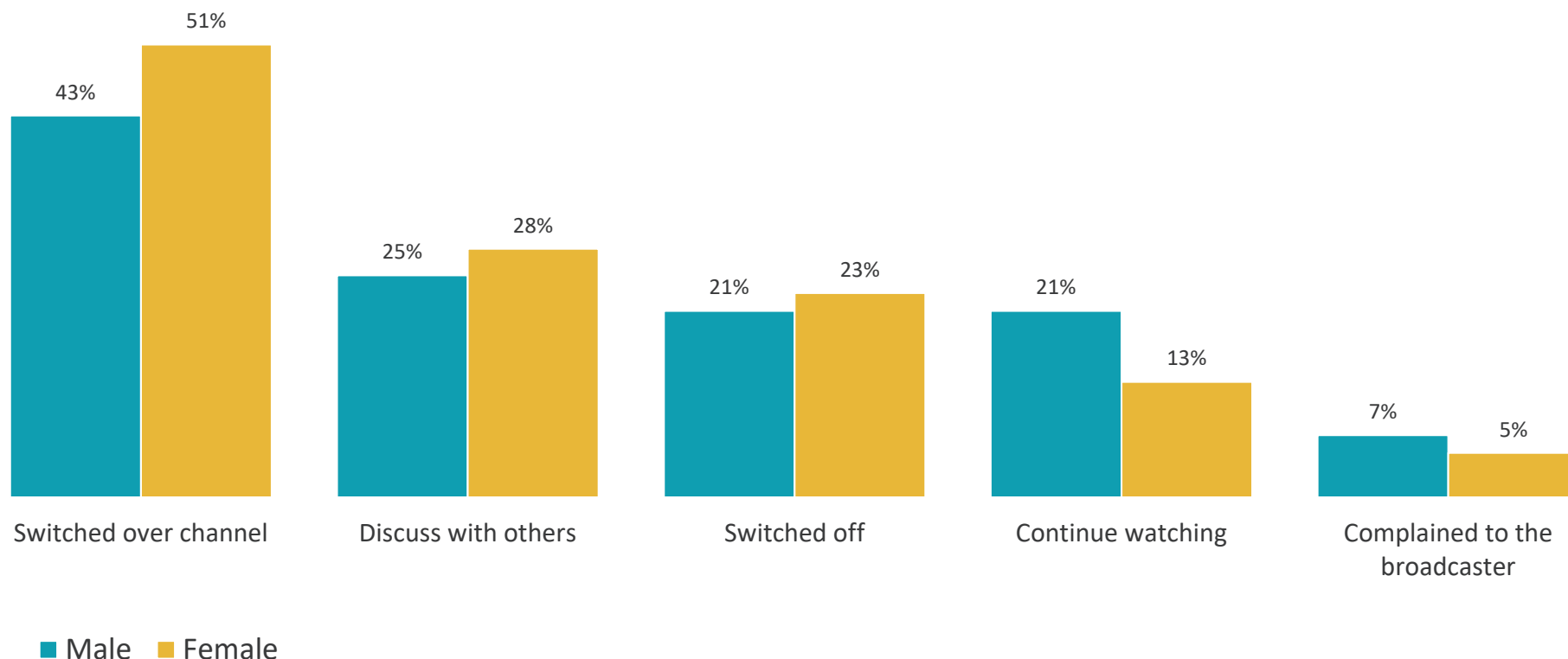
Reaction following offence by something on TV: 2017 age groups



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



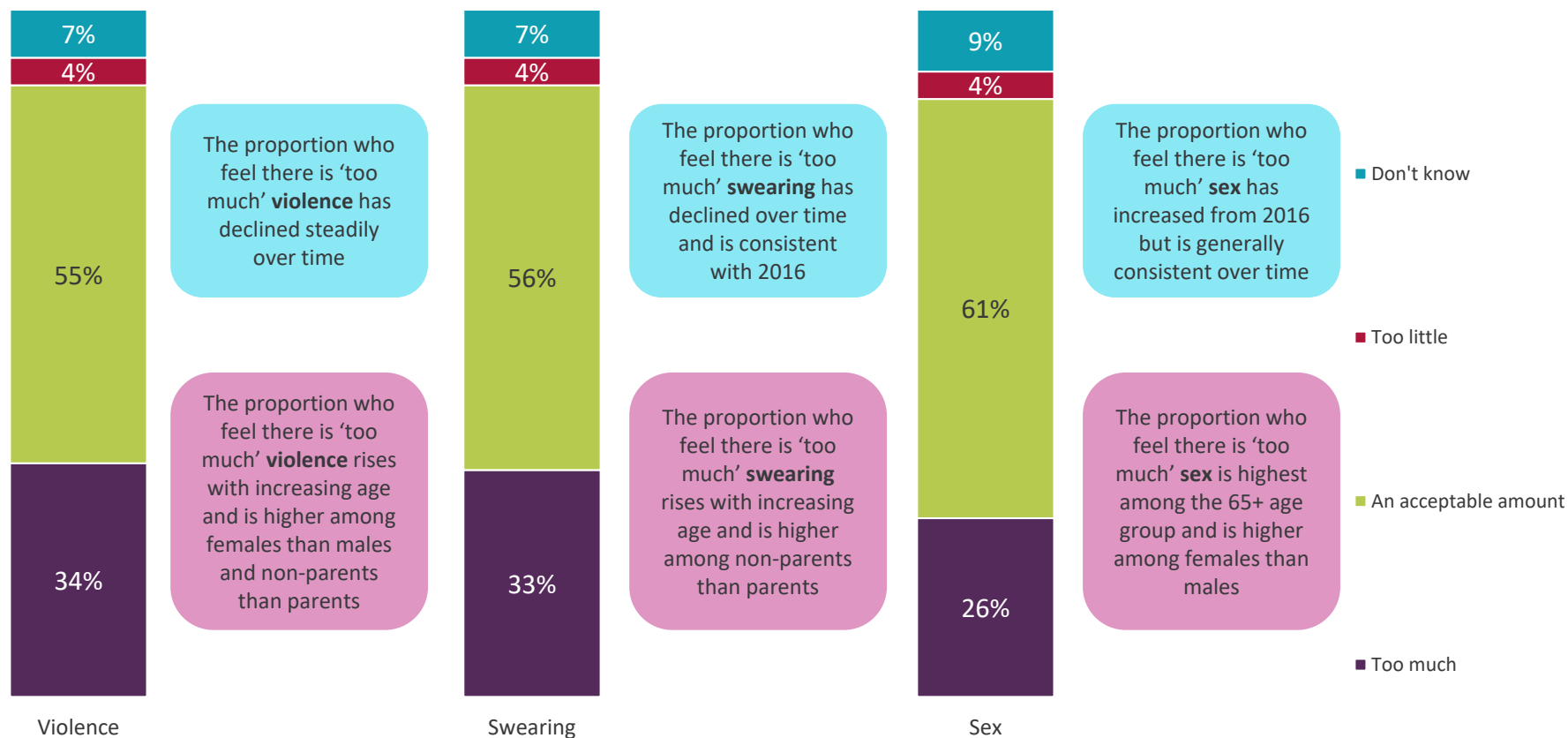
QF4 – How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do?

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

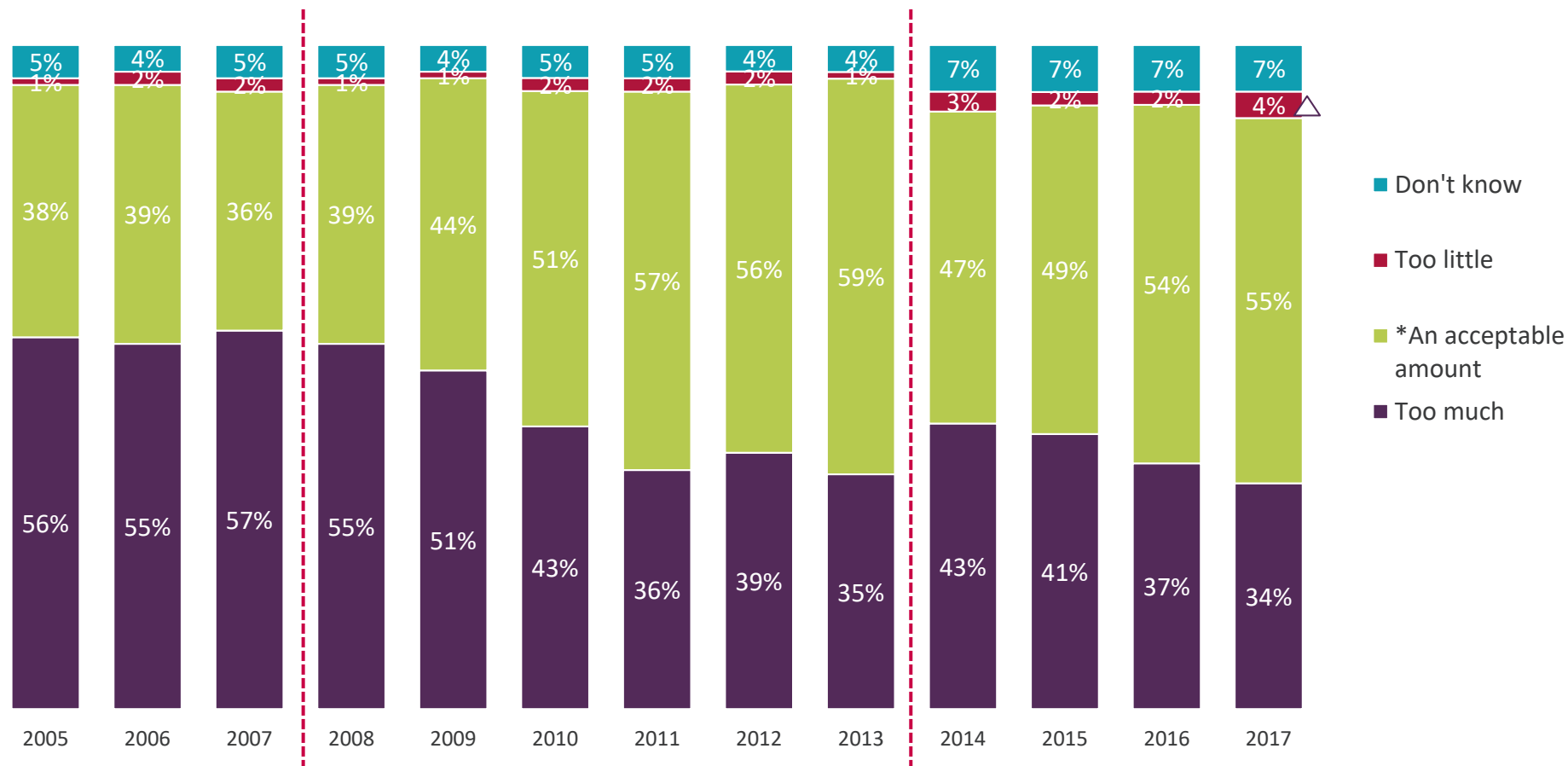
Opinion on the amount of sex/ violence/ swearing on TV: 2017



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.

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



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 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'. Dashed line to show where survey method changed.

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



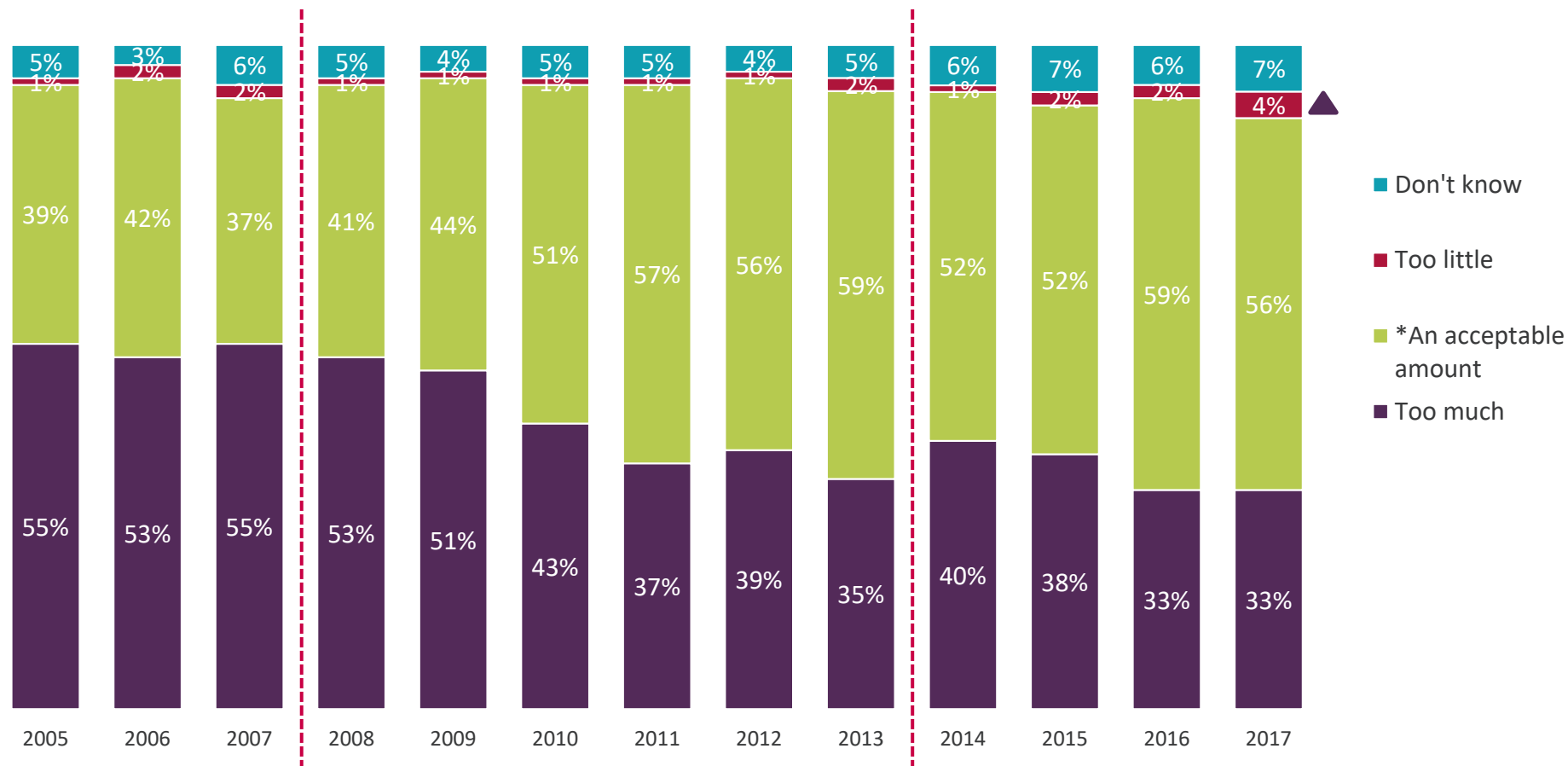
QF6B – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Violence?

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



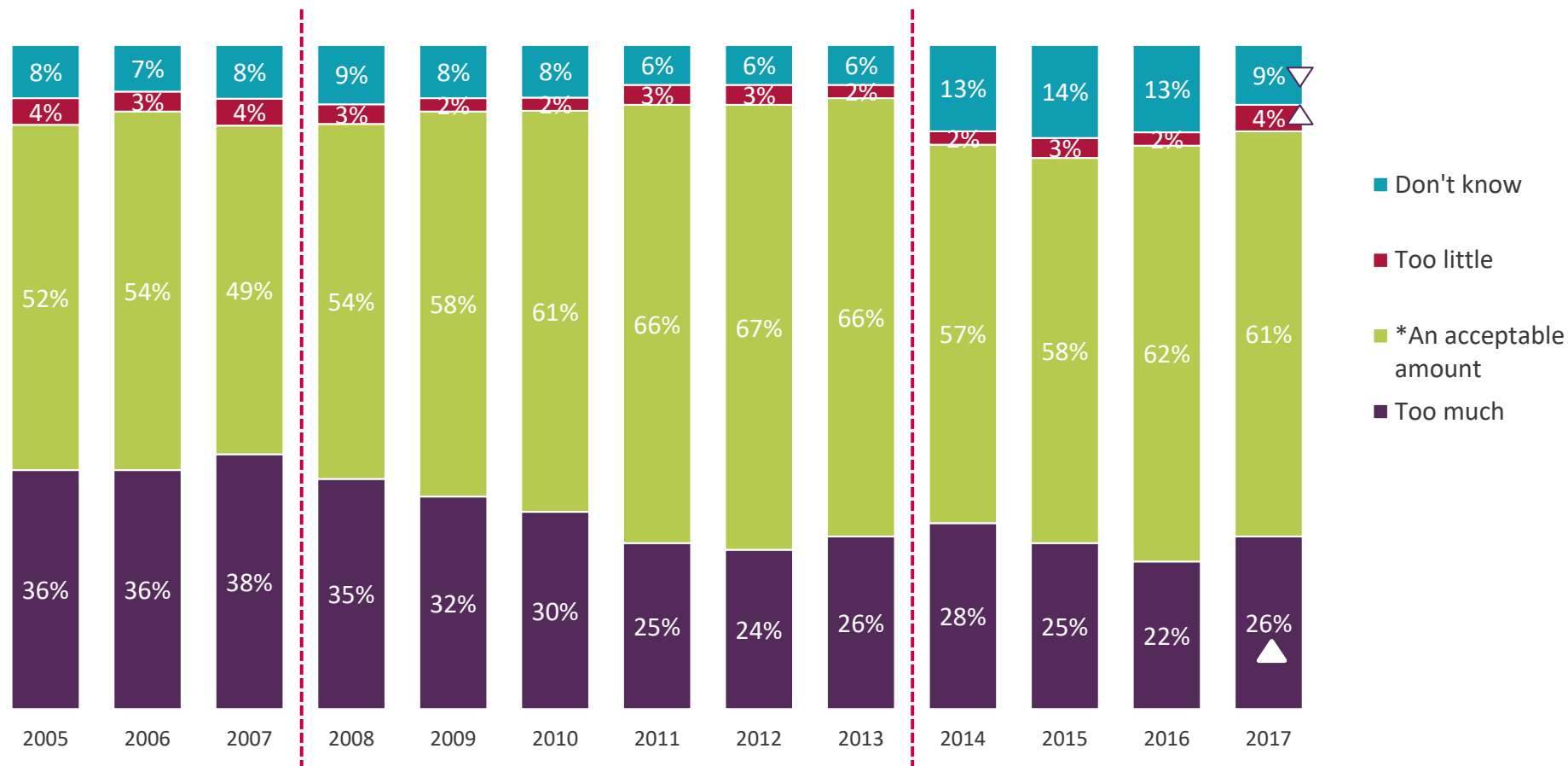
QF6C – Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television? Violence?

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

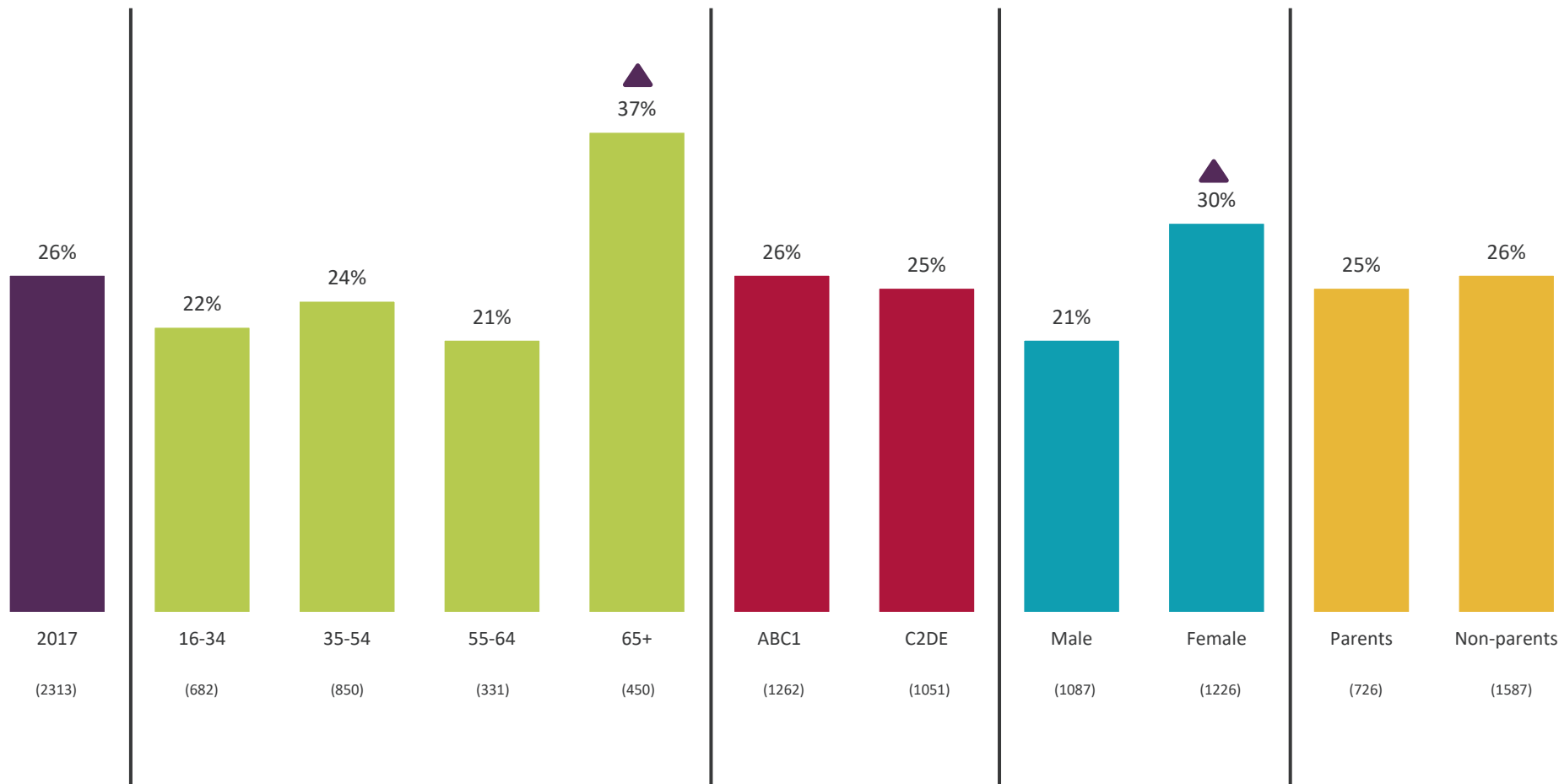
Opinion on the amount of sex on TV: historical view



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



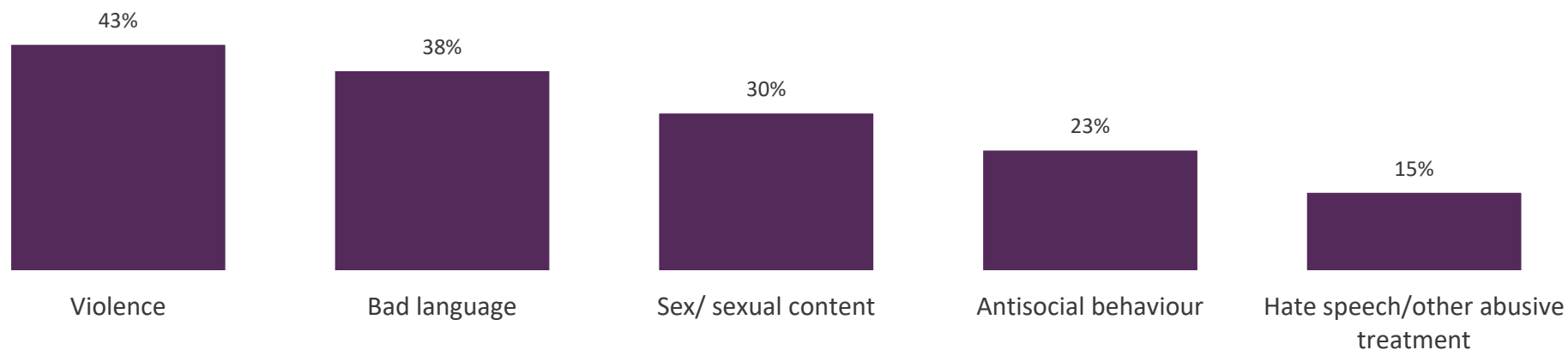
QF8 – Have you seen anything on TV in the last 12 months that you thought was harmful or damaging either to yourself, other adults or children?

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)



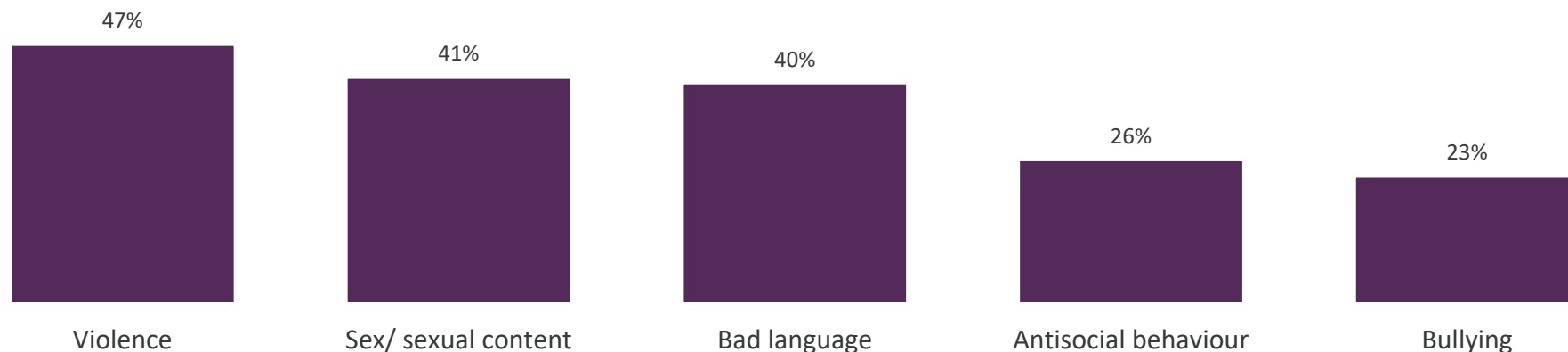
QF9 – Can you please tell me what you saw that you thought was harmful or damaging?

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)



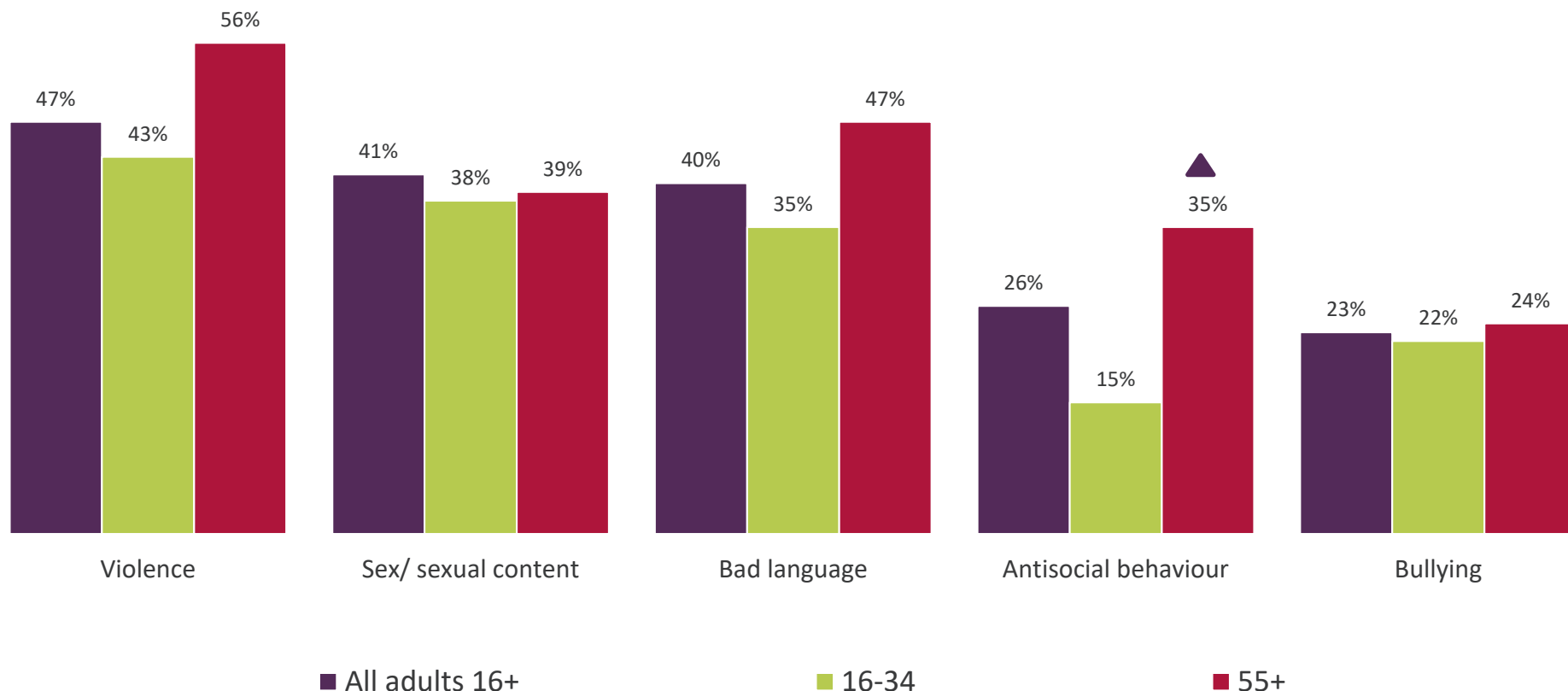
QF9 – Can you please tell me what you saw that you thought was harmful or damaging?

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



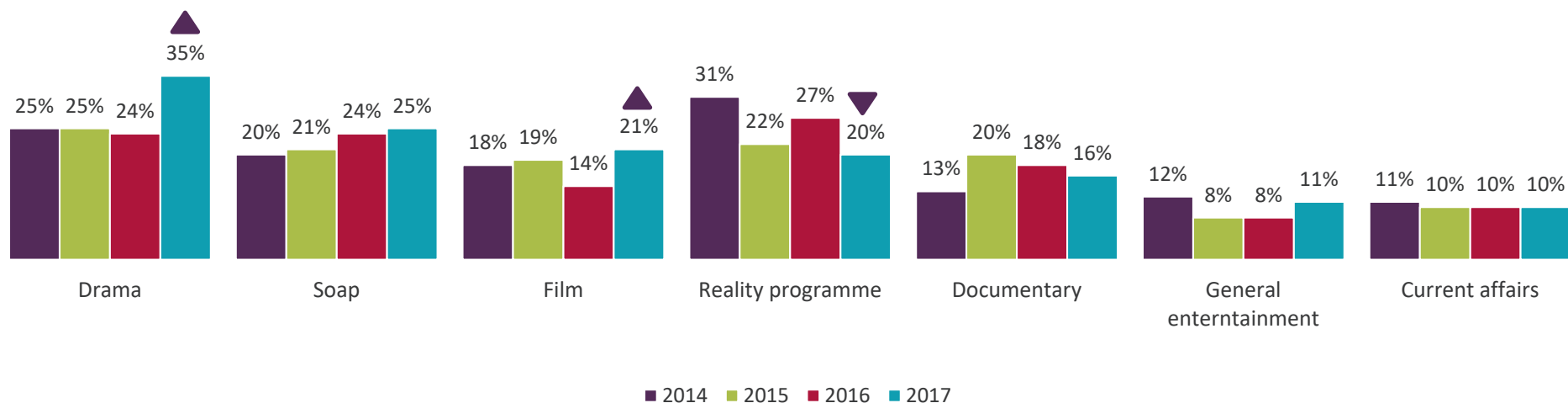
QF9 – Can you please tell me what you saw that you thought was harmful or damaging?

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



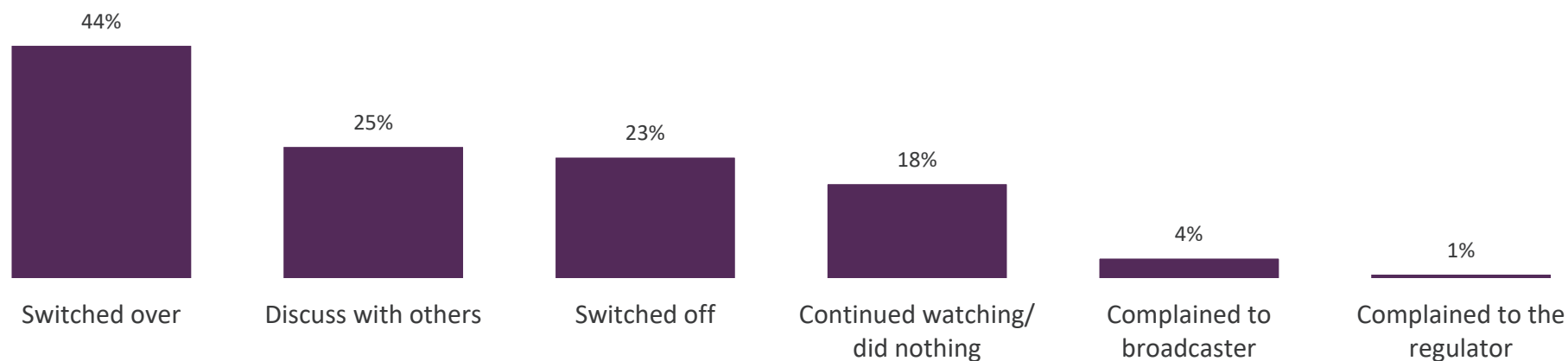
QF10 – Thinking about the programmes that you were watching at the time, can you say what type of programme or show it was?

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

Sexually explicit programmes should be freely available on any channel after 9pm

31%

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

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

22%

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).

21%

Sexually explicit programmes should never be shown on television

10%

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

Particularly violent programmes should be freely available on any channel after 9pm

46%

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

Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18

20%

Particularly violent programmes should never be shown on television

18%

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



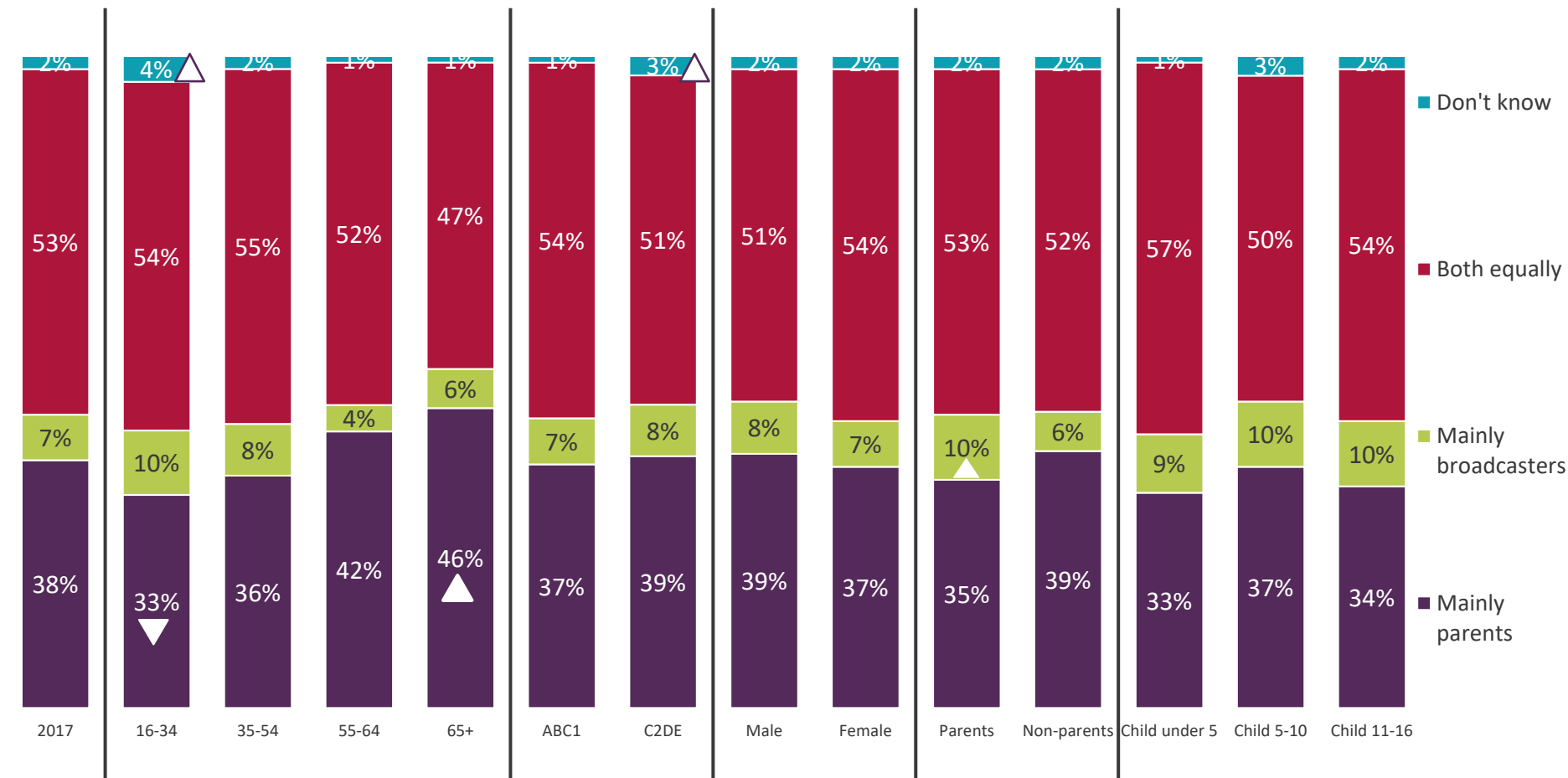
QE1 – Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?

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

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



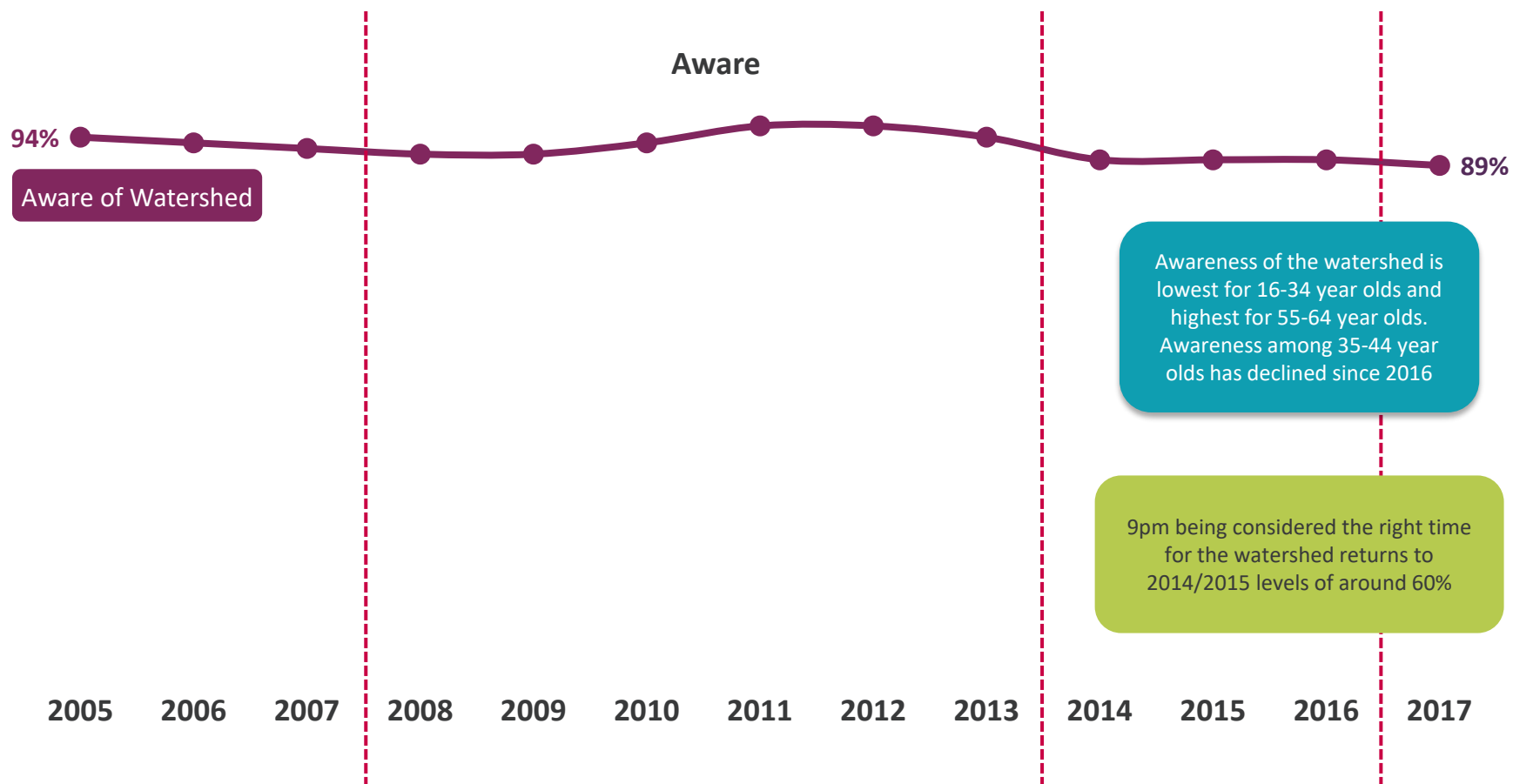
QE1 – Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?

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

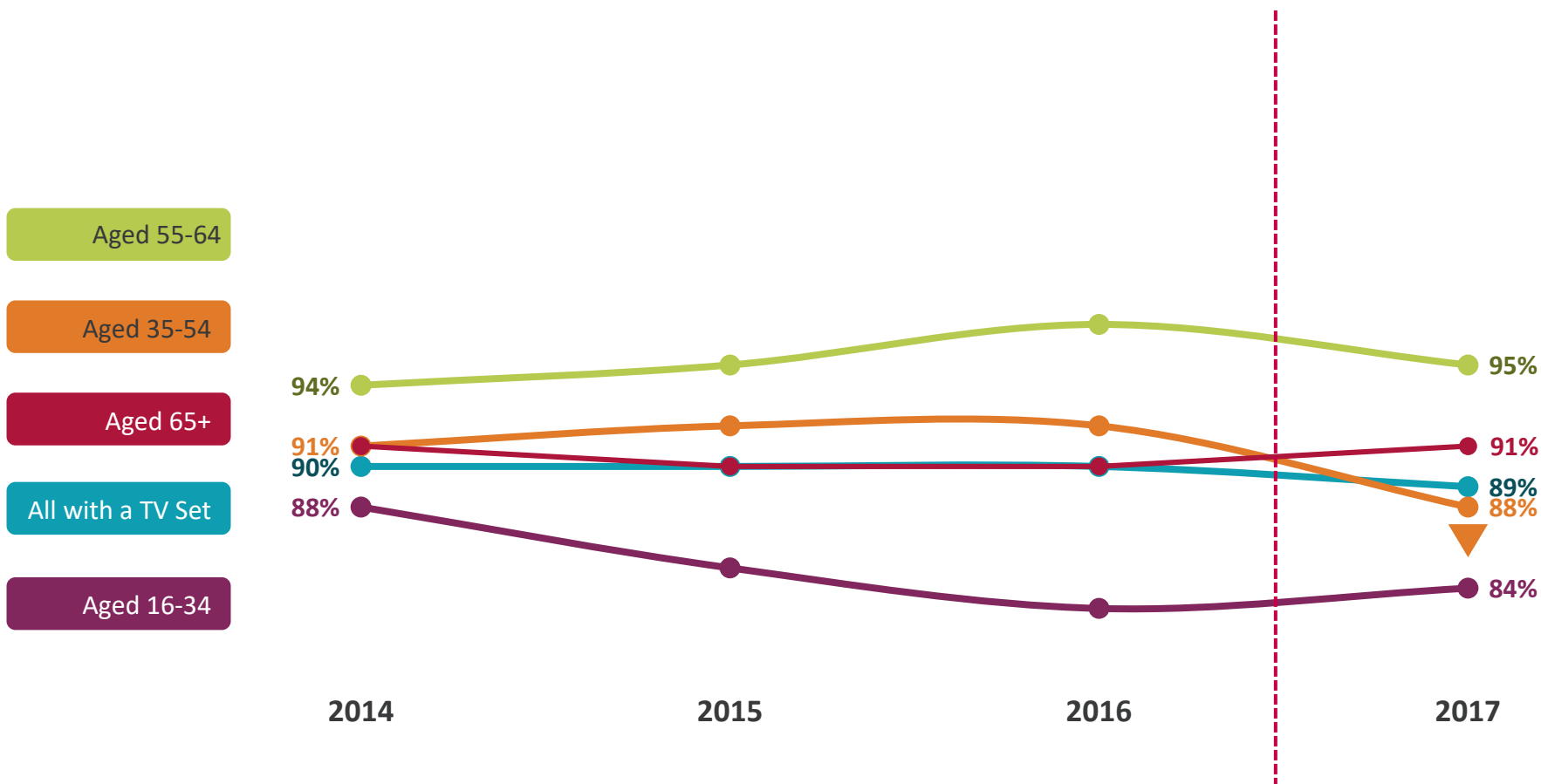
Watershed awareness



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

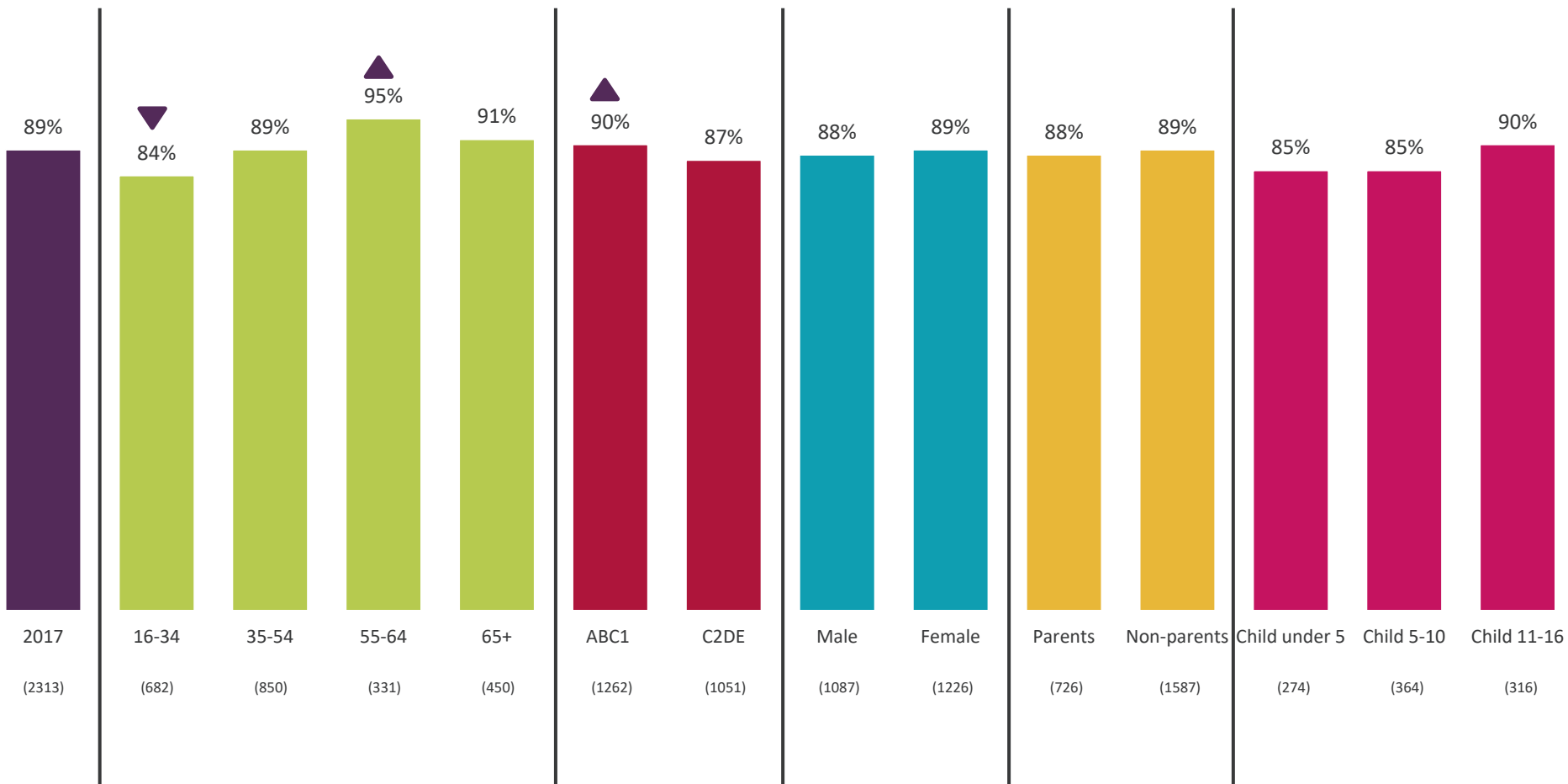
Watershed awareness: 2014-2017, by age



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.

Awareness of the watershed is lower for the youngest adults

Watershed awareness: 2017 sub-groups



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

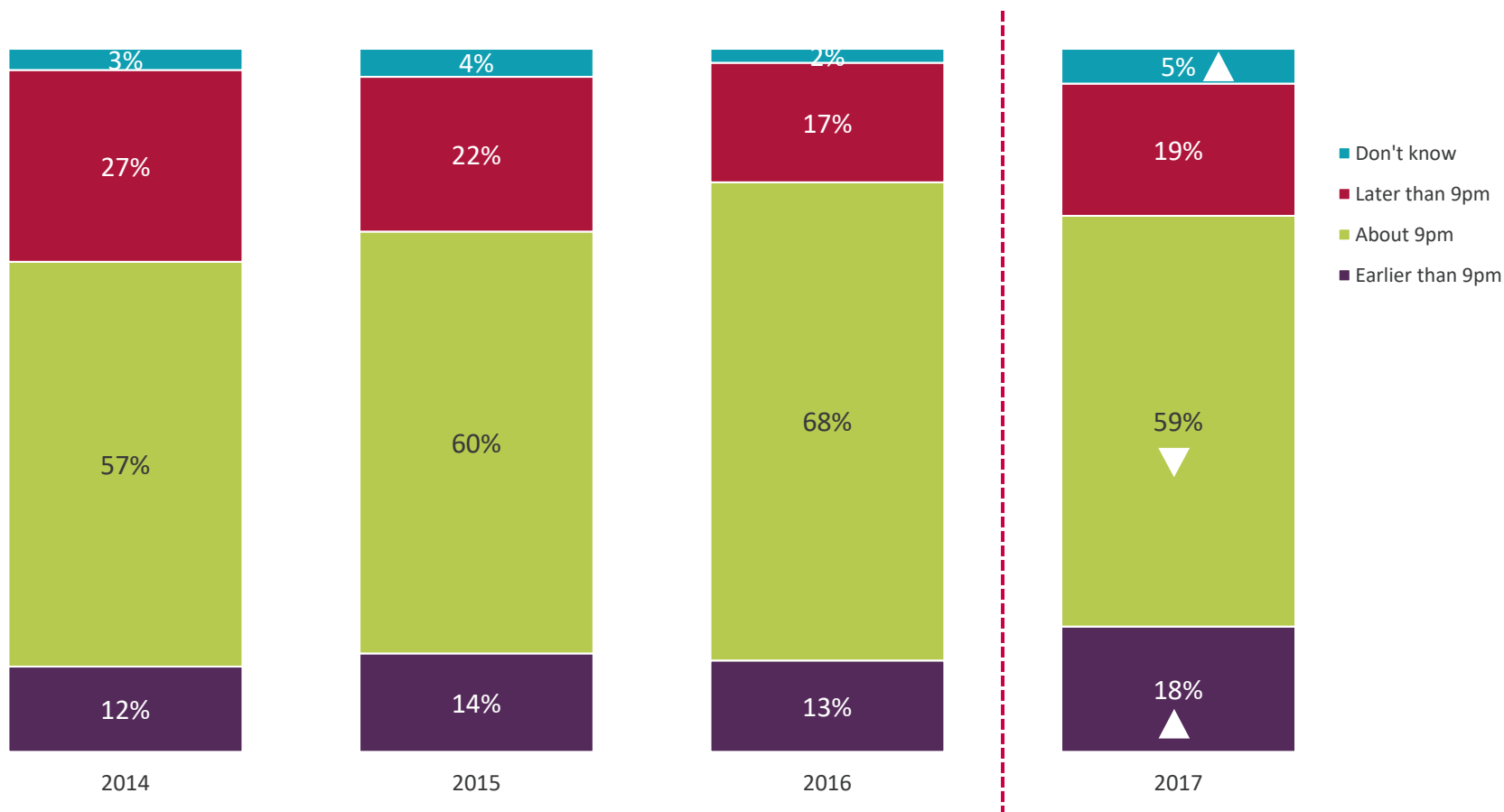
QE2 – Before today, were you aware of this?

Base: All with any TV sets (as indicated on chart). Prompted, single code. Significance testing shows any difference between any age group and all adults in 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



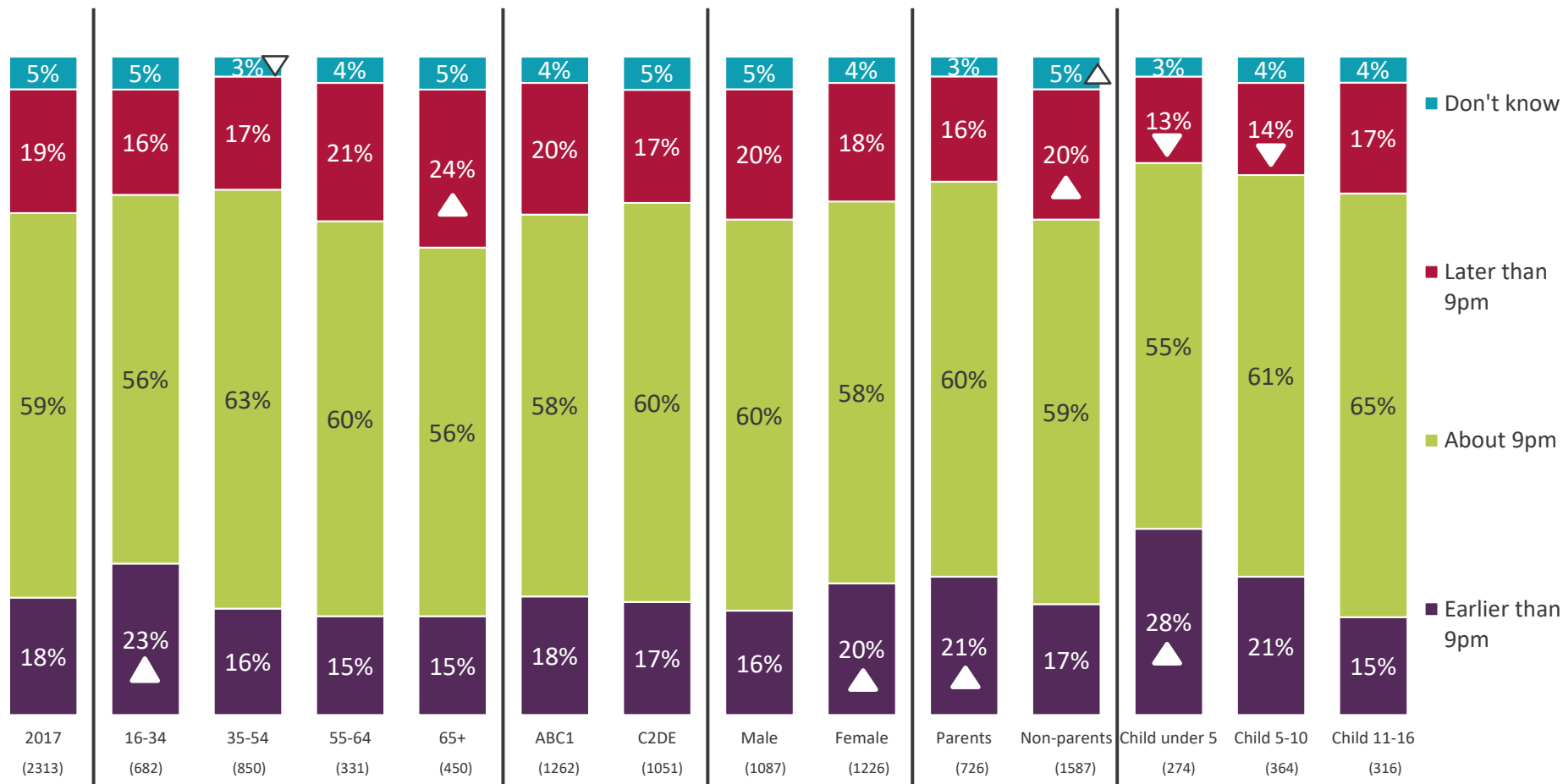
QE4 – Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (222), 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



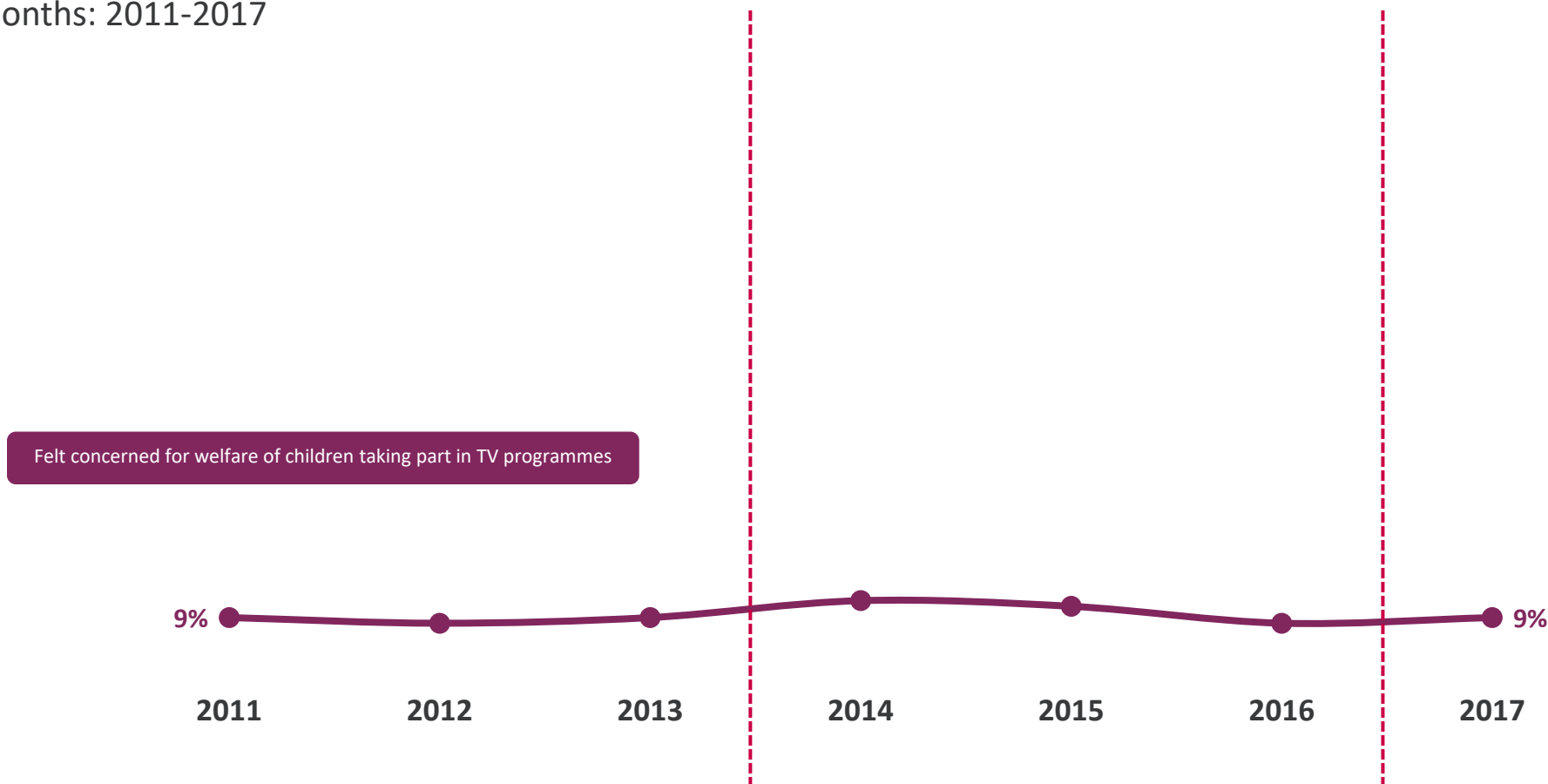
QE4 – Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?

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



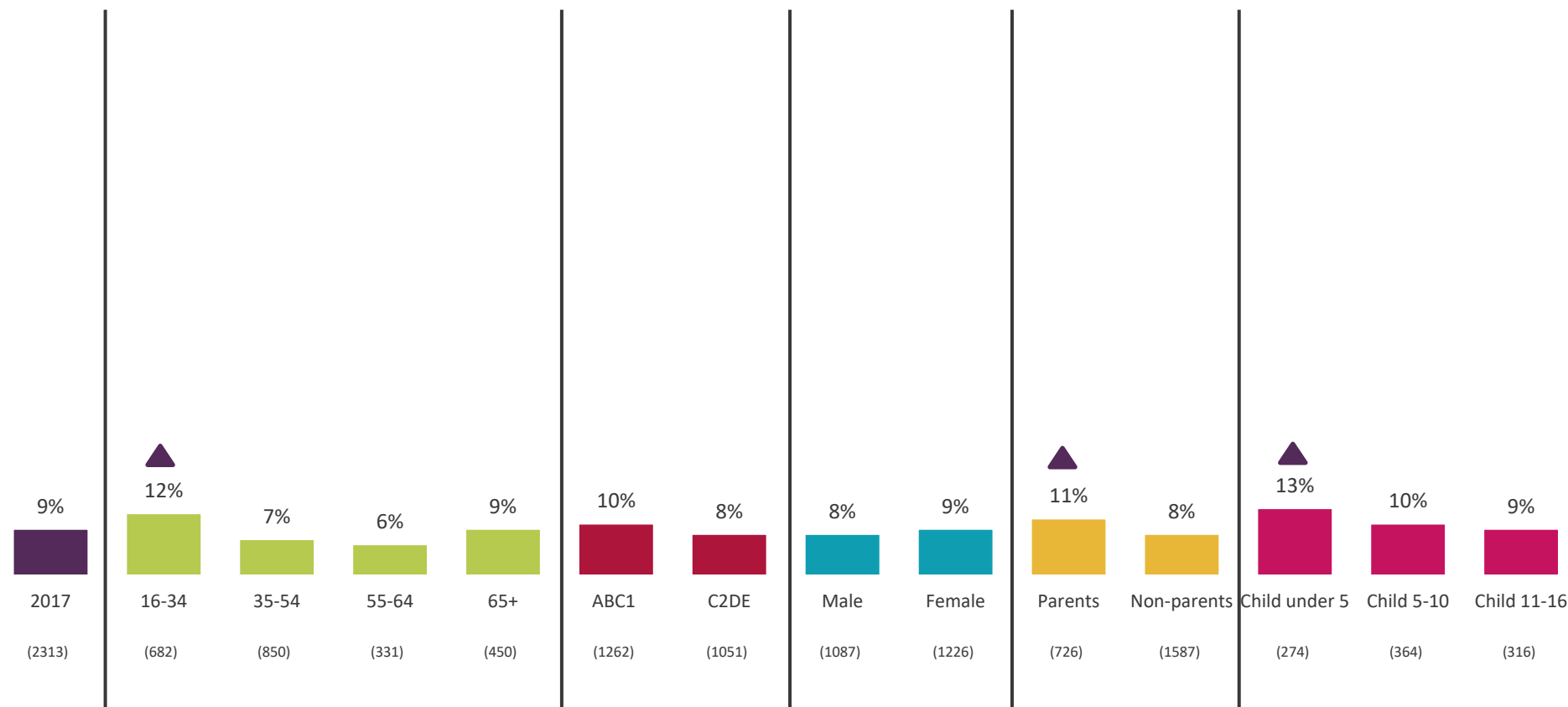
QF12 – In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?

Base: All with any TV sets in 2011 (1723), 2012 (1830), 2013 (1838), 2014 (2016), 2015 (2052) and 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, 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



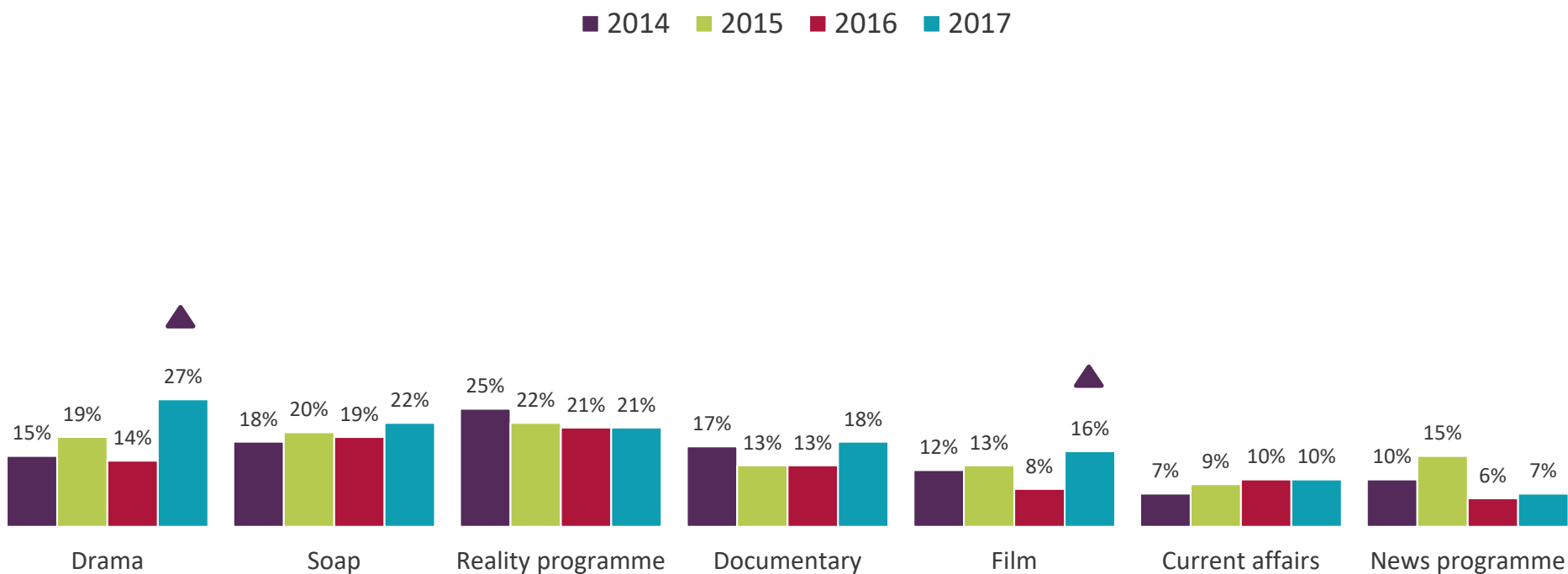
QF12 – In the last 12 months have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?

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



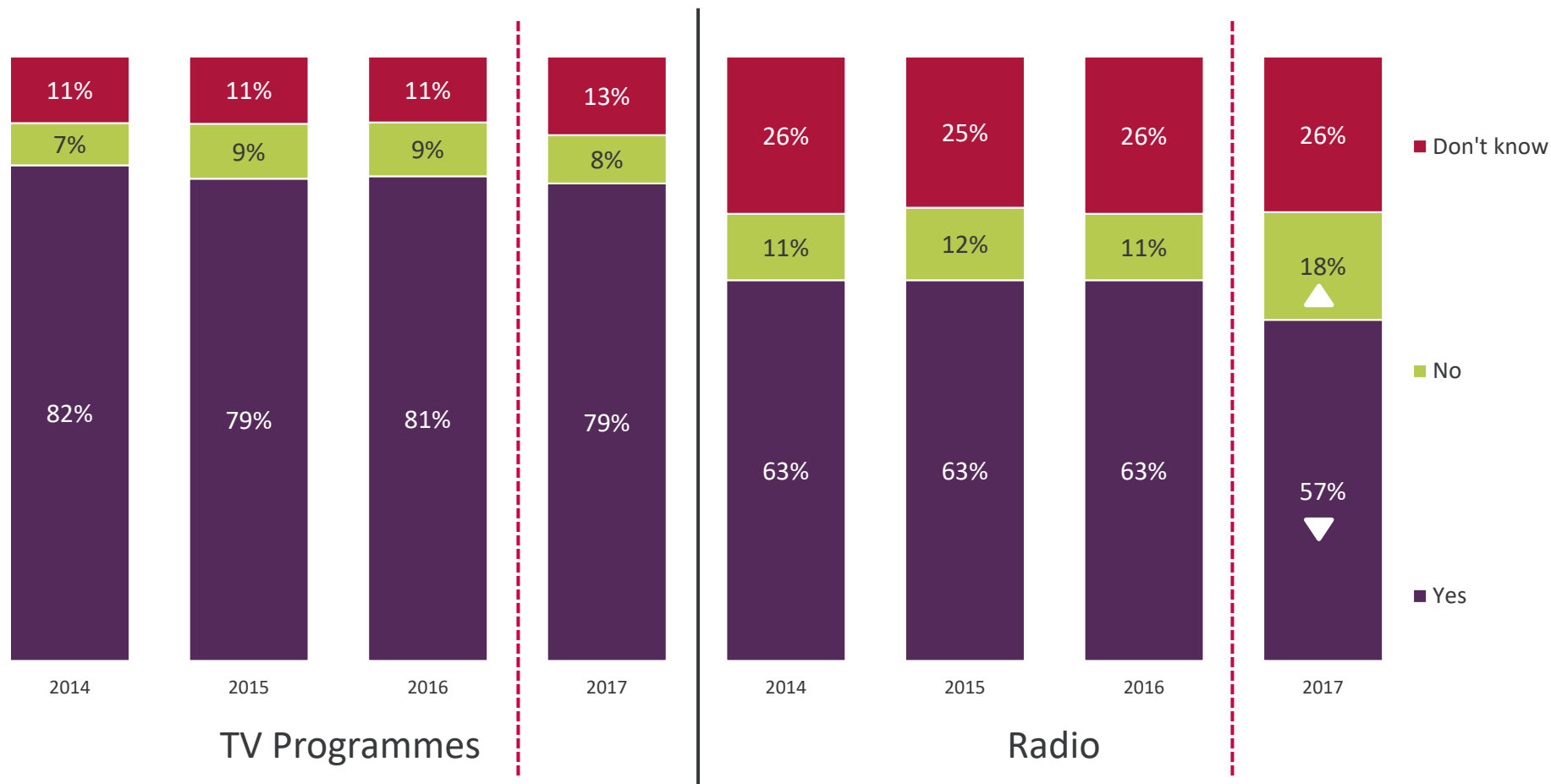
QF13 – Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?

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)



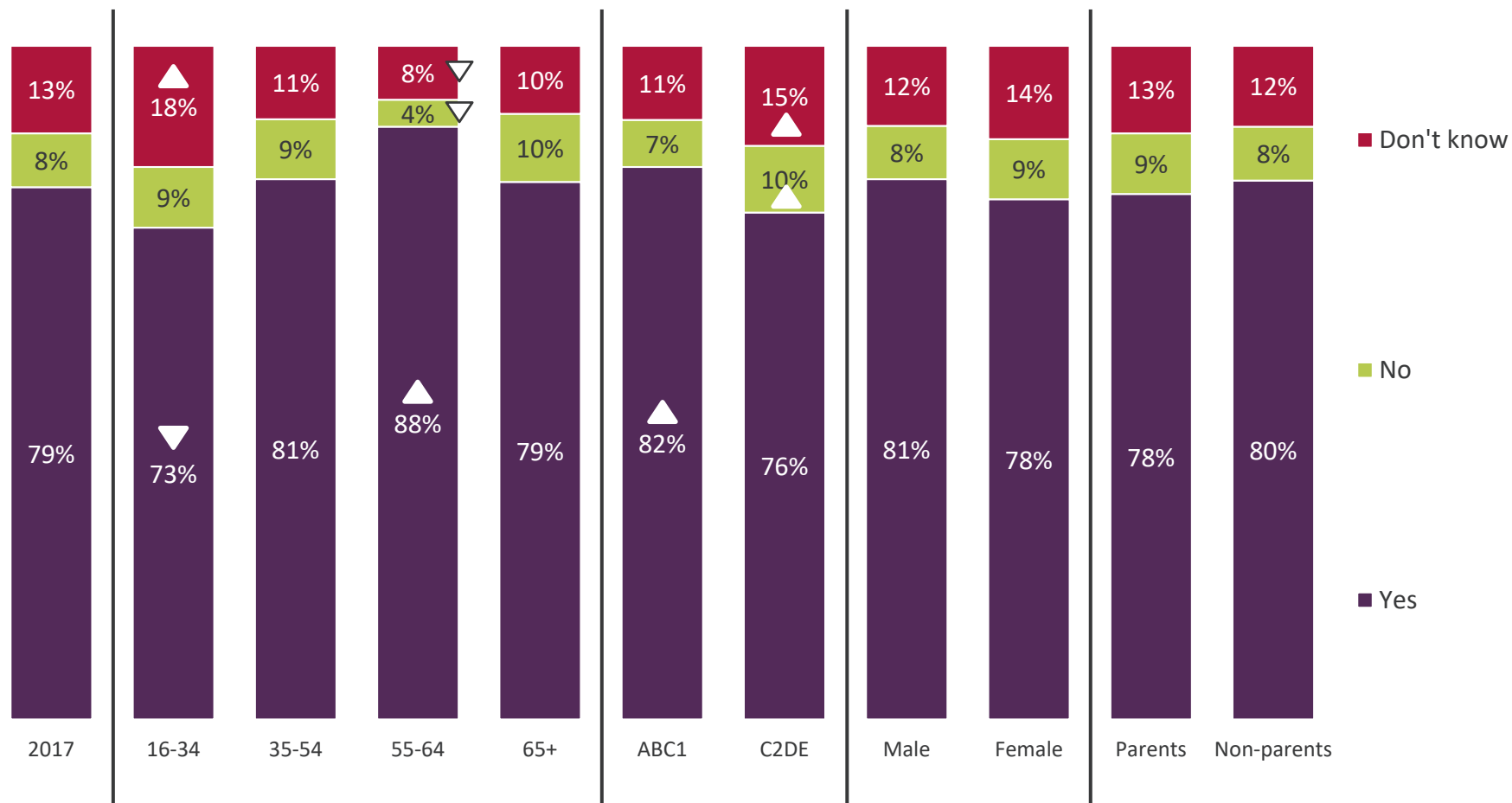
QD1/Q11 – As far as you know, are TV programmes regulated? As far as you know, is the radio regulated in terms of what can be broadcast? (When needed note was used to define – “By regulation I mean rules or guidelines about what can and can’t be shown/ broadcast”)

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



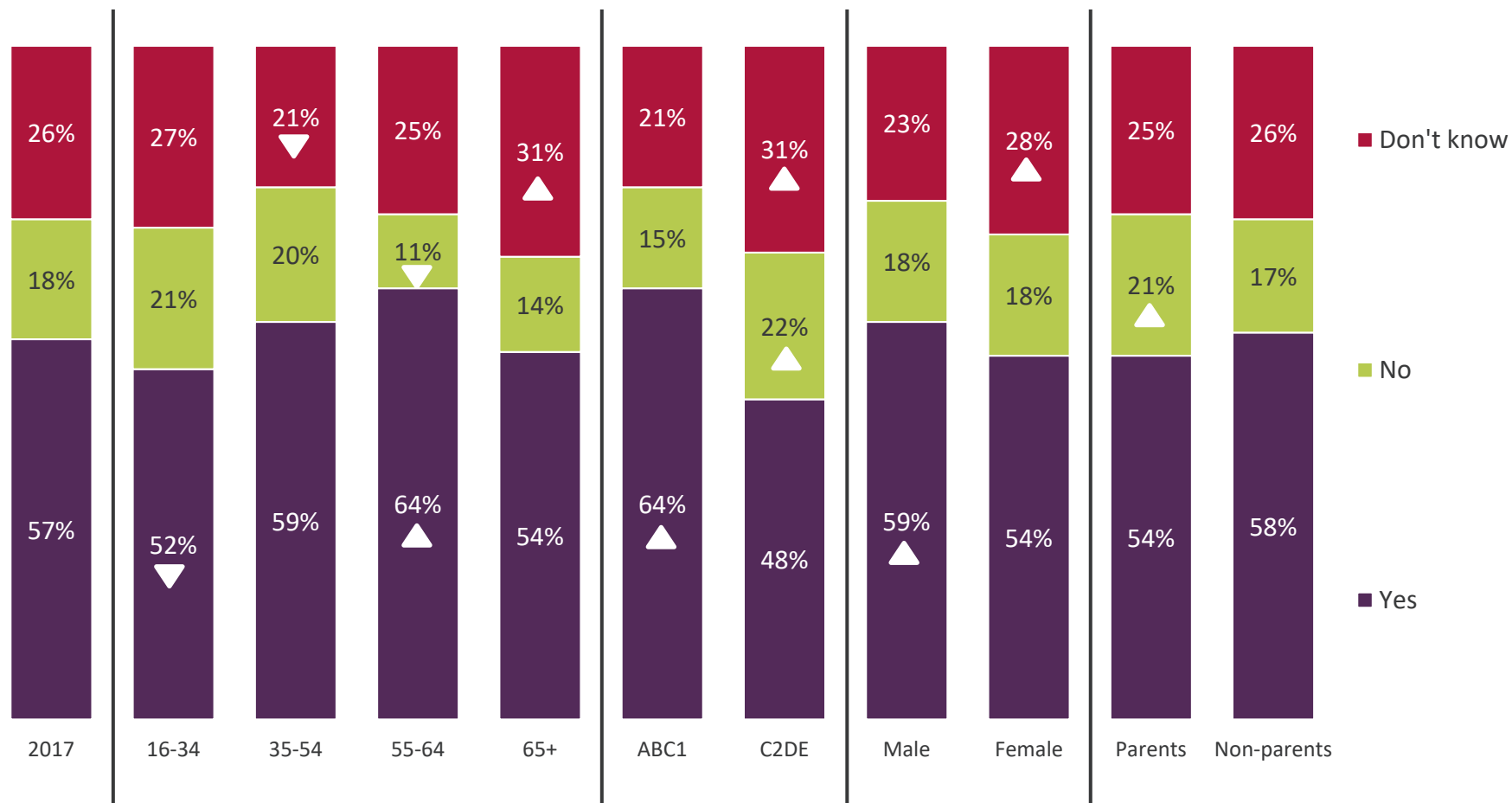
QD1 – As far as you know, are TV programmes regulated?

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



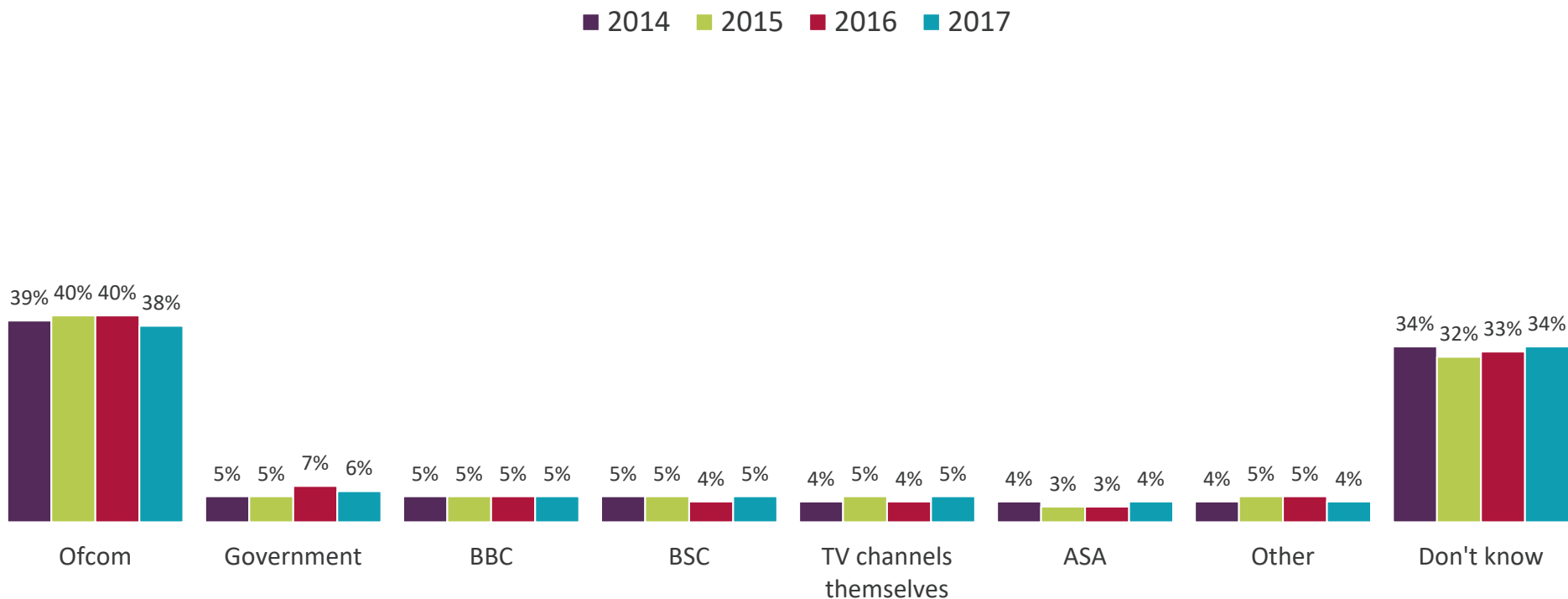
Q11 – As far as you know, is the radio regulated in terms of what can be broadcast?

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?

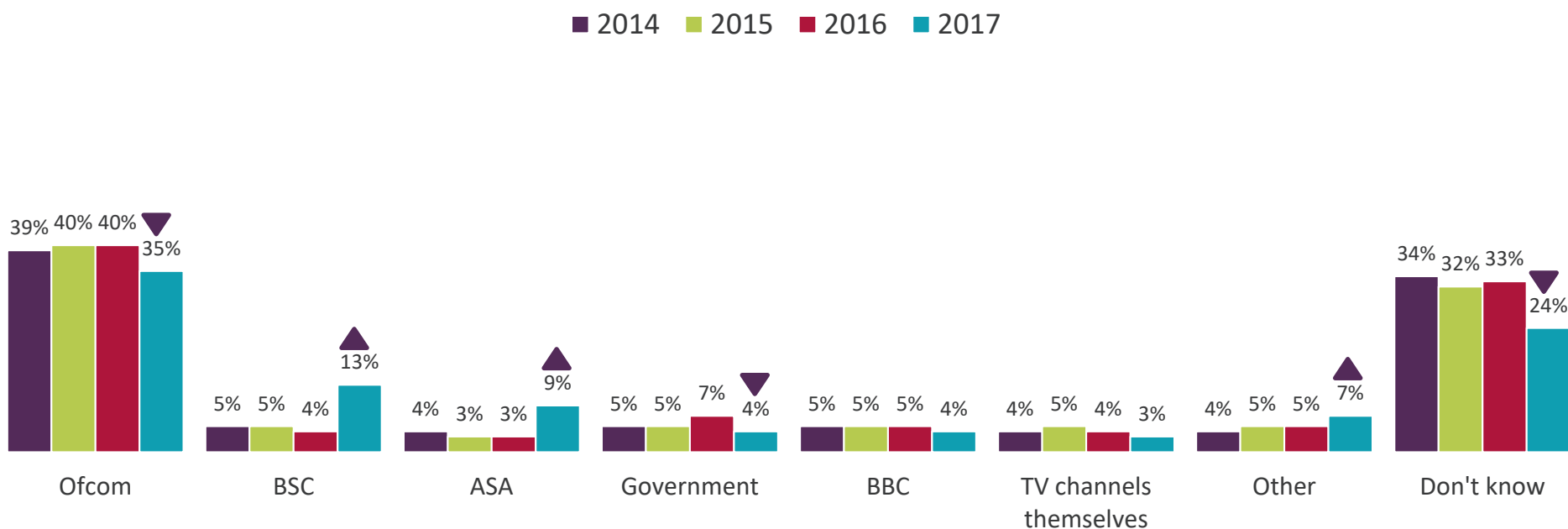
Base: All respondents aware of TV programme regulation 2014 (1485); 2015 (1656); 2016 (1670); 2017 CAPI only (846). Unprompted, first mention, single code.

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)



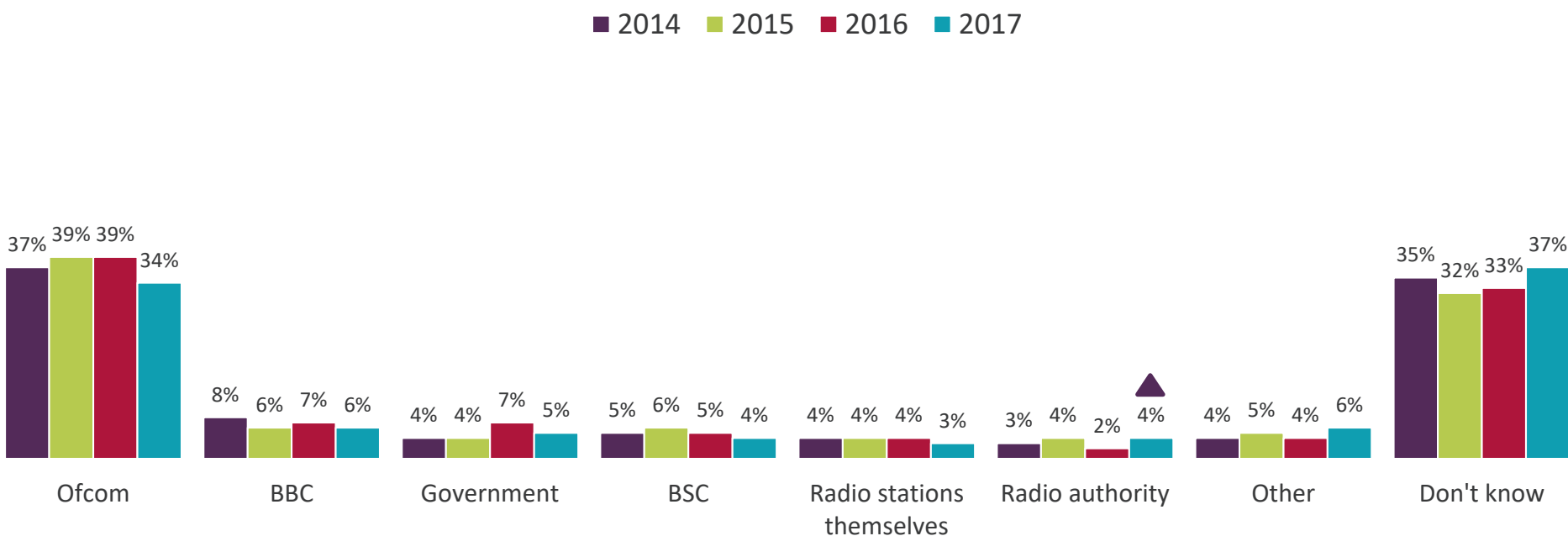
QD2 – Who do you think is responsible for regulating TV programmes?

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

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



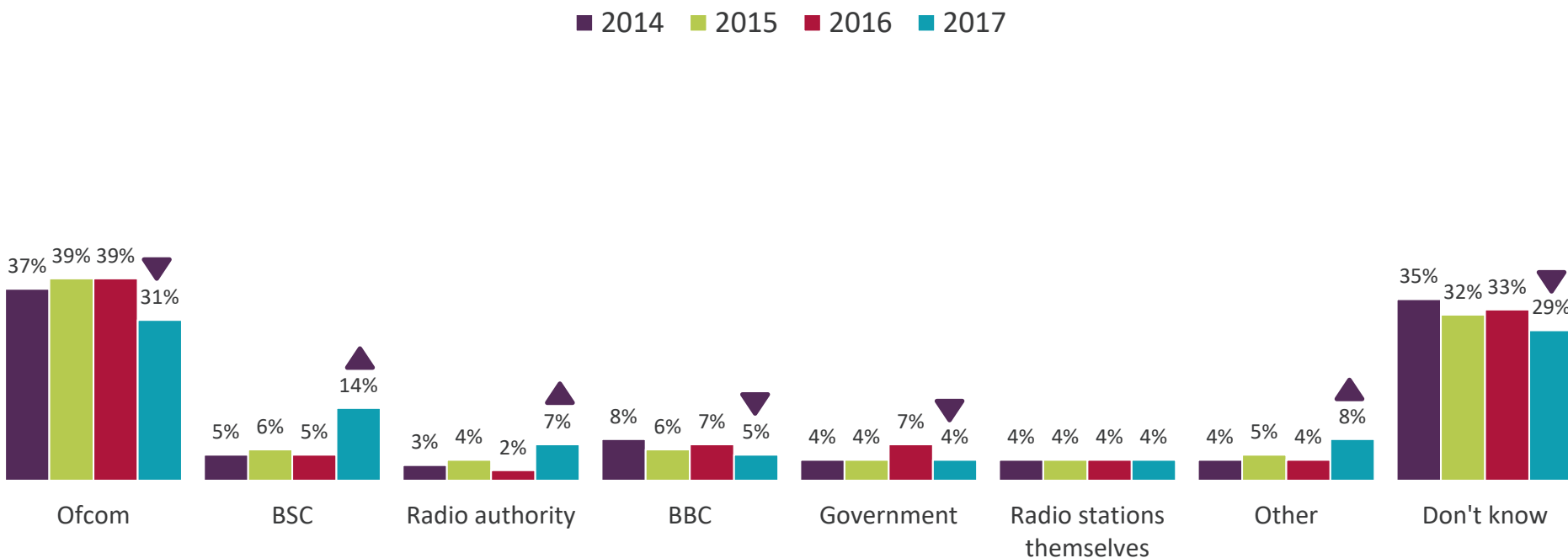
Q12 – Who do you think is responsible for regulating radio?

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

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



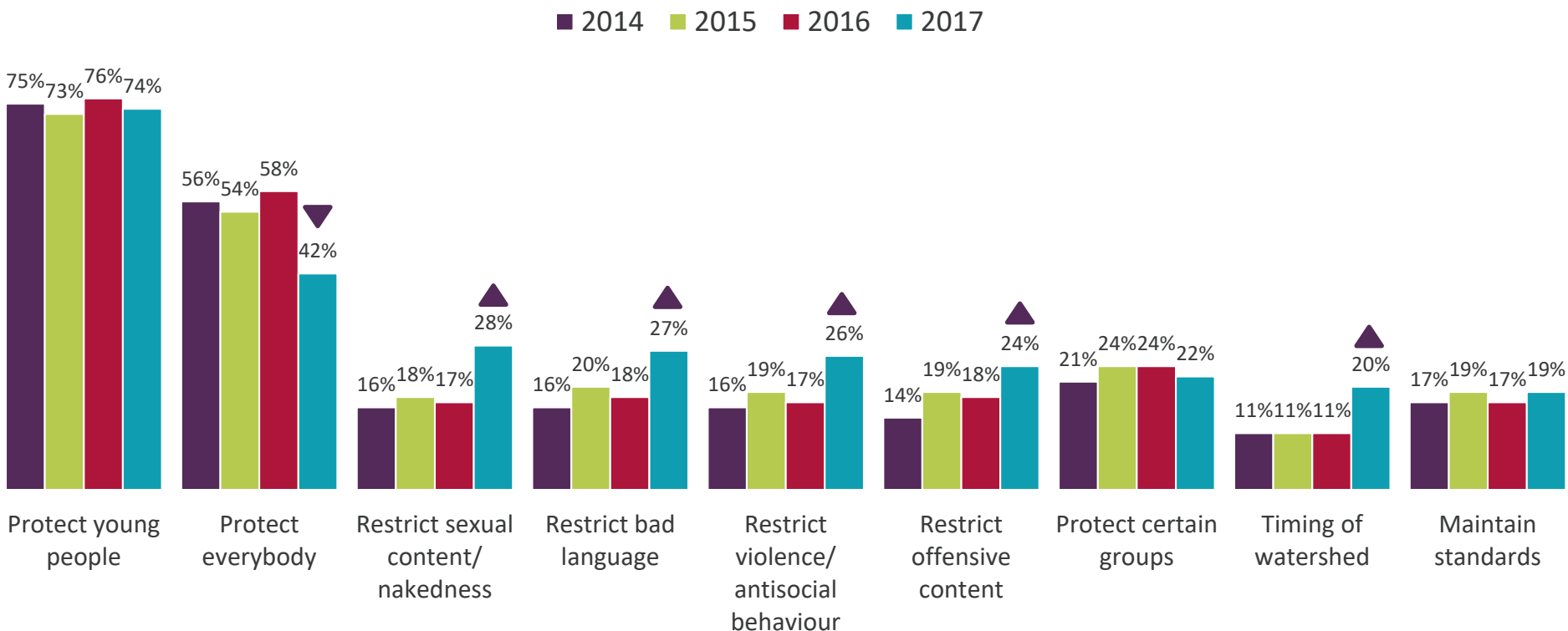
Q12 – Who do you think is responsible for regulating radio?

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

Opinion on why TV programme regulation exists: 2014-2017
(CAPI data only for 2017 – unprompted)



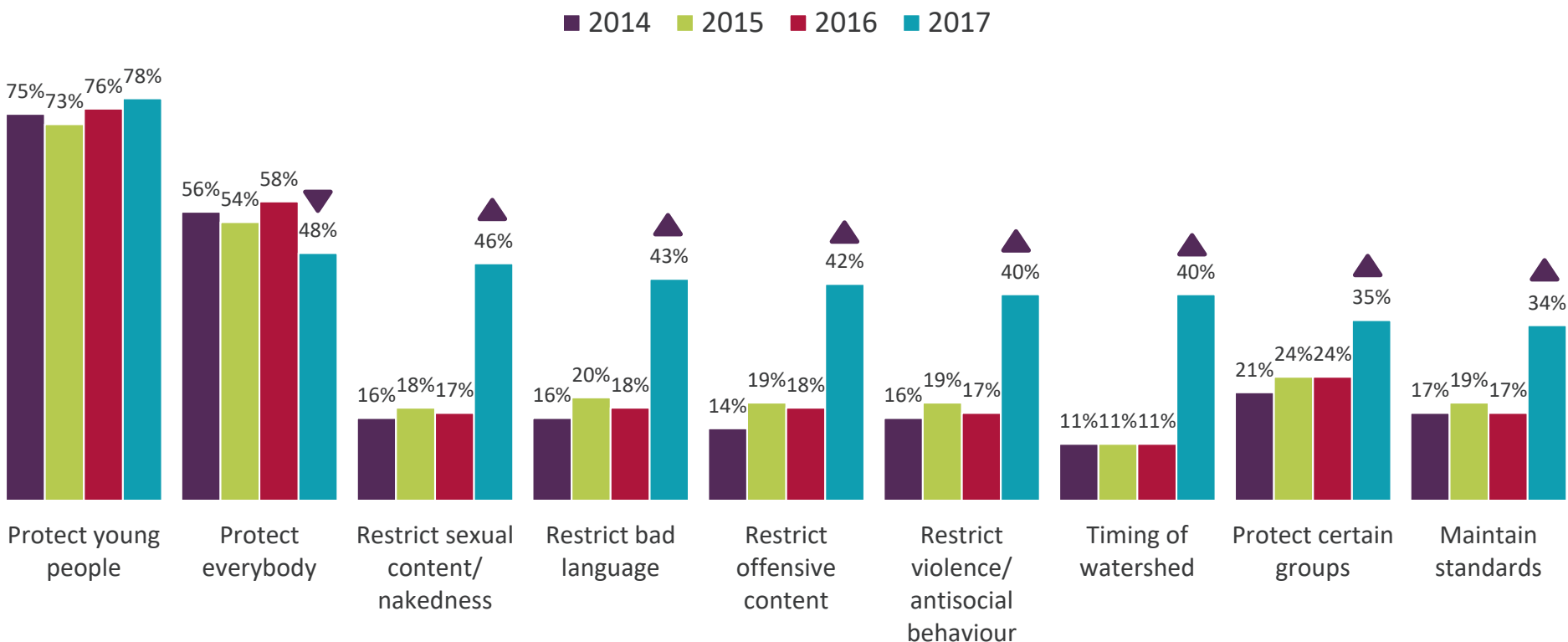
QD4A/QD4B – TV programmes on all channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base: All respondents in 2014 (2074); 2015 (2107); 2016 (2069); 2017 CAPI only (1100) . Unprompted, 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

Over three in four think that regulation exists in order to protect young people

Opinion on why TV programme regulation exists: 2014-2017
(combined unprompted CAPI and prompted online data for 2017)



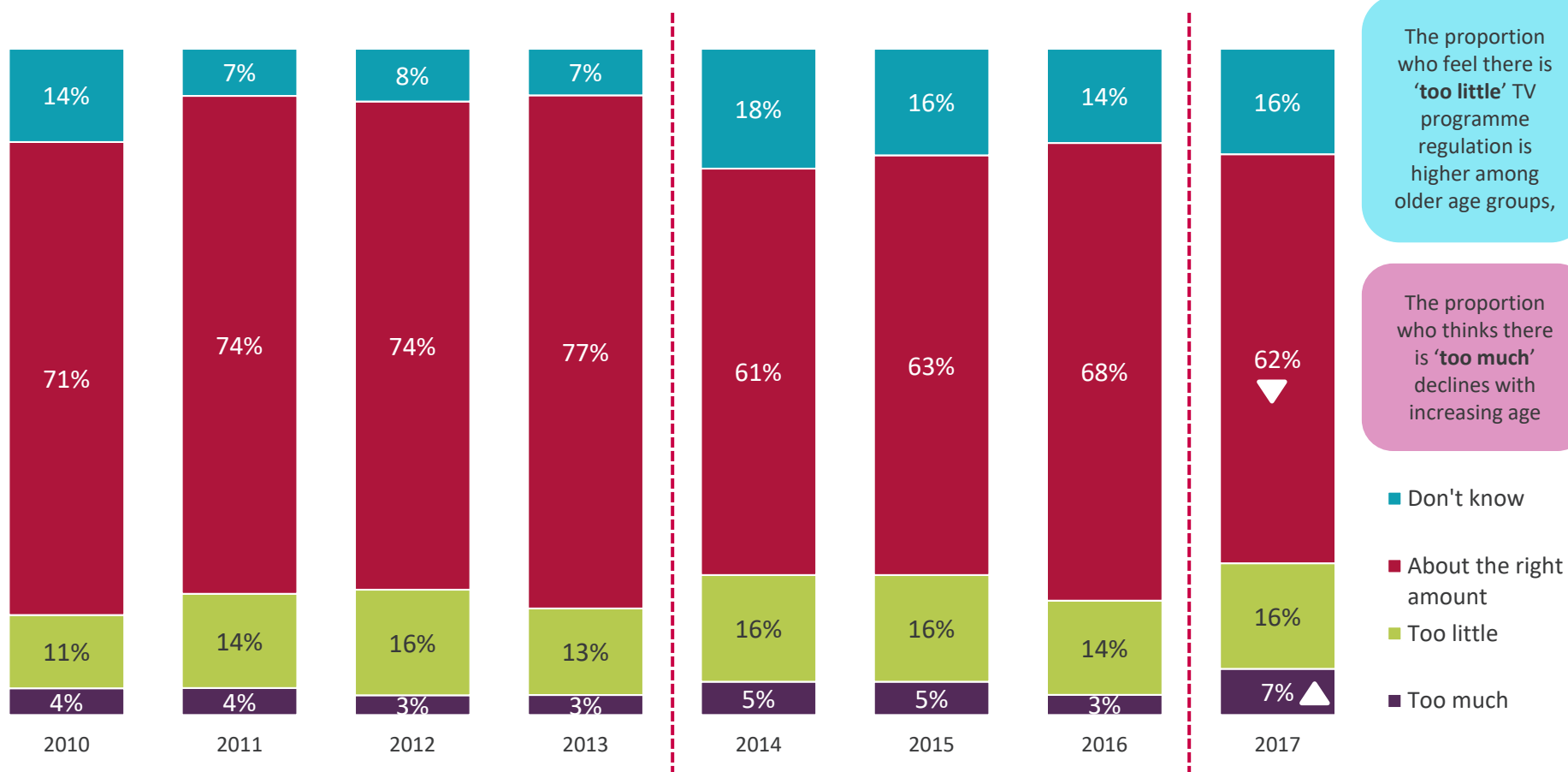
QD4A/QD4B – TV programmes on all channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

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



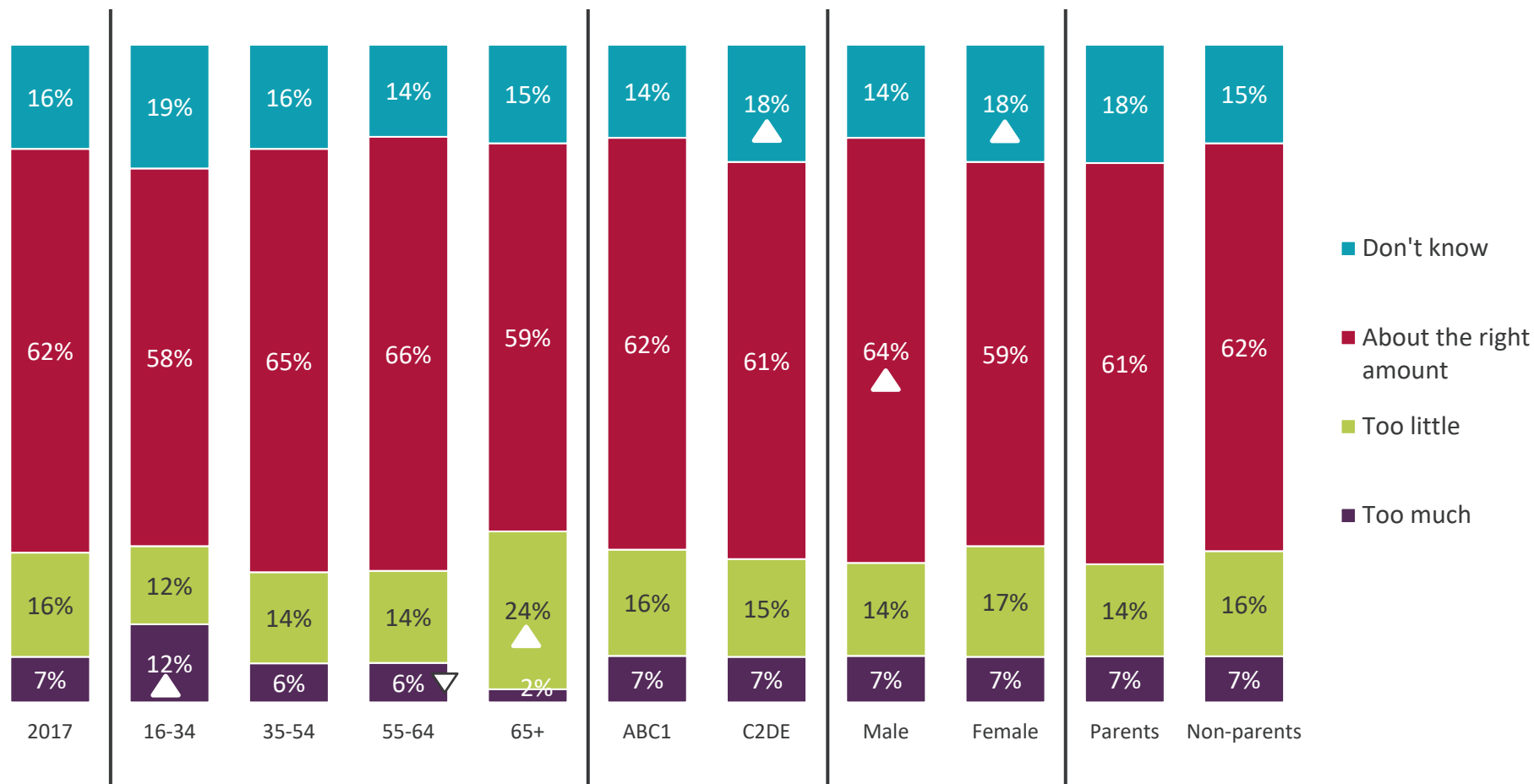
QD3A – Do you think the amount of regulation for TV programmes as a whole is too much, too little or about the right amount?

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



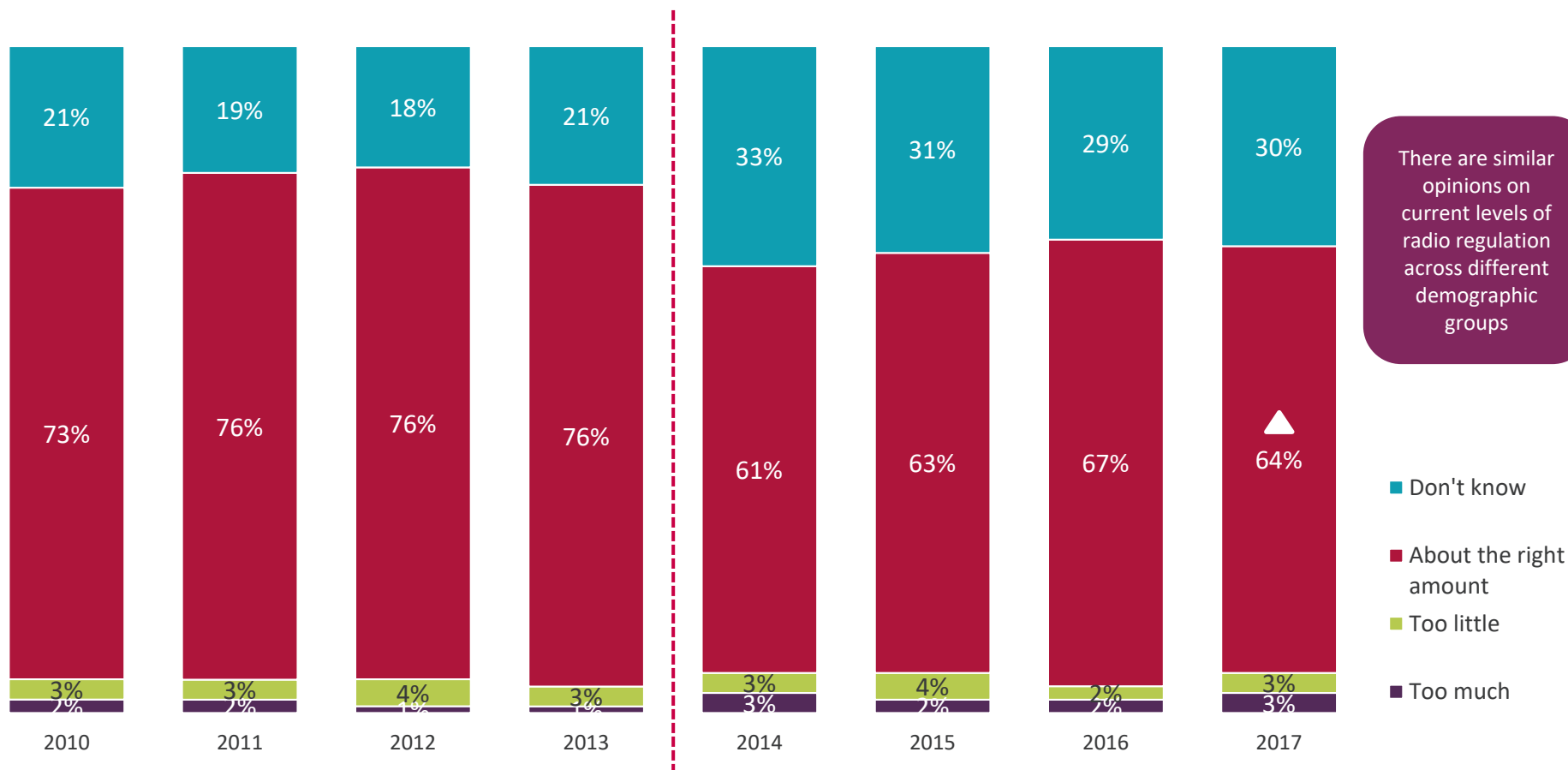
QD3A – Do you think the amount of regulation for TV programmes as a whole is too much, too little or about the right amount?

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



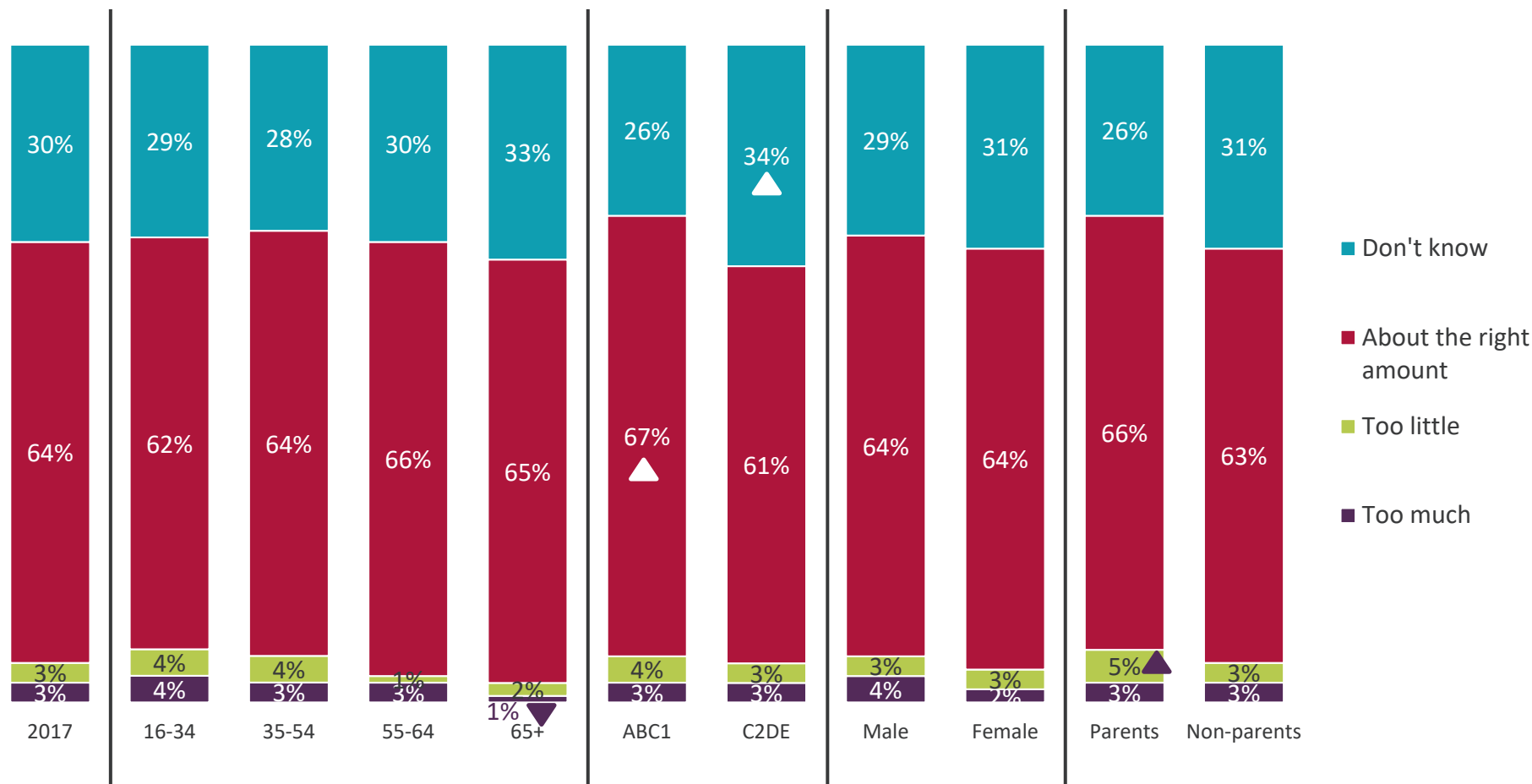
Q13 – Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?

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



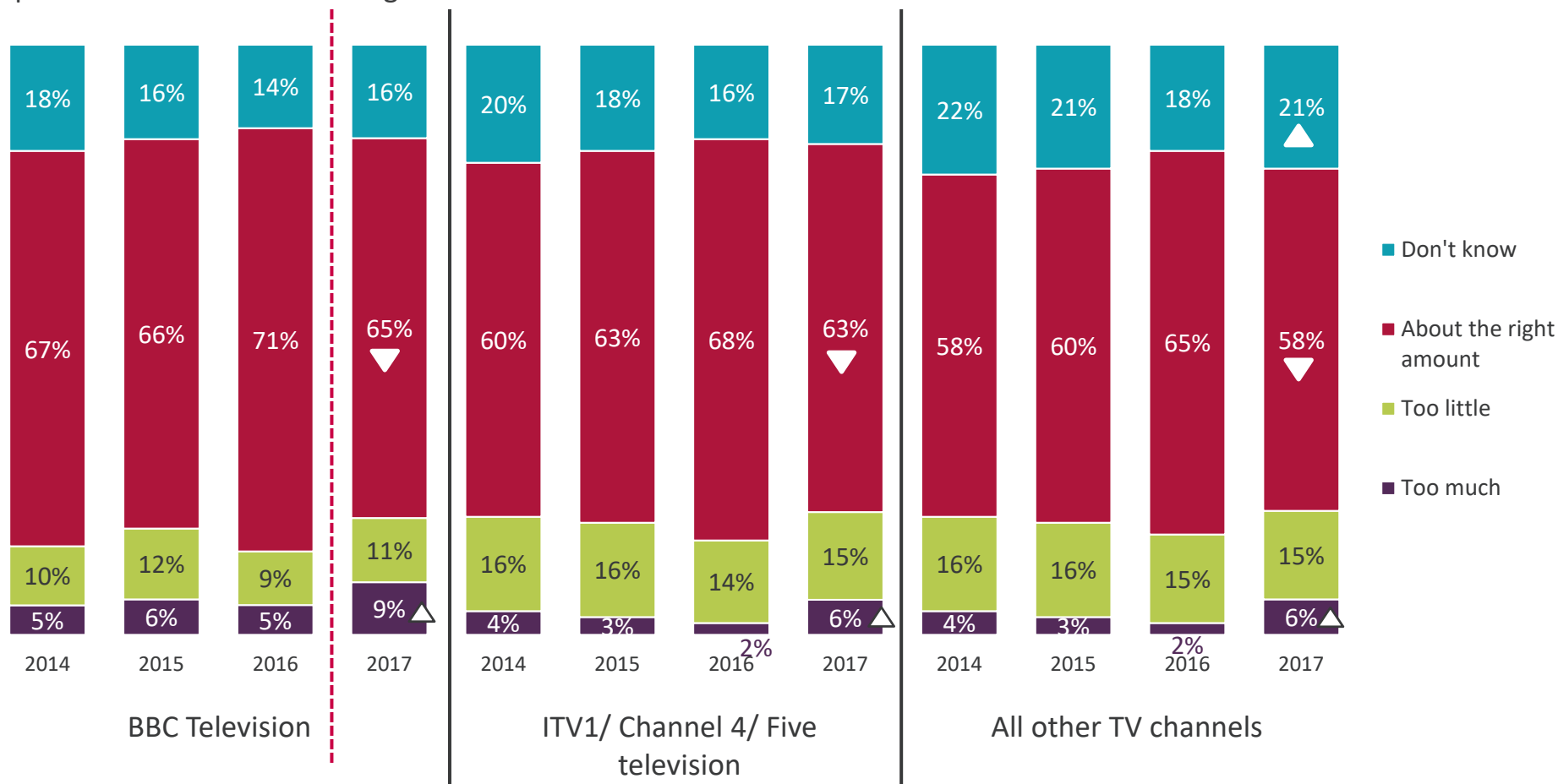
Q13 – Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?

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

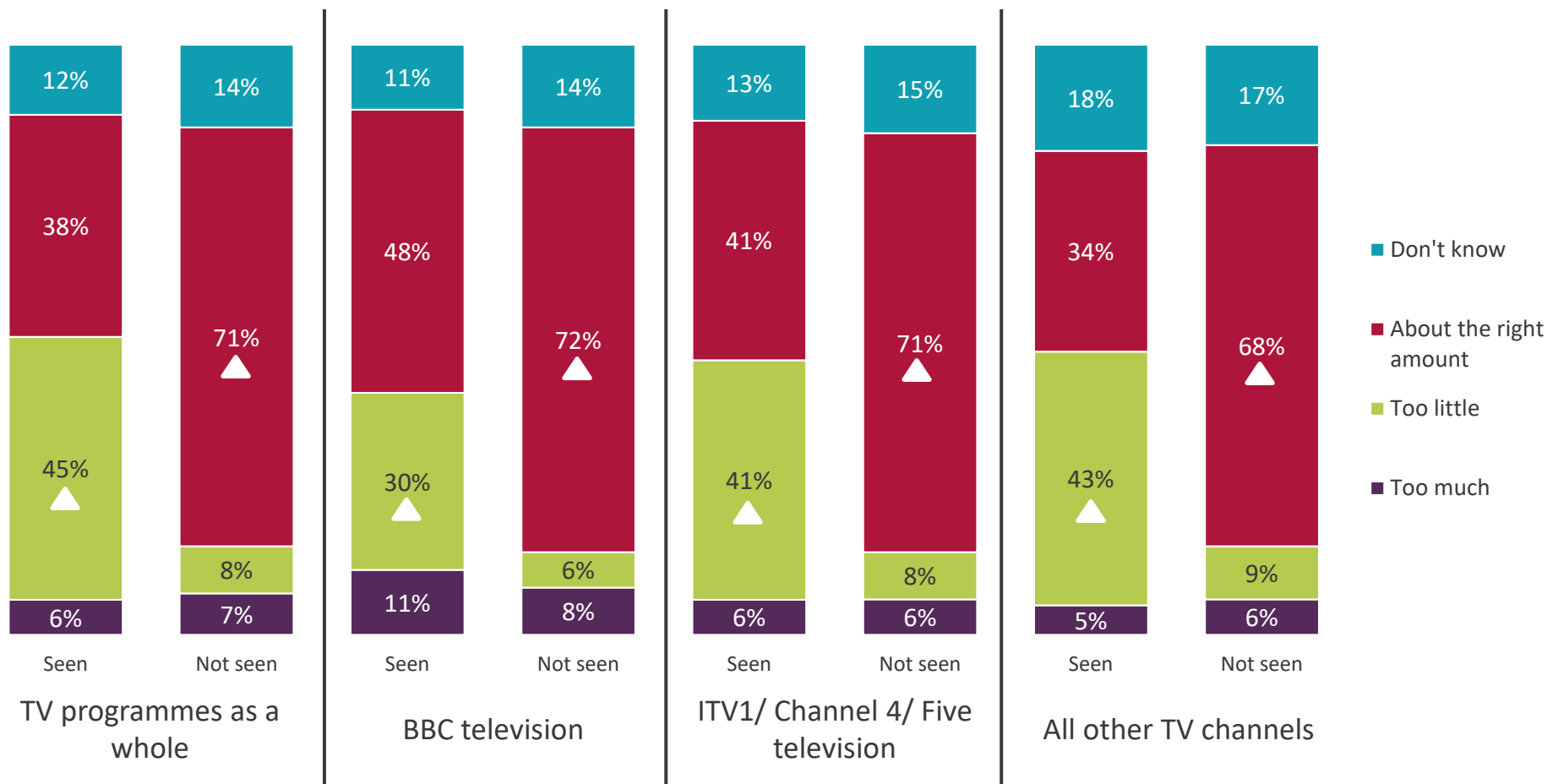


QD3B/C/D – Do you think the amount of regulation for [media type] is too much, too little, or about the right amount?

Base: All respondents 2014 (2074); 2015 (2107); 2016 (2699), 2017 (2386). Prompted, single code. Significance testing shows any difference between 2016 and 2017. Dashed line shows where survey method changed.

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



QD3 – 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.

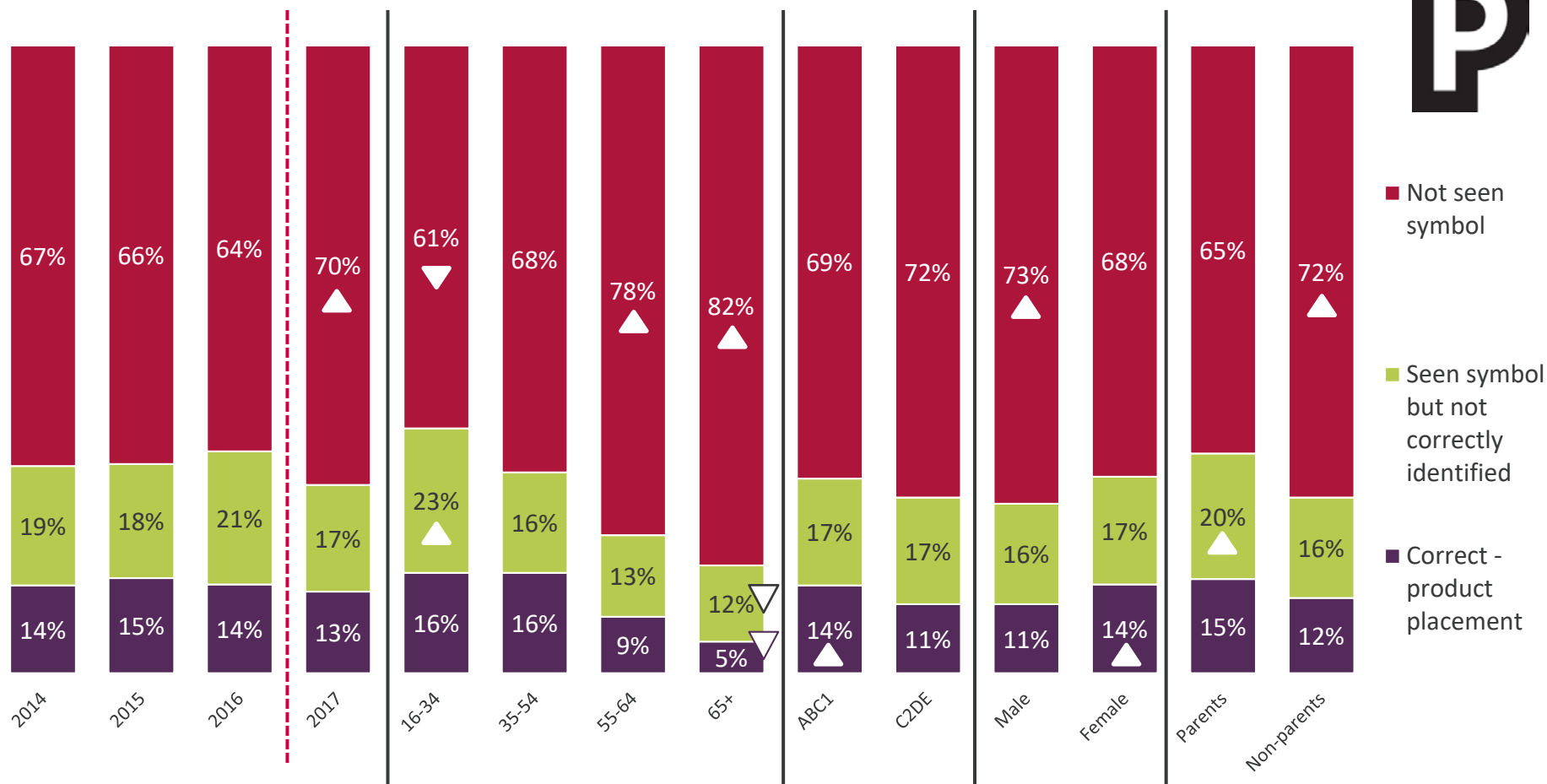
Source: Cross Platform Media Tracker 2017

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



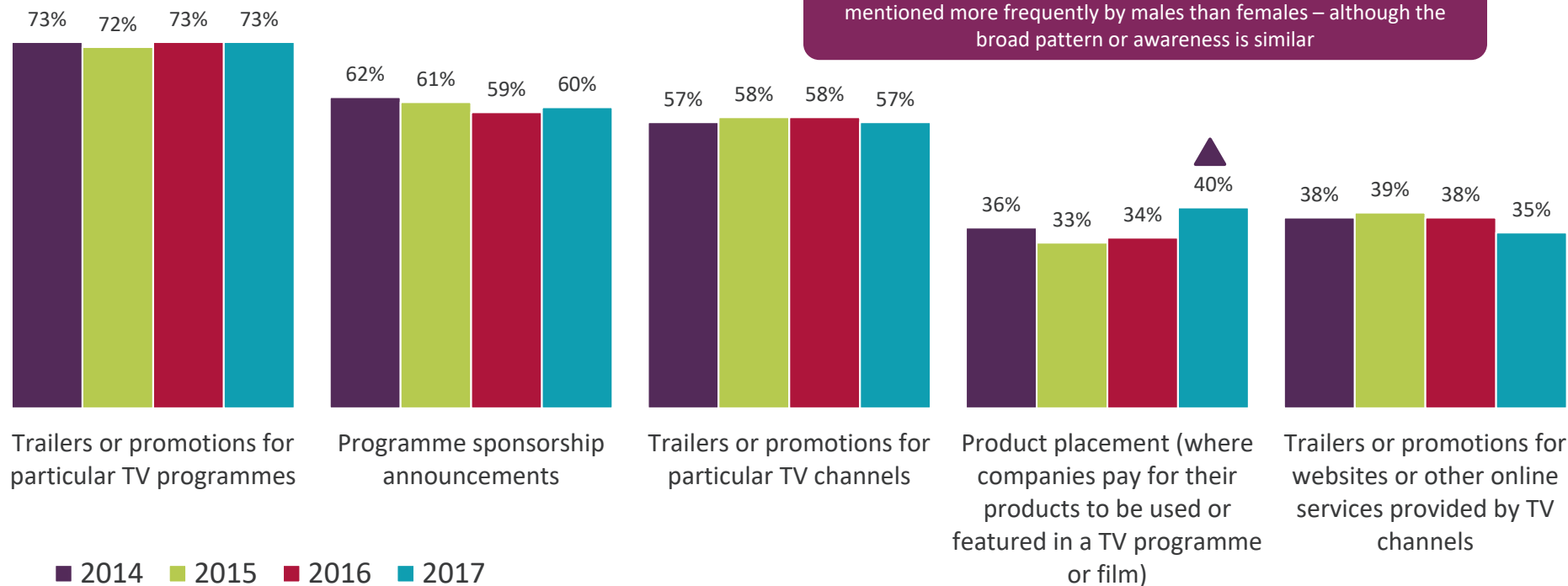
QC1/QC1a – Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? IF YES – Do you know what this symbol is used for?

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



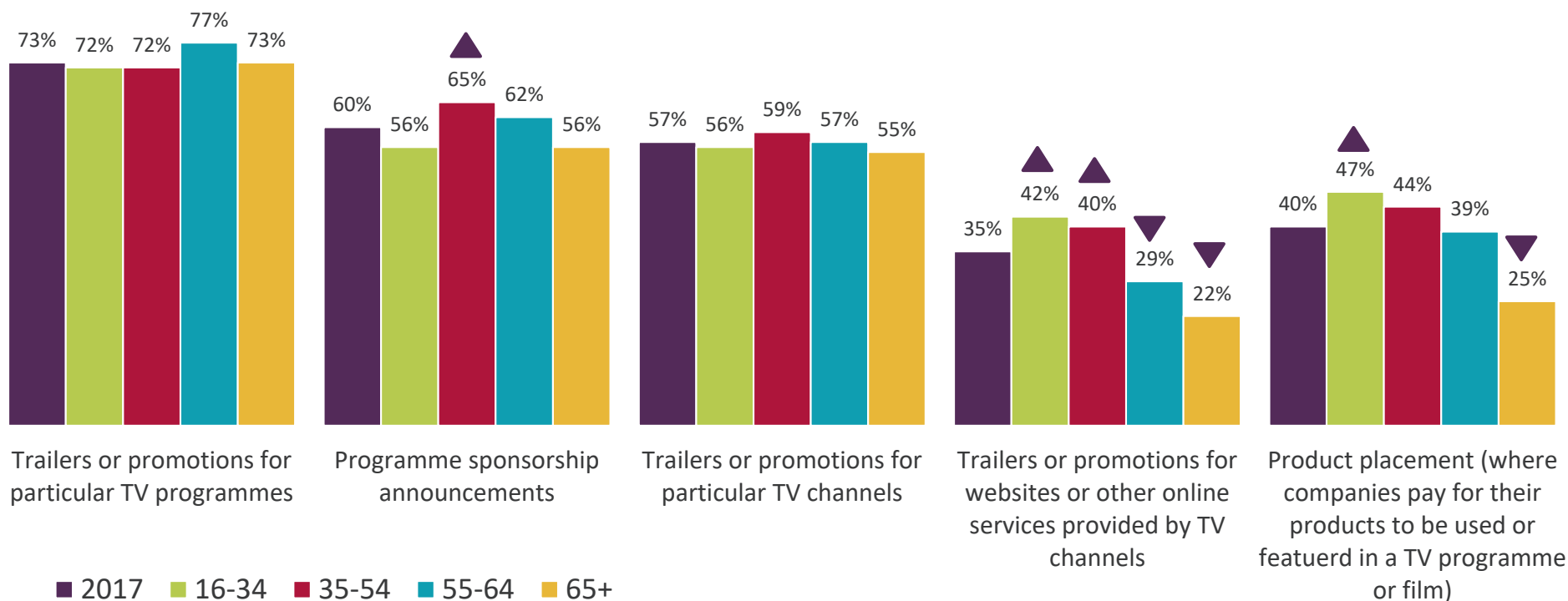
QC2 – Which of the following, if any, are you aware of on television?

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2222); 2017 (2313) . Prompted, multicode. Significance testing shows any difference between 2016 and 2017. Survey method changed between 2016 and 2017.

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



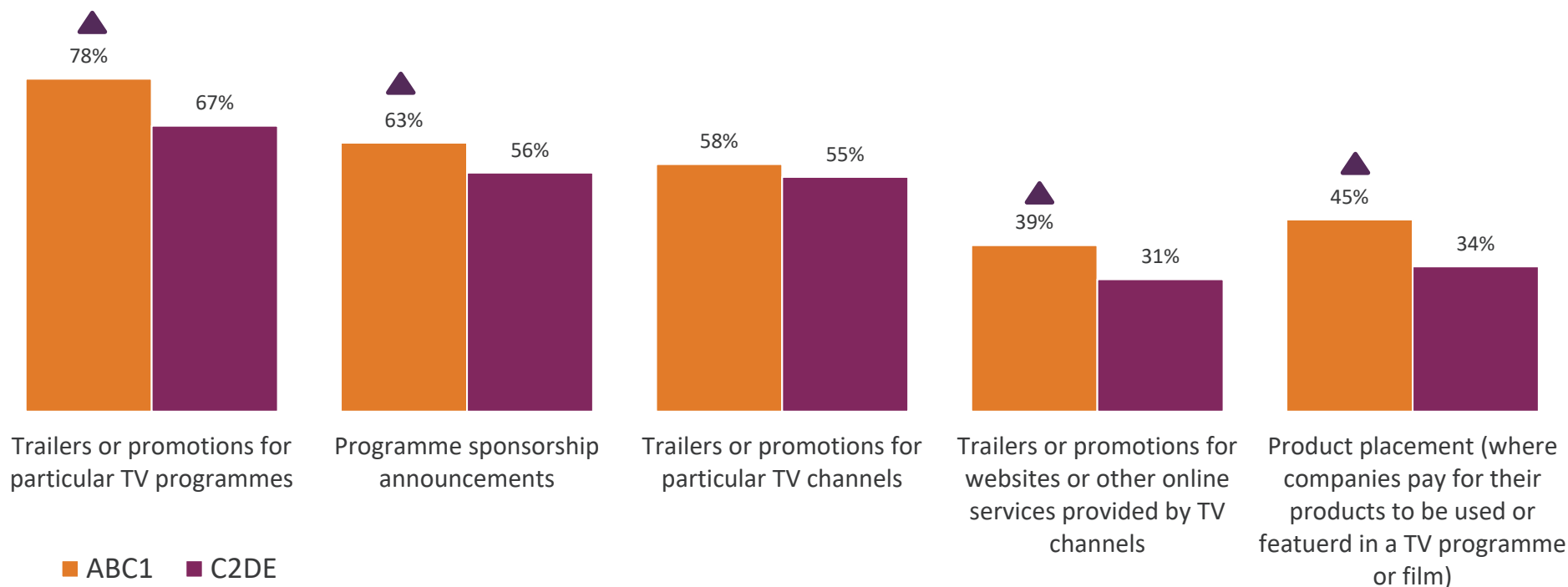
QC2 – Which of the following, if any, are you aware of on television?

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

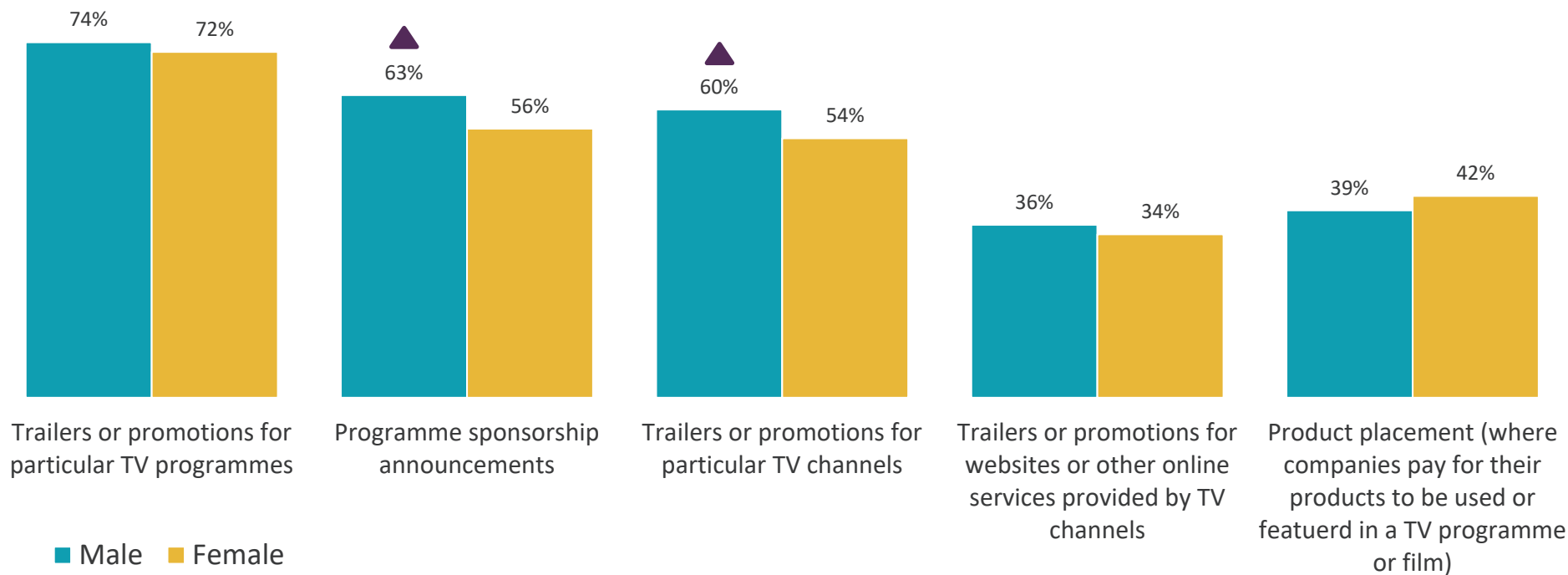
Awareness of commercial messages: 2017, by SEG



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 of awareness is similar

Awareness of commercial messages: 2017, by gender



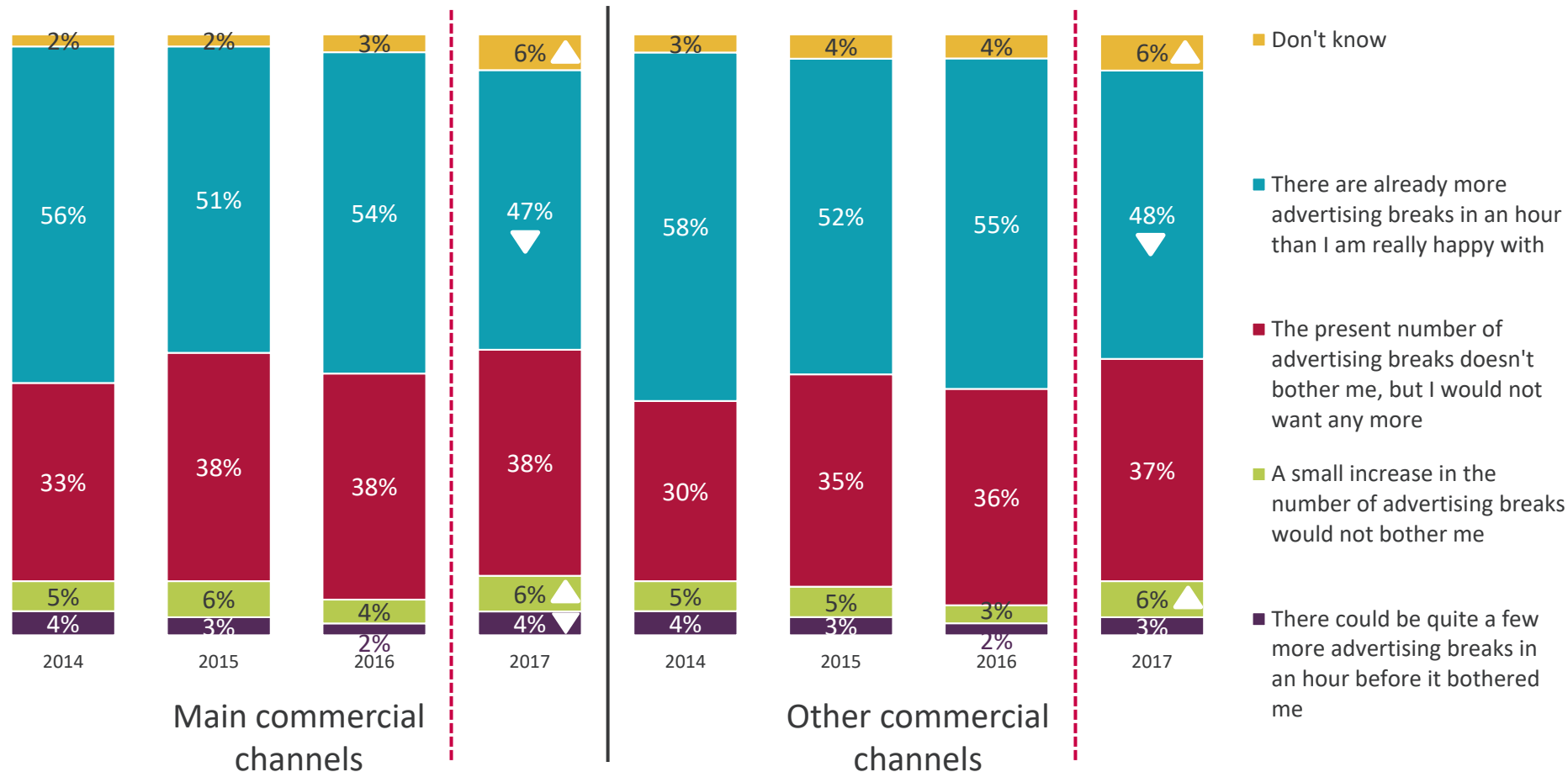
QC2 – Which of the following, if any, are you aware of on television?

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



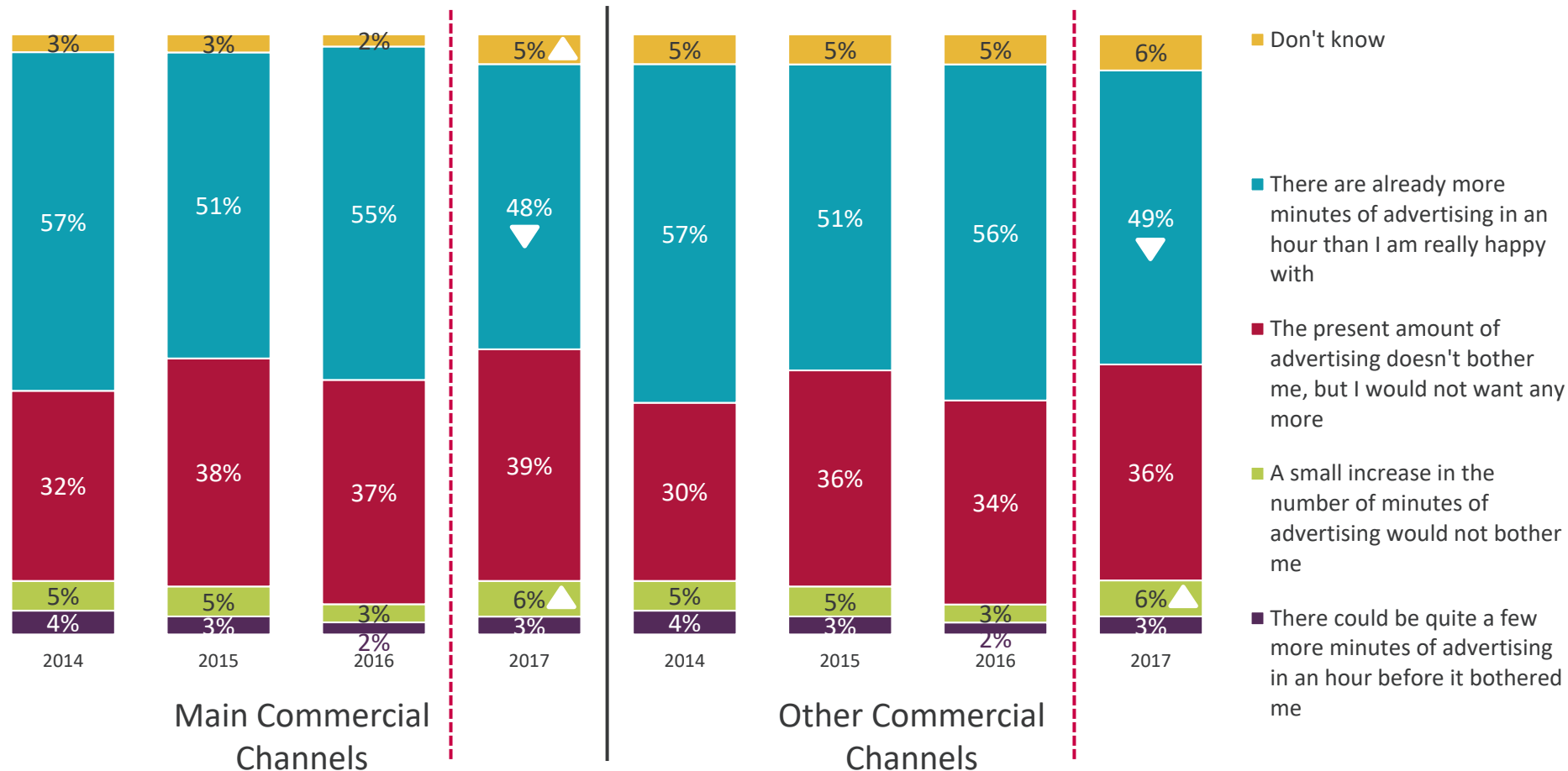
QC9/C10 – Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free-to-air channels – that is ITV1, Channel 4 and Channel 5/ on the other commercial channels – all the other channels with adverts except for ITV1, Channel 4 and Channel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

Base: All with any TV sets in 2014 (2016); 2015 (2052); 2016 (2222); 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



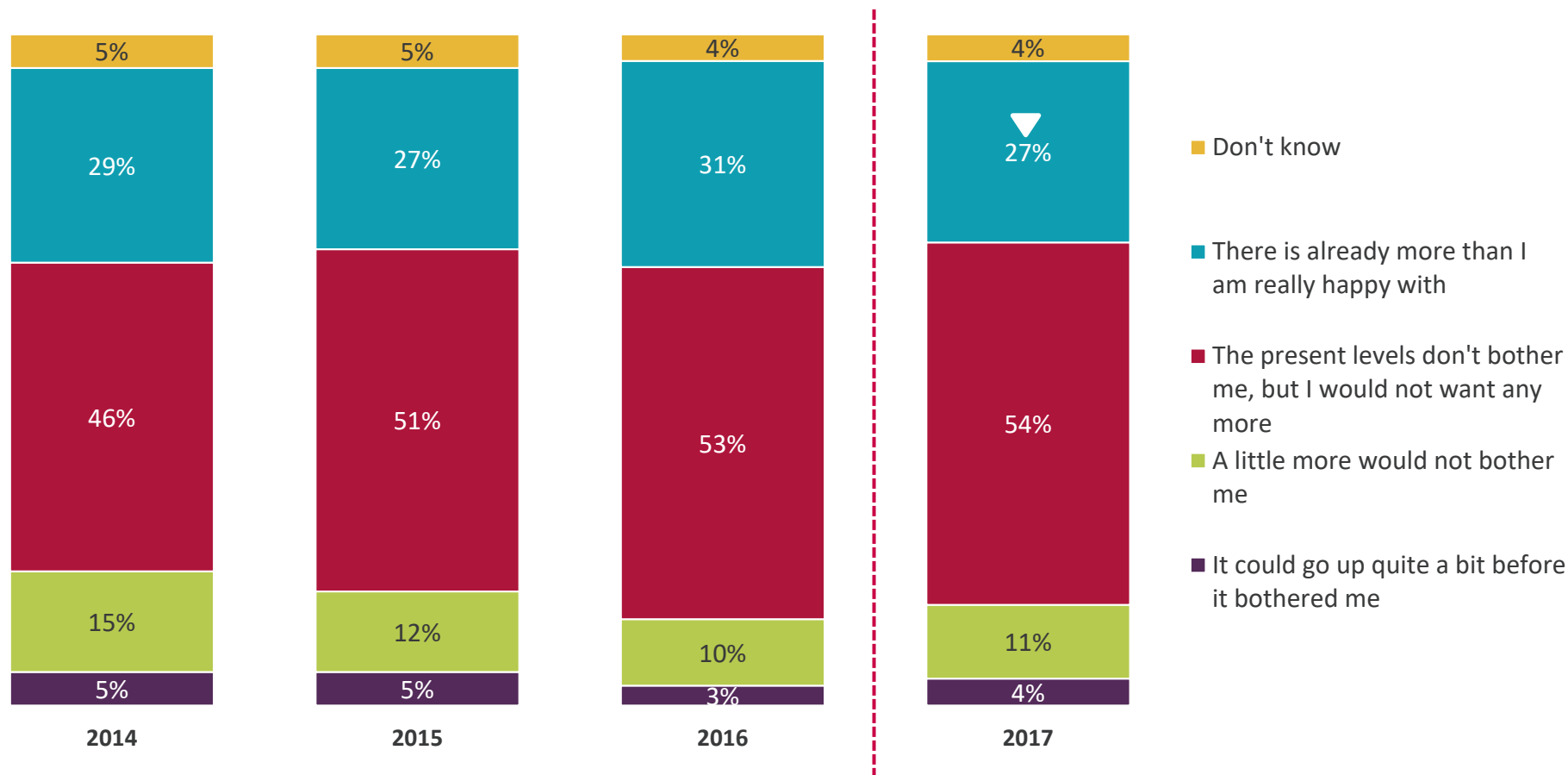
QC11/C12 – Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free-to-air channels – that is ITV1, Channel 4 and Channel 5/ on the other commercial channels – all the other channels with adverts except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



NB this was asked as one question in previous years

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

Any concerns about advertising on TV: 2014-2017 and 2017 sub-groups



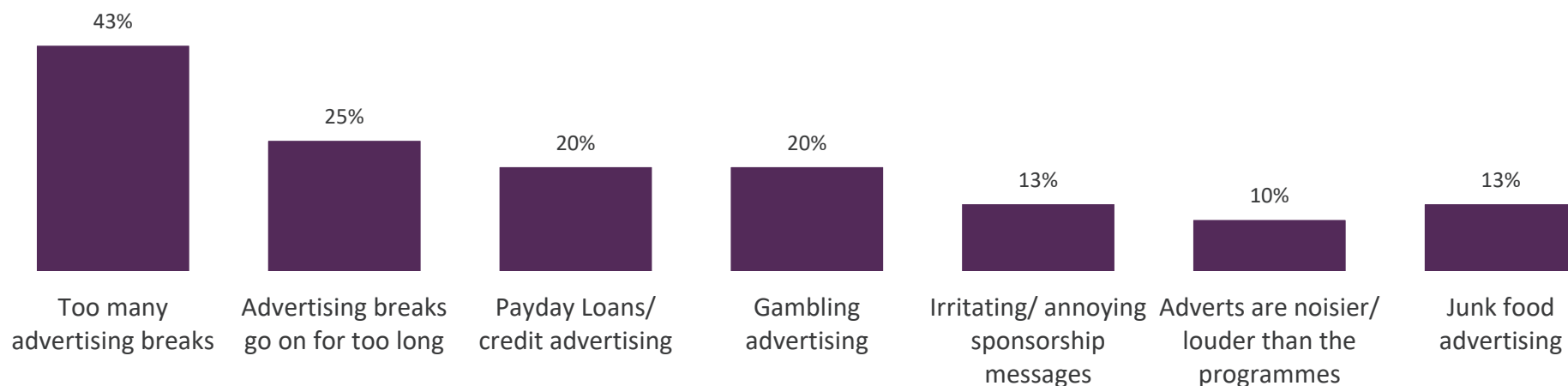
QC3a – Do you have any concerns about advertising on television?

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)



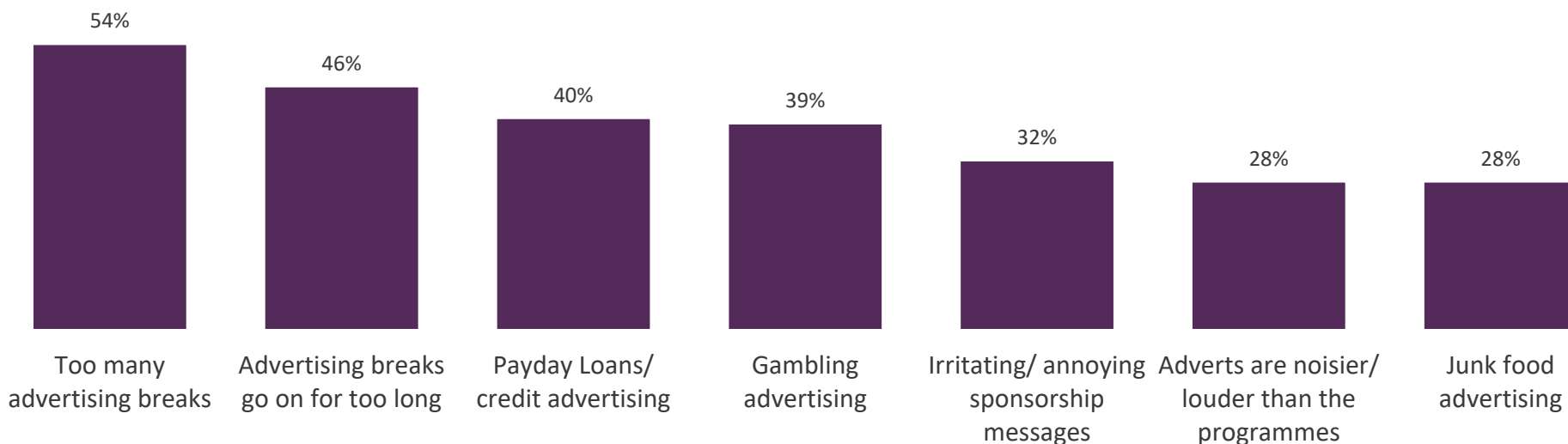
QC3 – What do you have concerns about?

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?

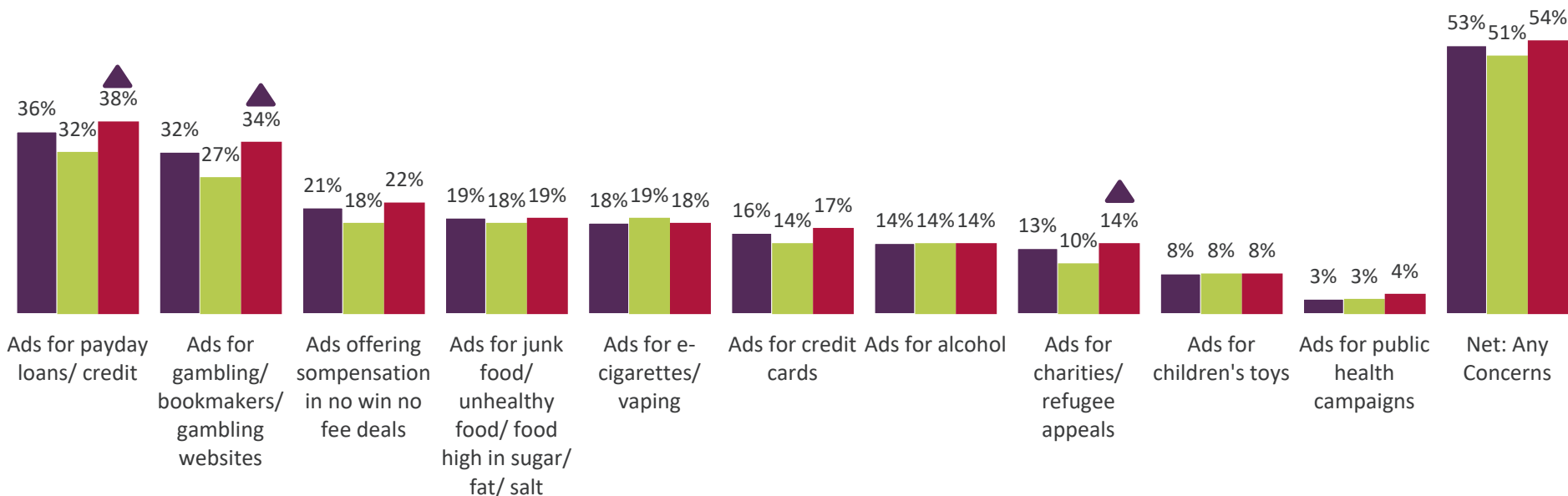
Base: All with concerns about advertising (516). CAPI unprompted/online prompted, multicode. Top reasons charted (all over 25%).

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

■ All adults 16+ ■ Parents ■ Non Parents



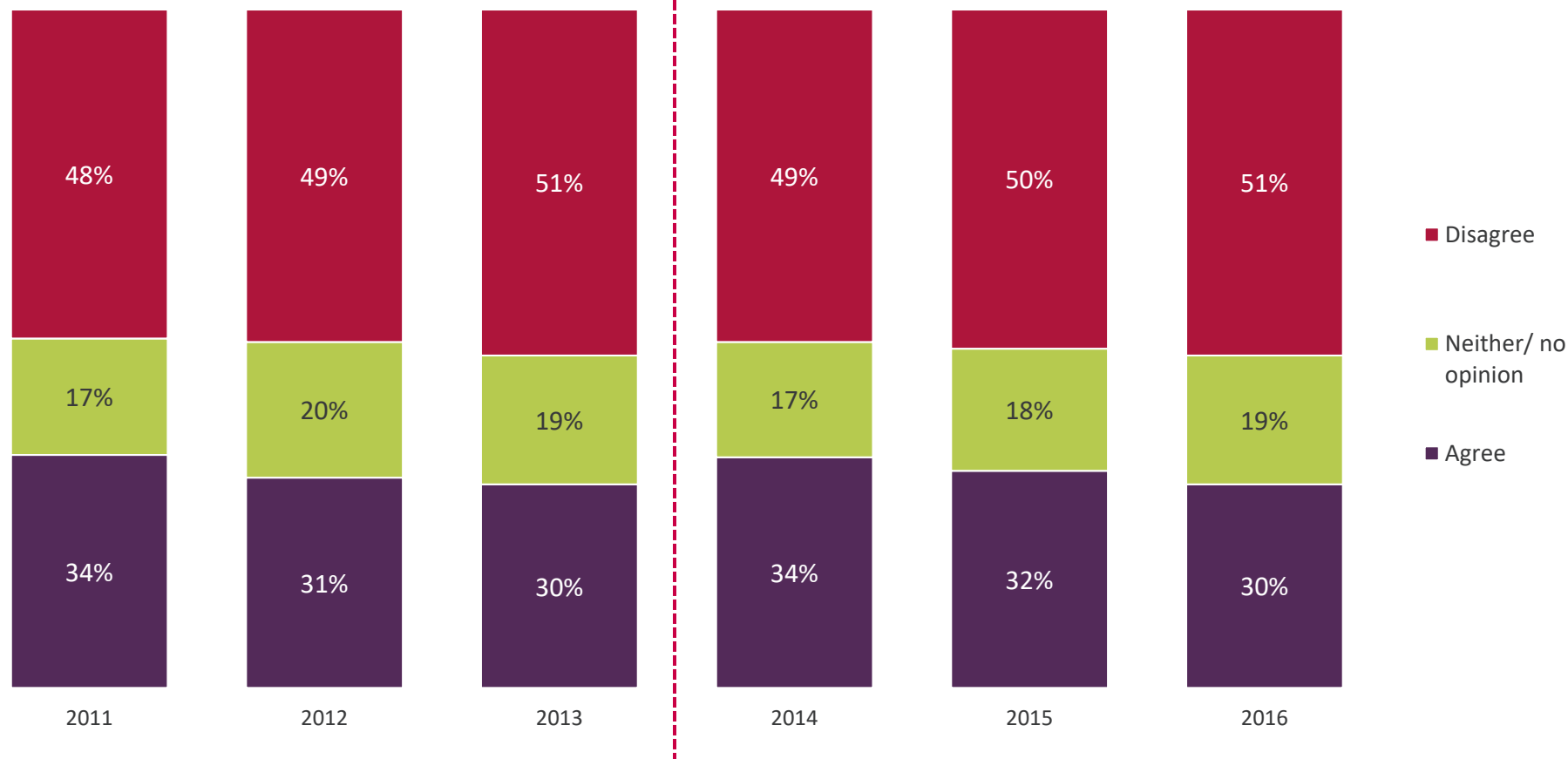
QC4 – Which of these **types** of advertising on television do you have any concerns about?

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



NB this was asked as one question in previous years

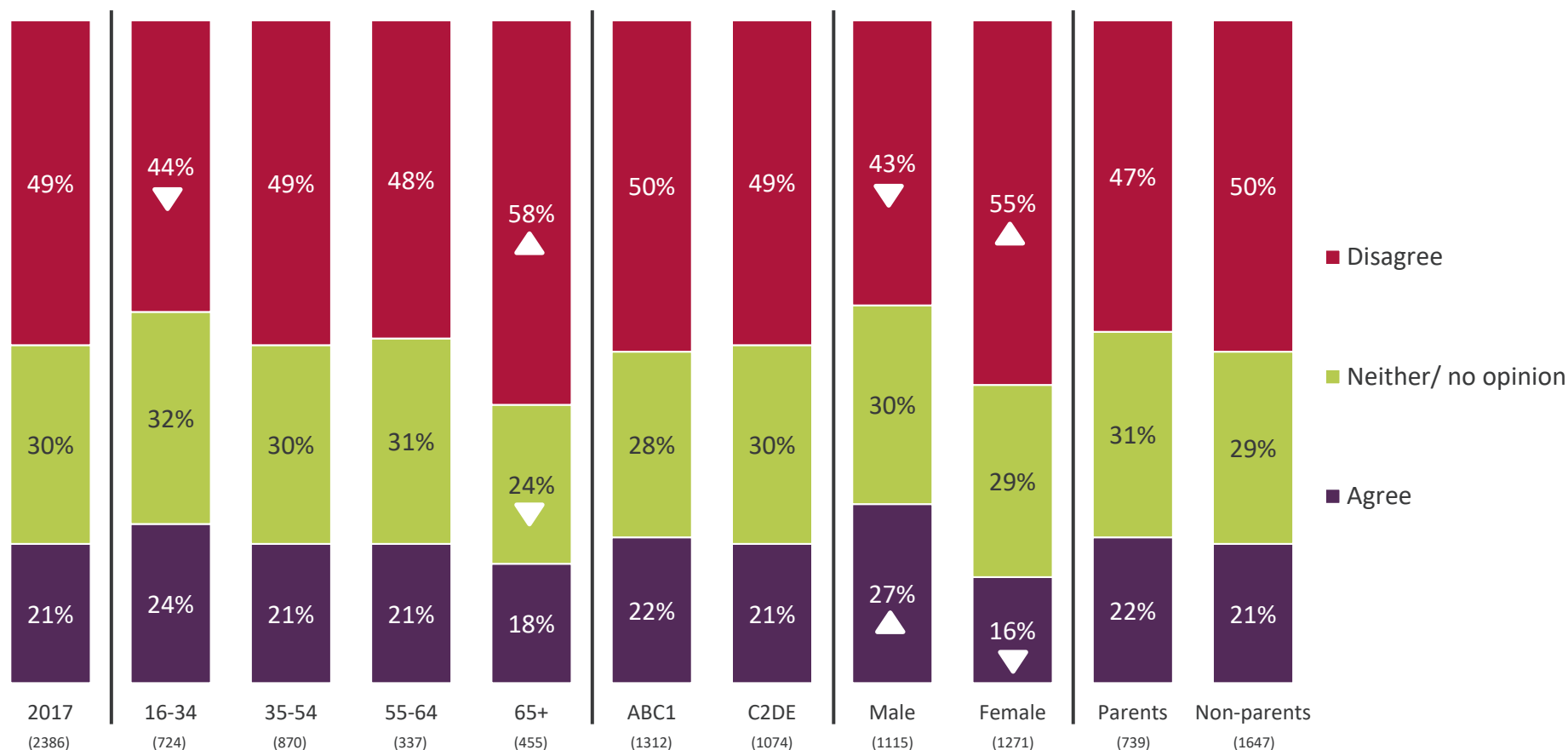
QJ1A – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – *TV broadcasters should be free to show programmes that scrutinise the lives of politicians or other public figures without them giving consent*

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



NB this was asked as one question in previous years

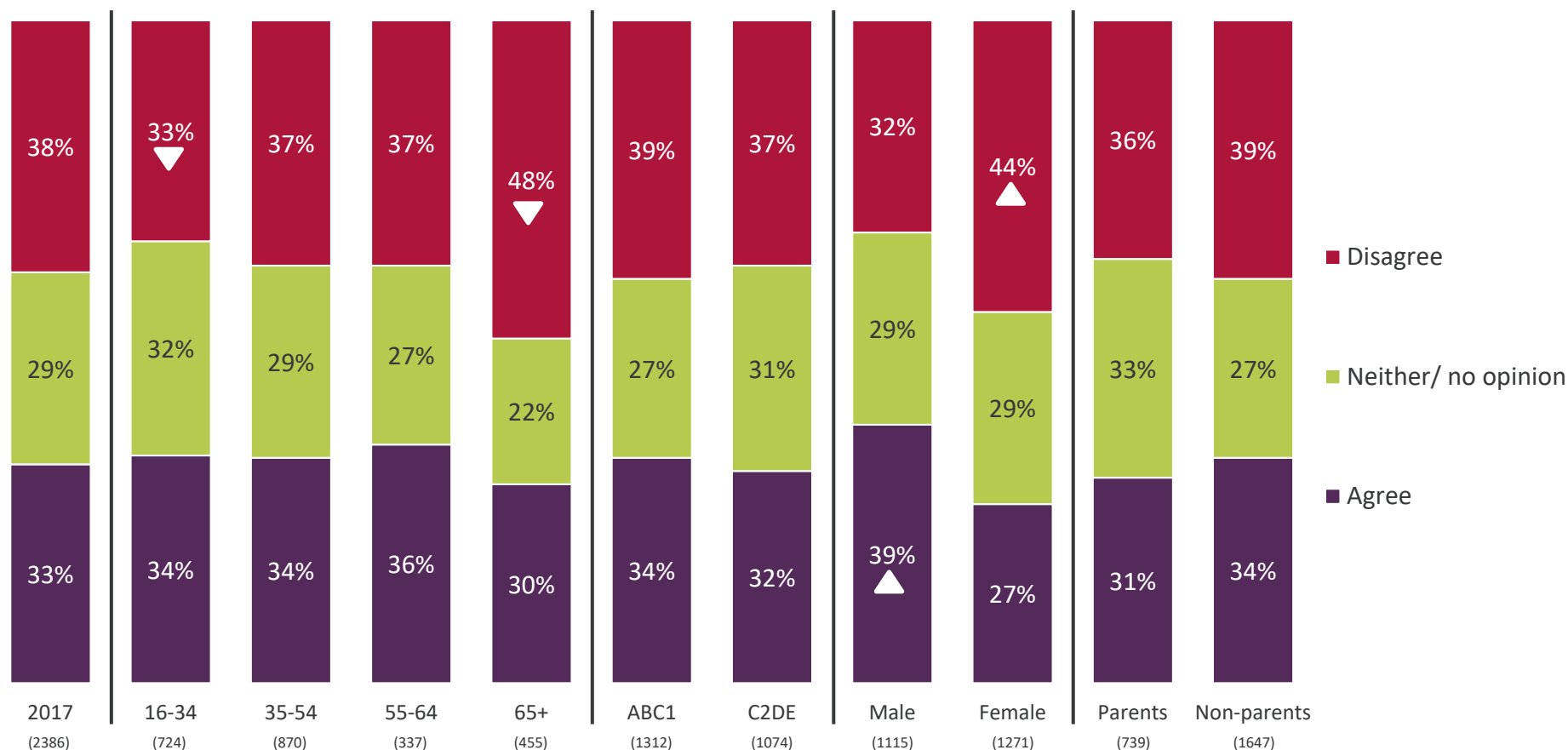
QJ1A – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – *TV broadcasters should be free to show programmes that scrutinise the lives of celebrities without them giving consent*

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

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



NB this was asked as one question in previous years

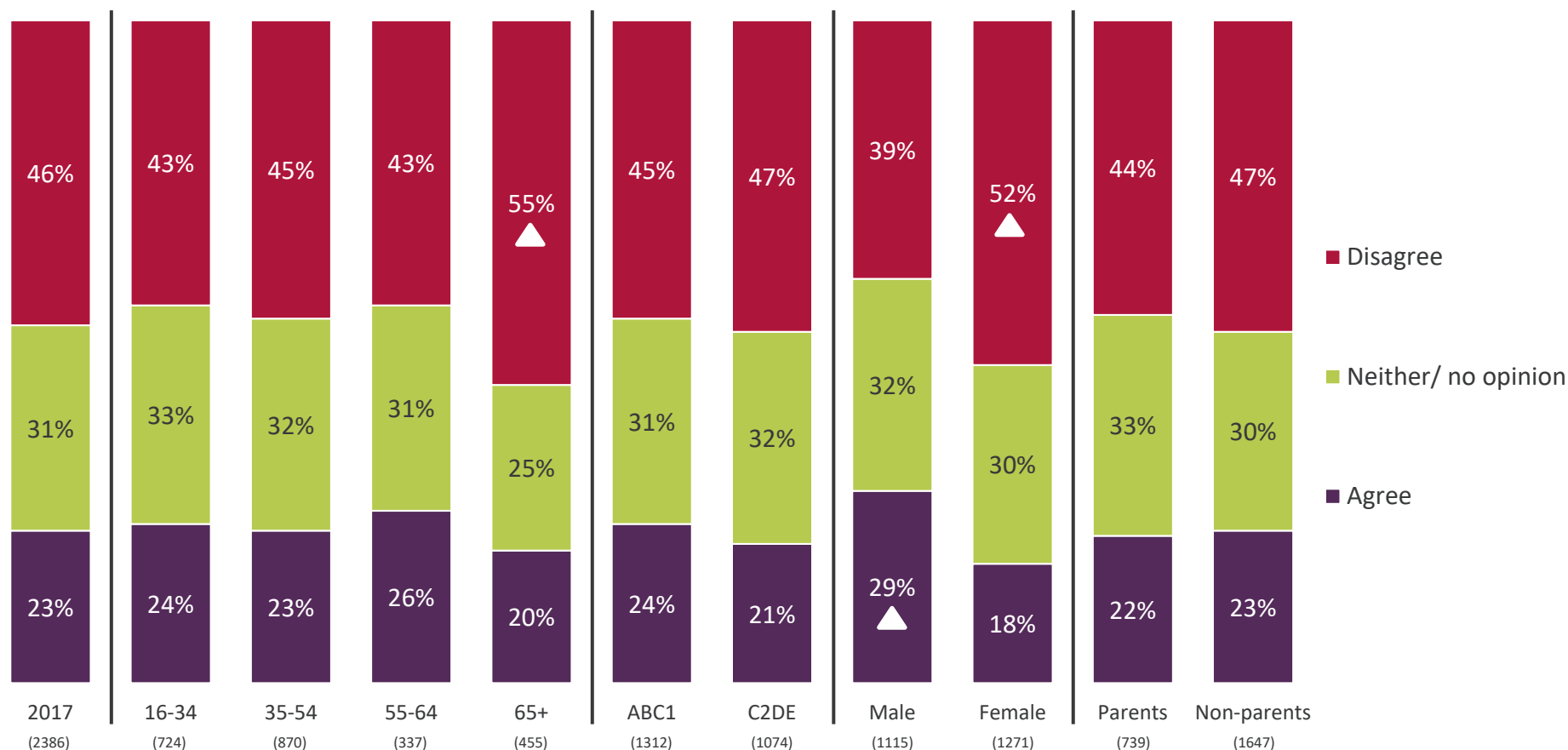
QJ1B – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – *TV broadcasters should be free to show programmes that scrutinise the lives of politicians without them giving consent*

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



NB this was asked as one question in previous years

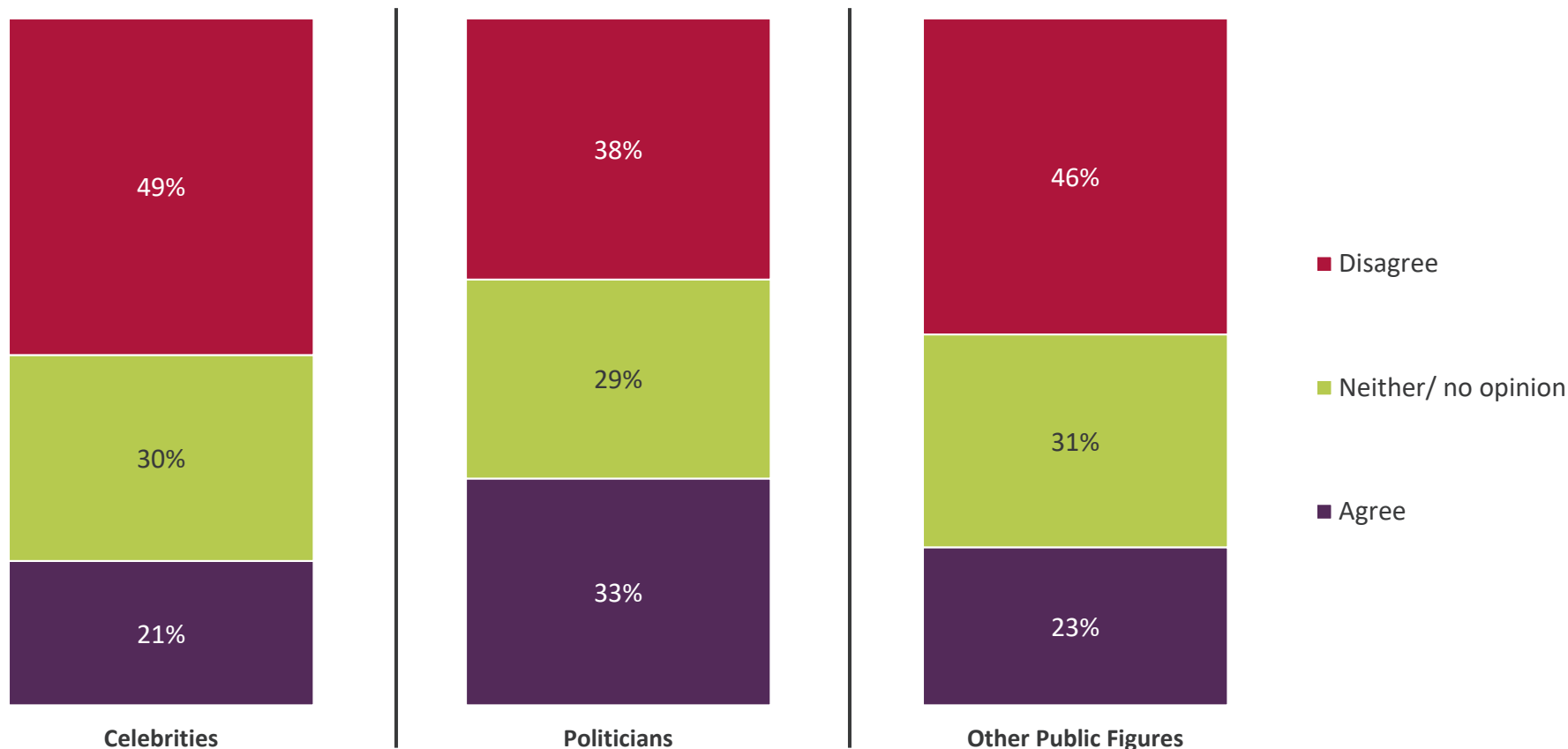
QJ1C – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – *TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent*

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”



NB this was asked as one question in previous years

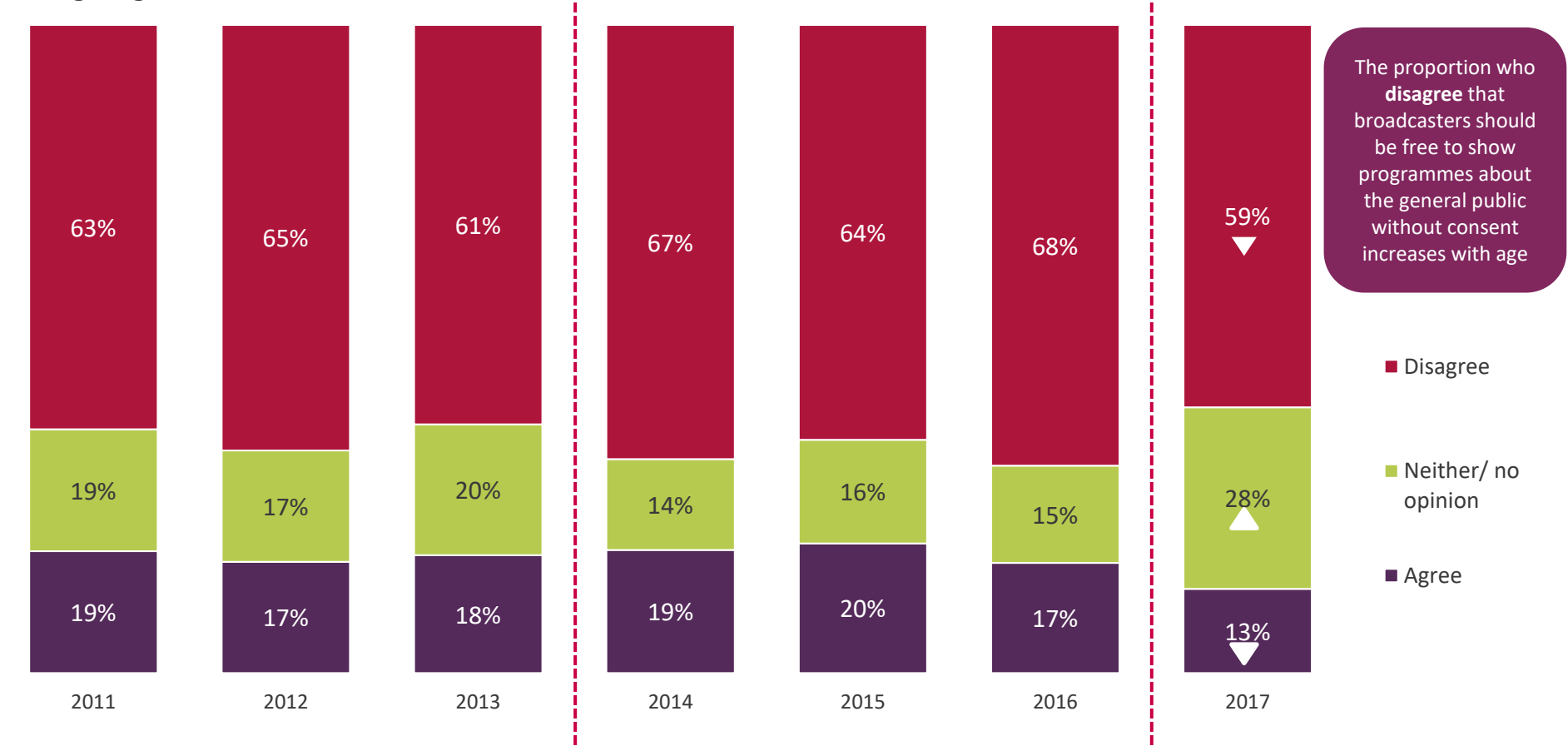
QJ1A/B/C – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – *TV broadcasters should be free to show programmes that scrutinise the lives of celebrities/ politicians/ other public figures without them giving consent*

Base: All respondents in 2017 (2386). Prompted, single code.

Source: Cross Platform Media Tracker 2017

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



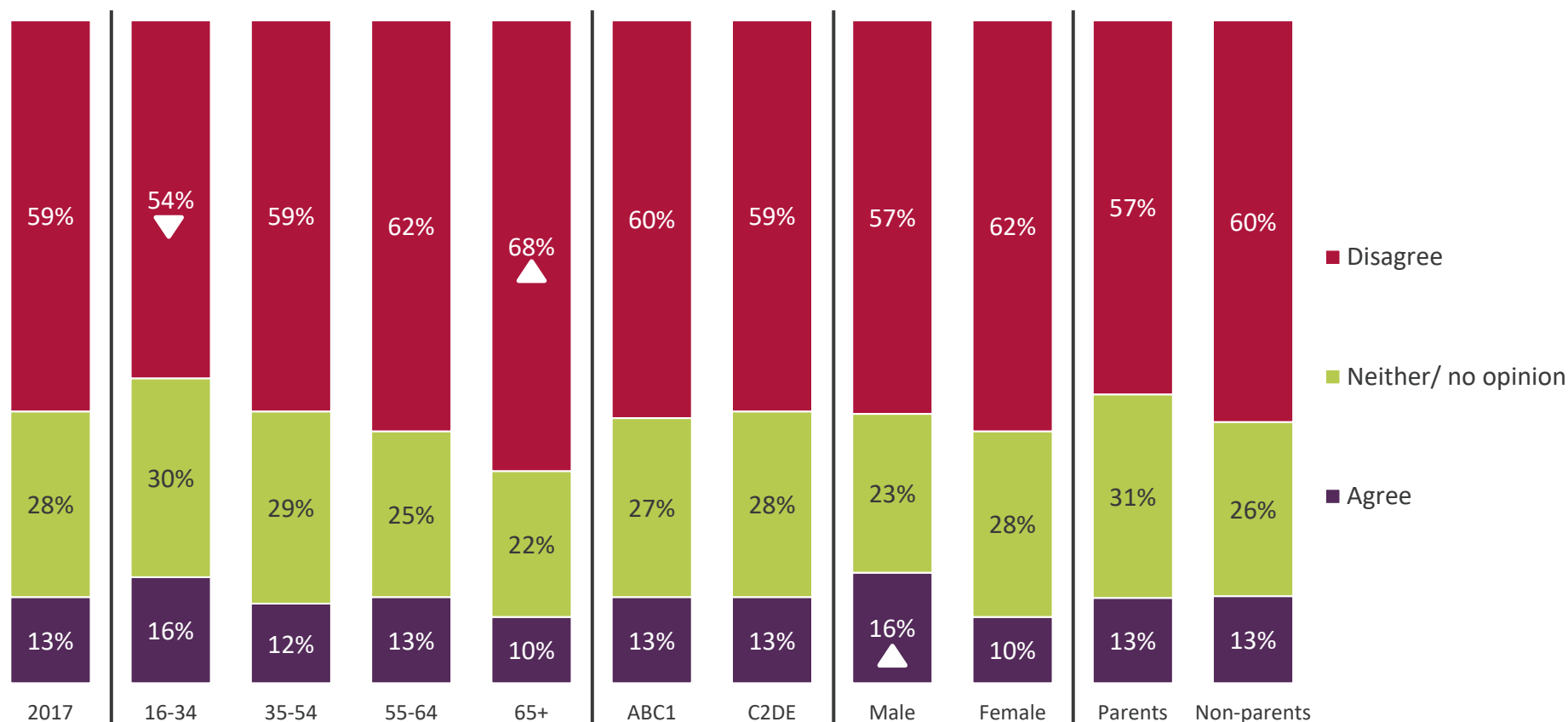
QJ1D – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – *TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent*

Base: All respondents 2011 (1754); 2012 (1854); 2013 (1893); 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 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

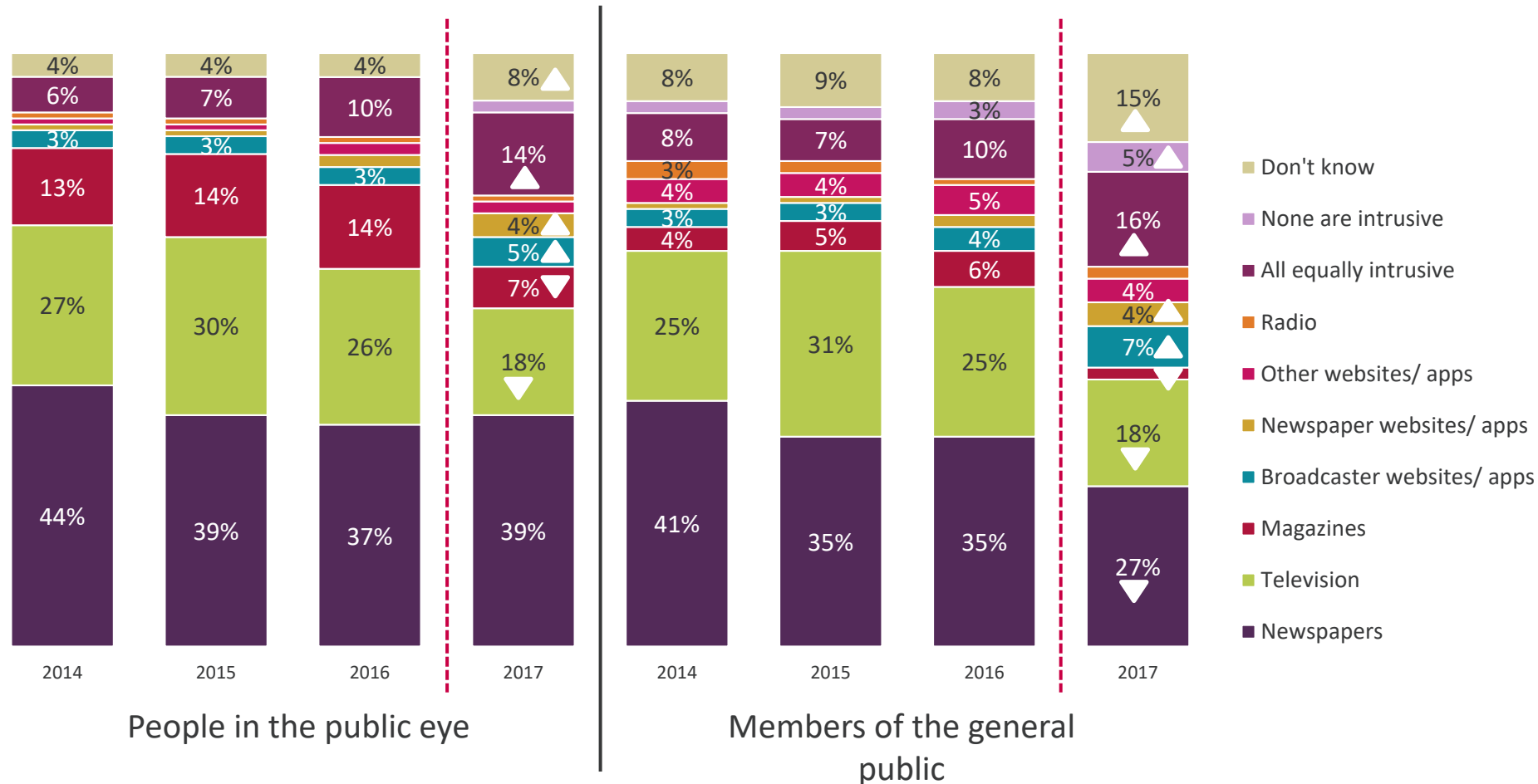


QJ1D – Please can you tell me to what extent do you agree or disagree with each of the following statements I’m going to read out? – *TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent*

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

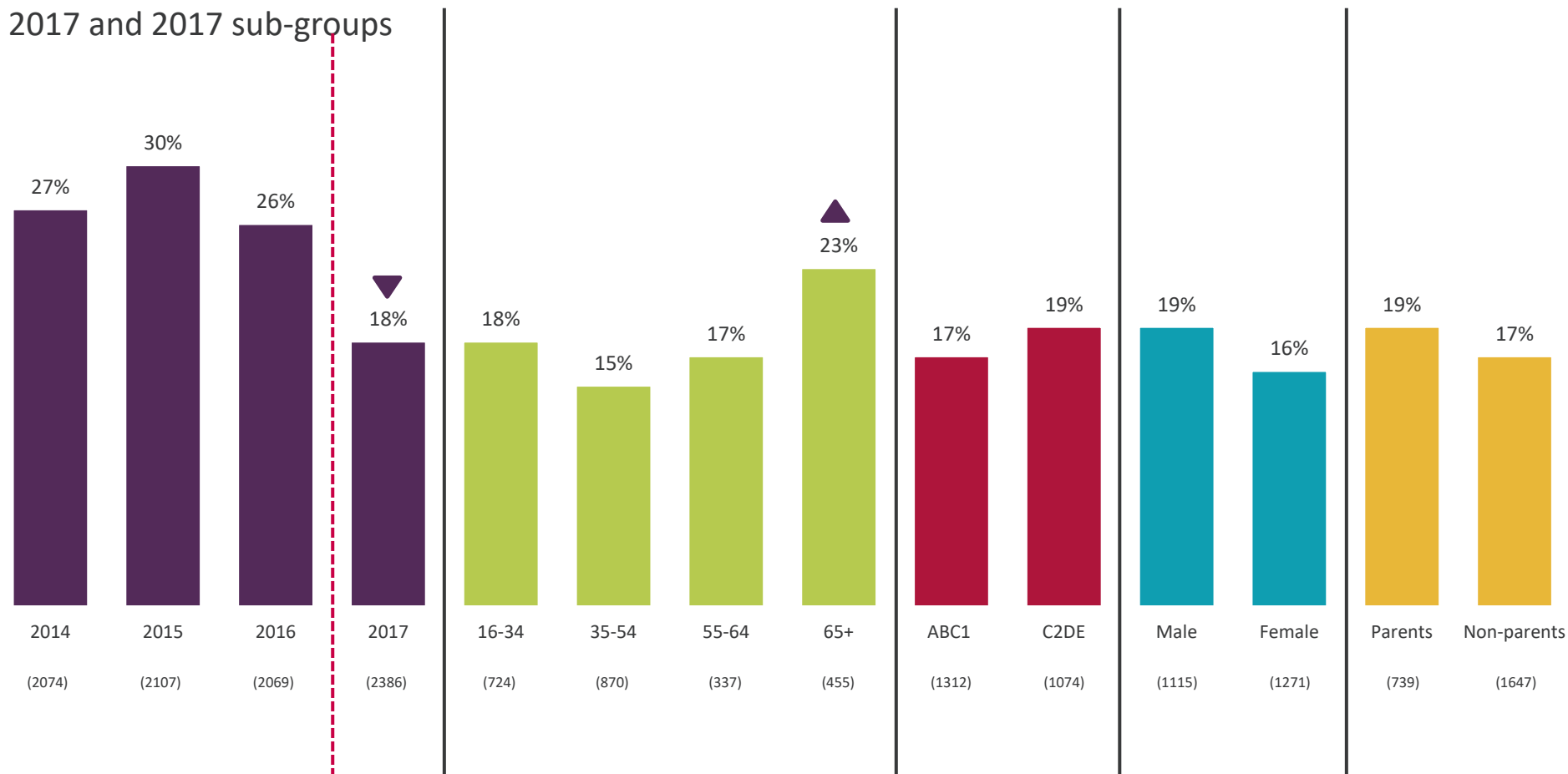


QJ2/5 – Thinking specifically about people in the public eye – that is celebrities, politicians and other public figures rather than the general public, which one, if any of these sources do you feel is the most intrusive into the lives of these people?/ Now thinking specifically about members of the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

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?

Base: All respondents (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. Dashed line shows where survey method changed.

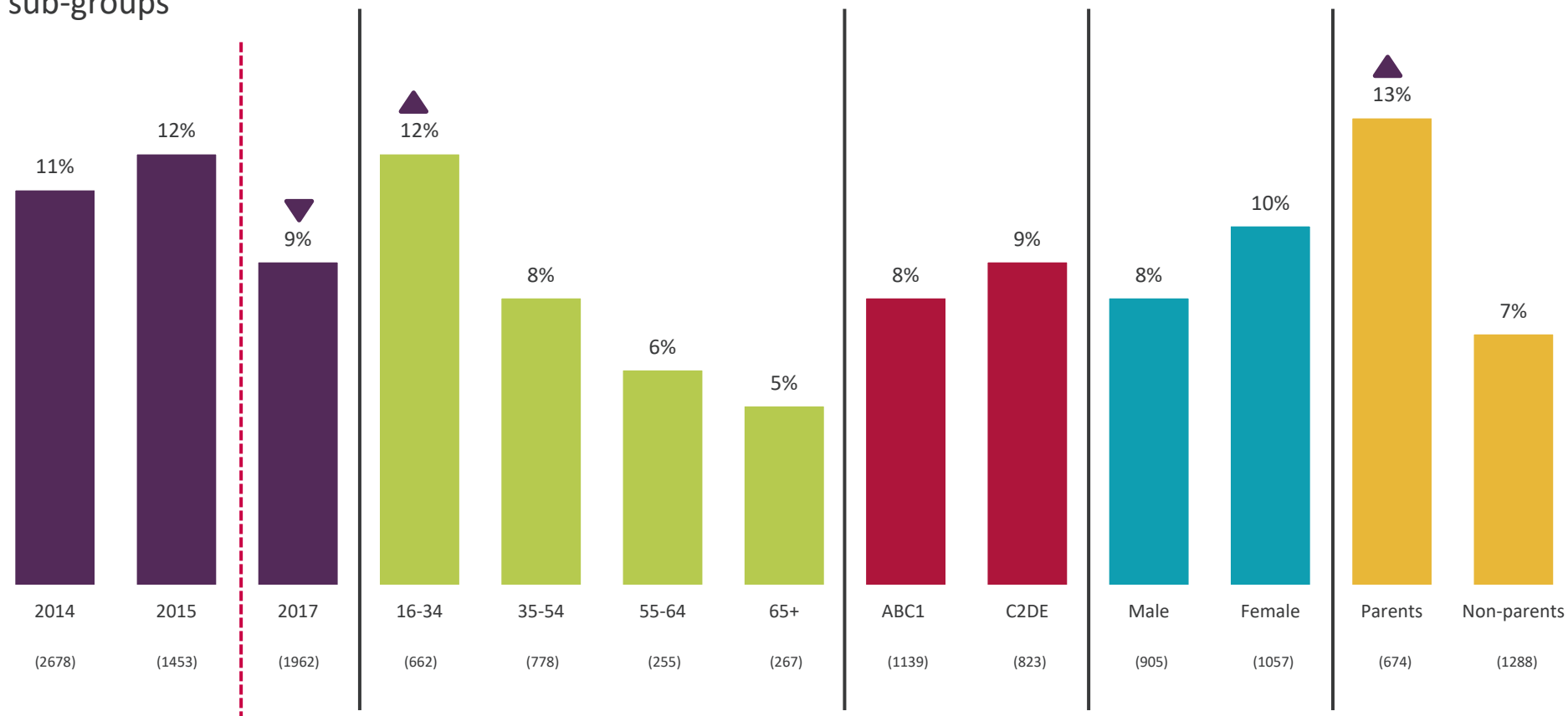
Source: Cross Platform Media Tracker 2017

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



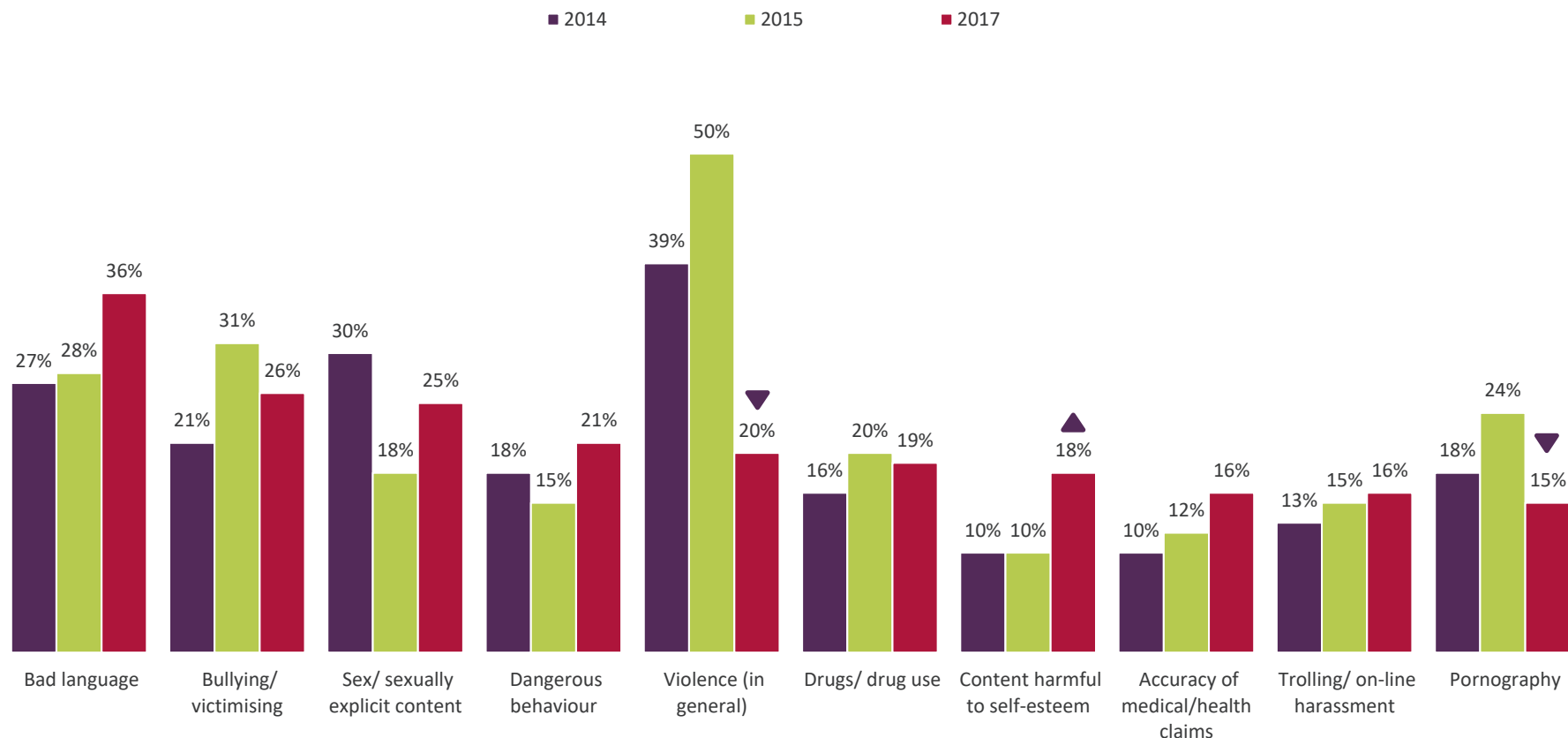
QL1 – Thinking about all the on-line or on-demand TV or video content you watch nowadays, has anything that you have seen caused you any concern?

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



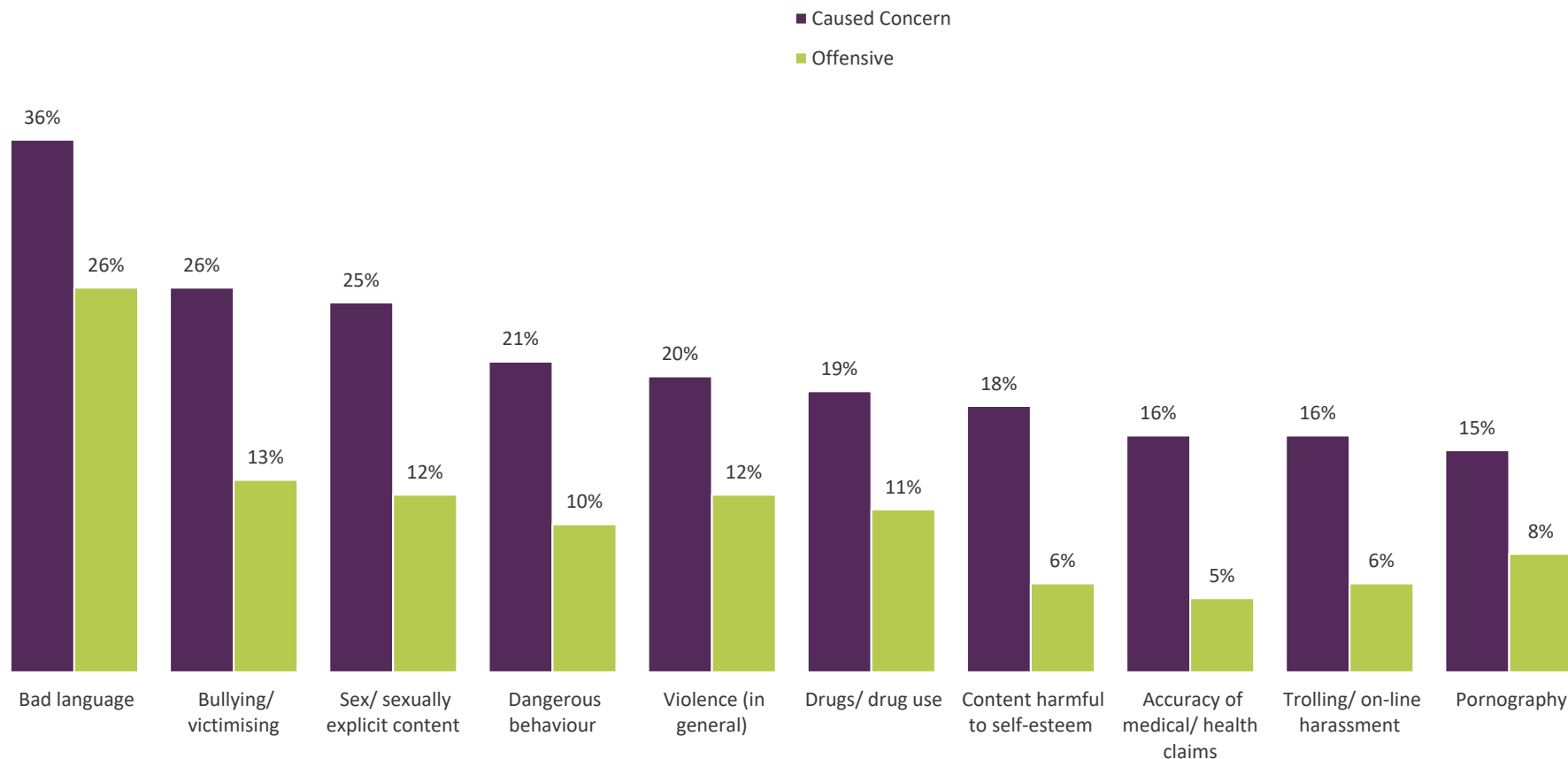
QL2 – What kind of things caused you concern on the on-line or on-demand TV or video content you saw?

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



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

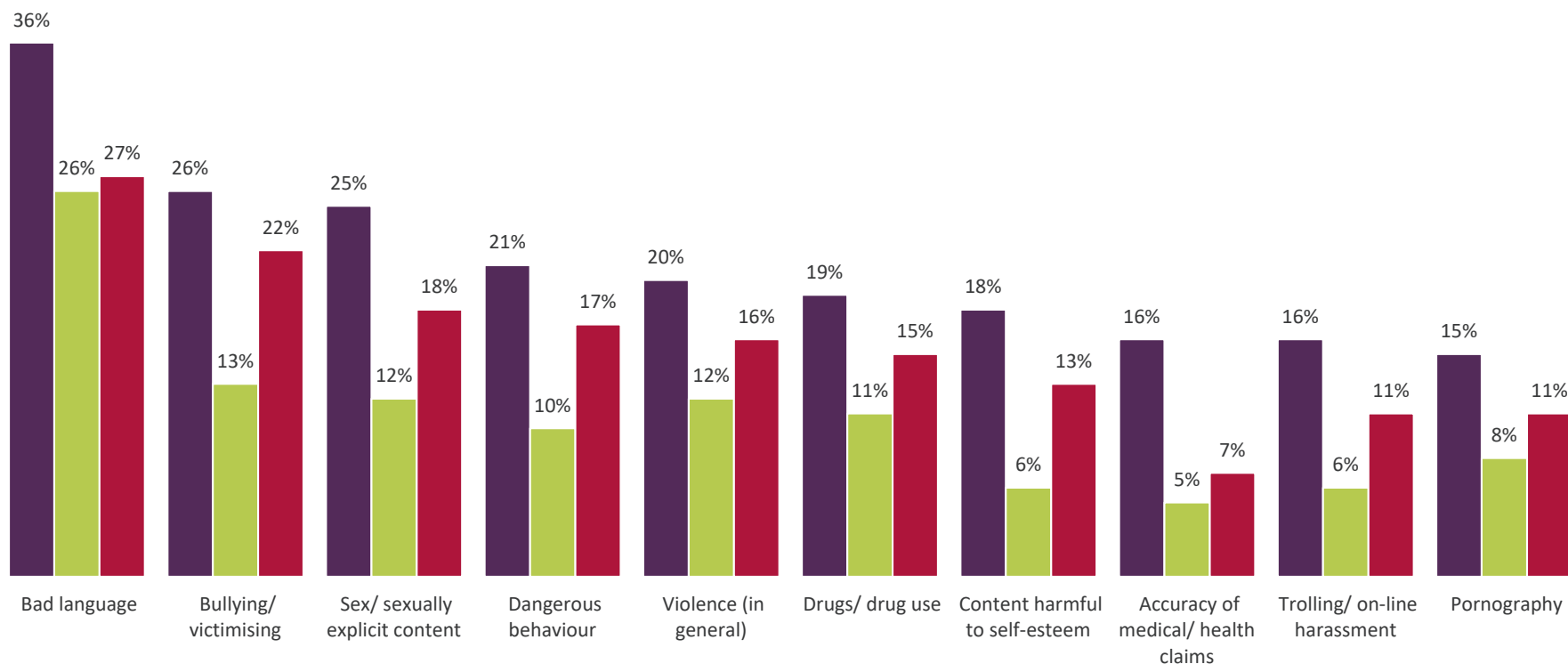
Base: All who said they'd seen something of concern on any on-line or on-on-demand service (9% of adults who watch on-demand content) (172) .Prompted, multicode.

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

■ Caused Concern ■ Offensive ■ Harmful to Children



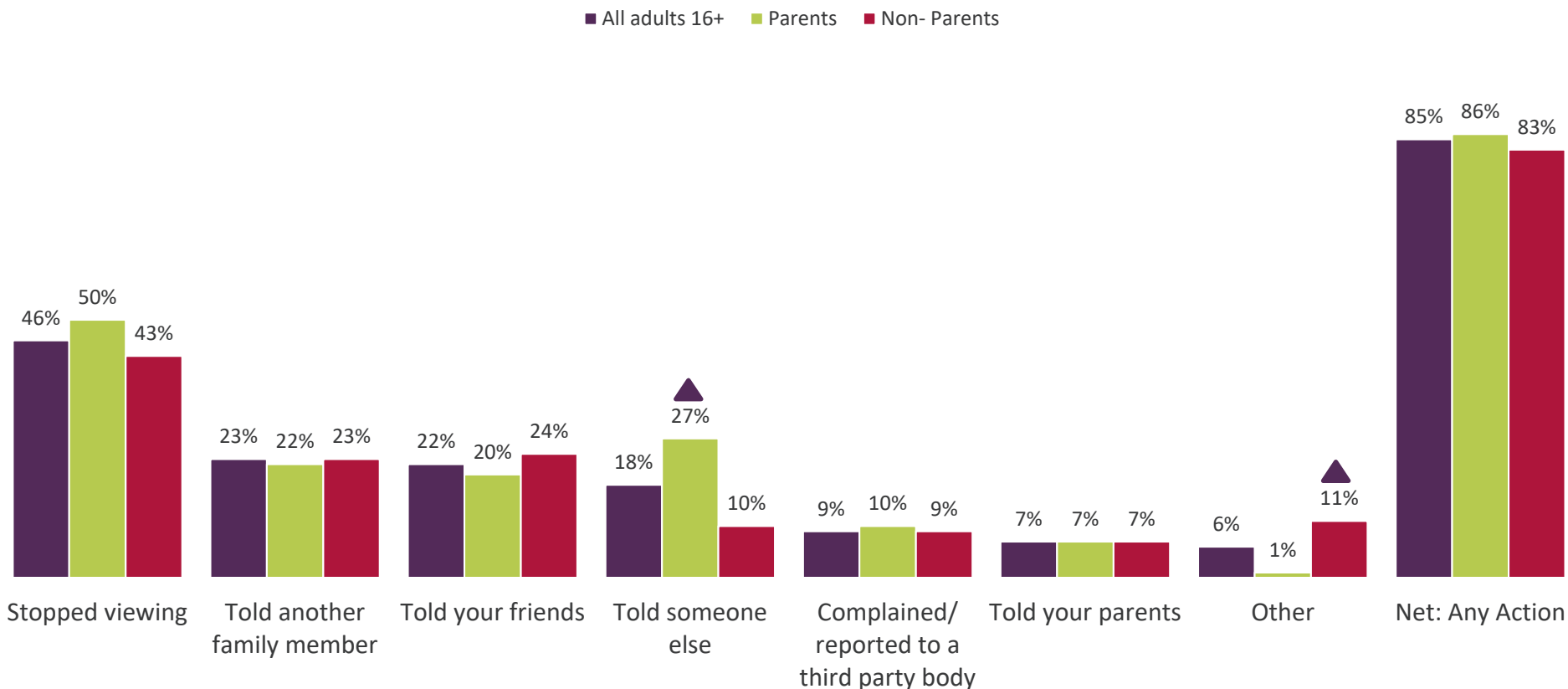
QL5 – Thinking about the content that caused concern, please can you indicate which of these do you think could be harmful to children?

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



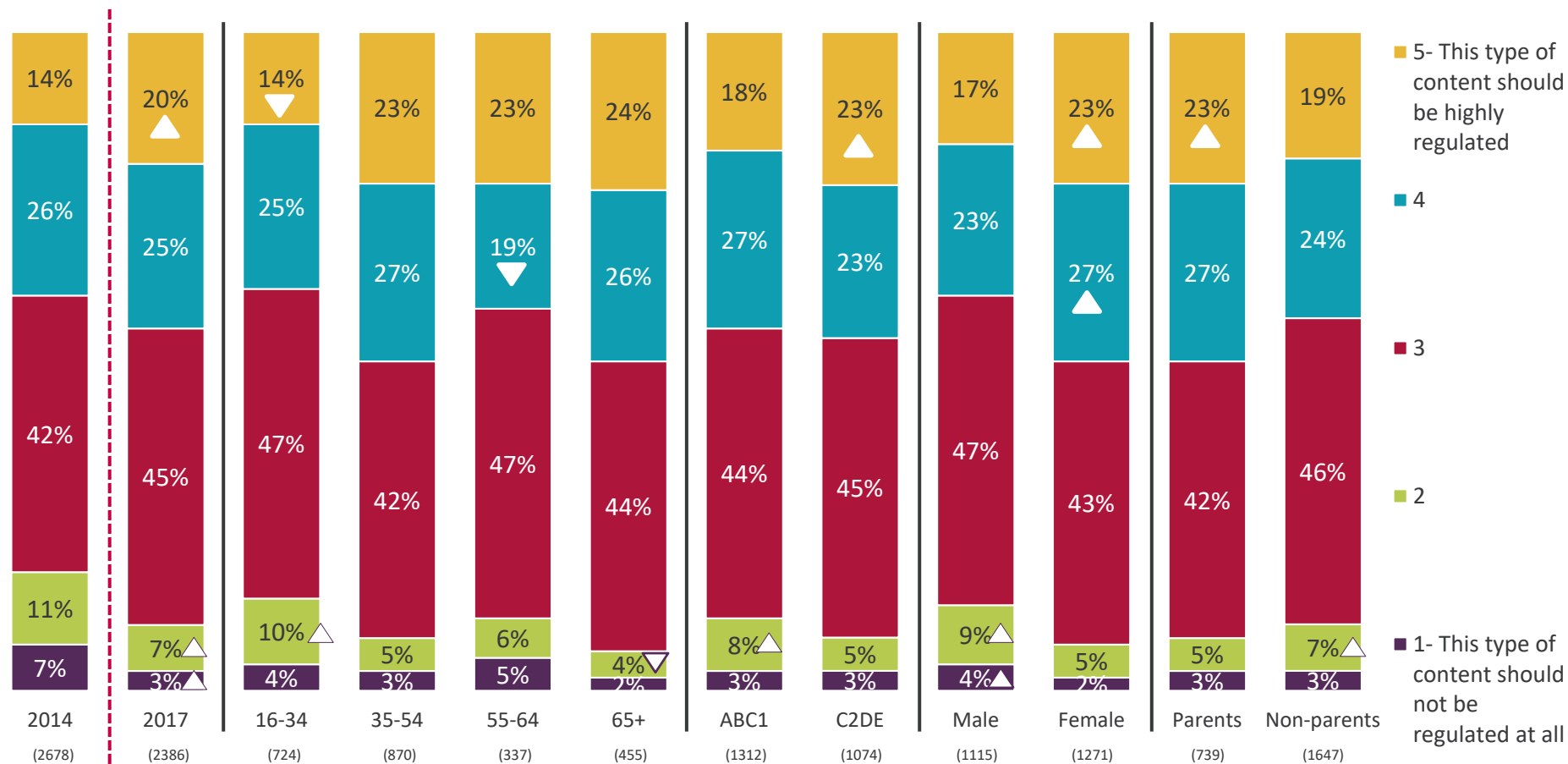
QL7 – And how have you generally reacted when you have seen something that caused you concern? In other words, what have you done?

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



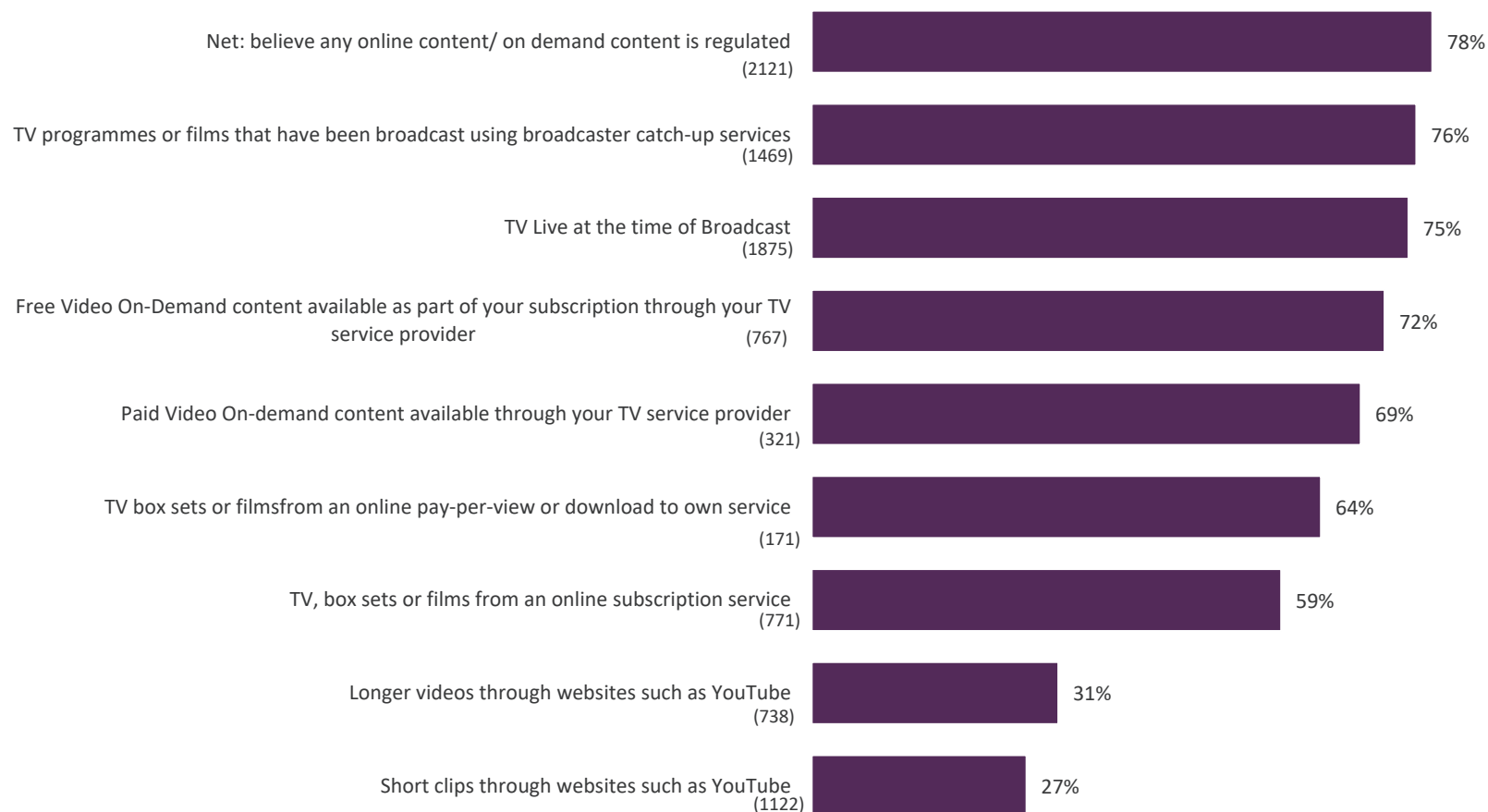
QM1 – Thinking about all the types of online/ on-demand TV or video content you are aware of, please can you say how much regulation there should be on a scale of 1 to 5.

Base: All respondents as indicated in 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

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



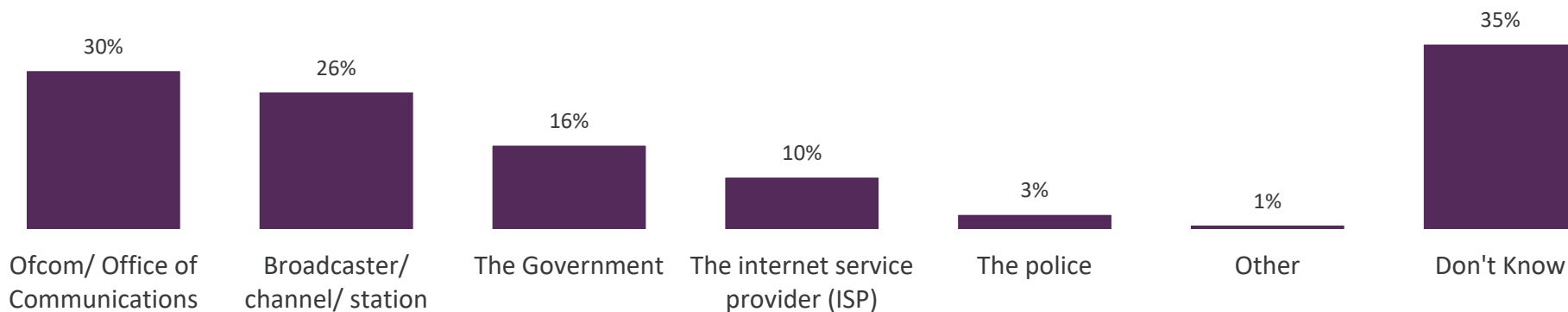
QM2 – As far as you know, are each of the following online services regulated?

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



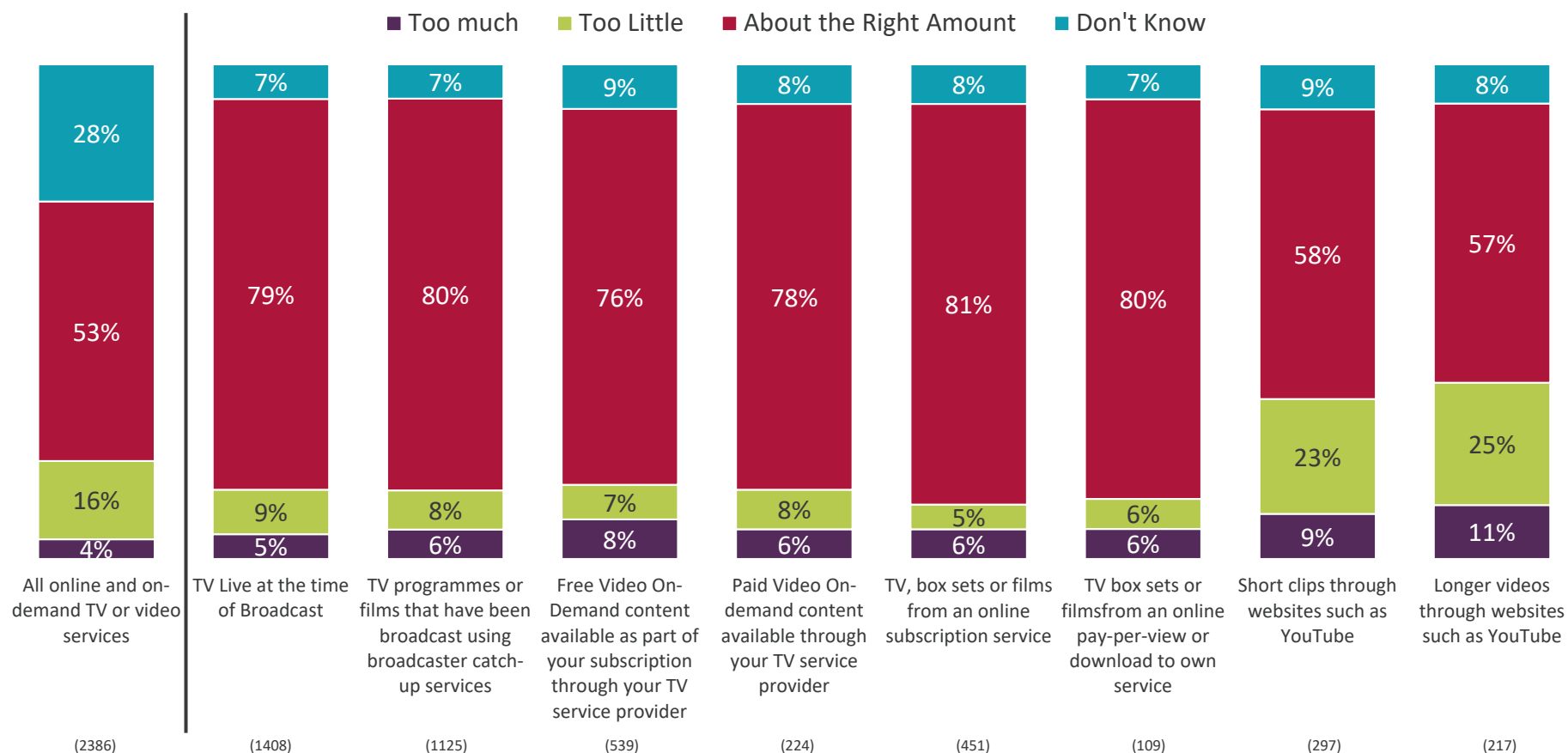
QM3 – Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about? Unprompted.

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

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



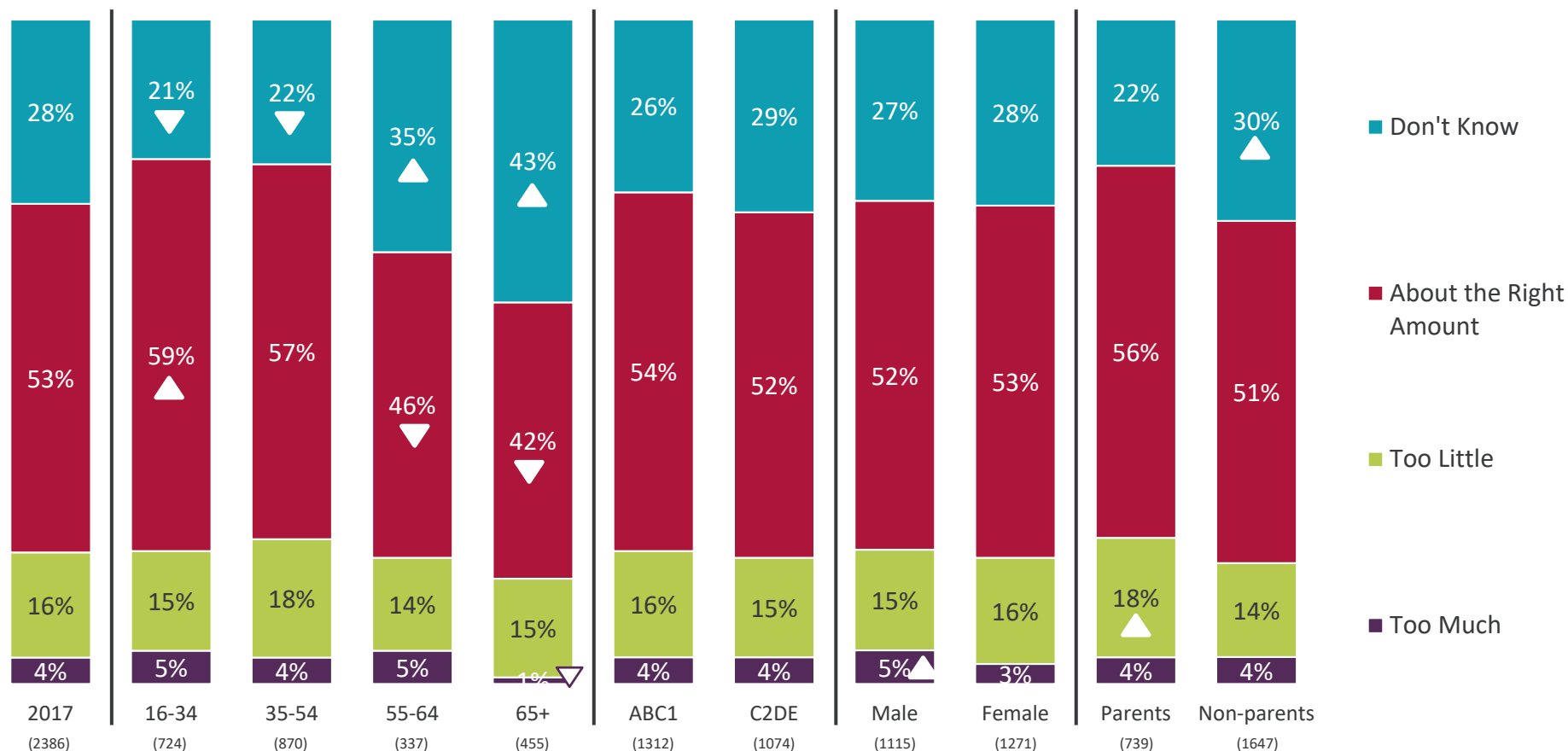
QM4 – Do you think the amount of regulation for each of the following is too much, too little or about the right amount?

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



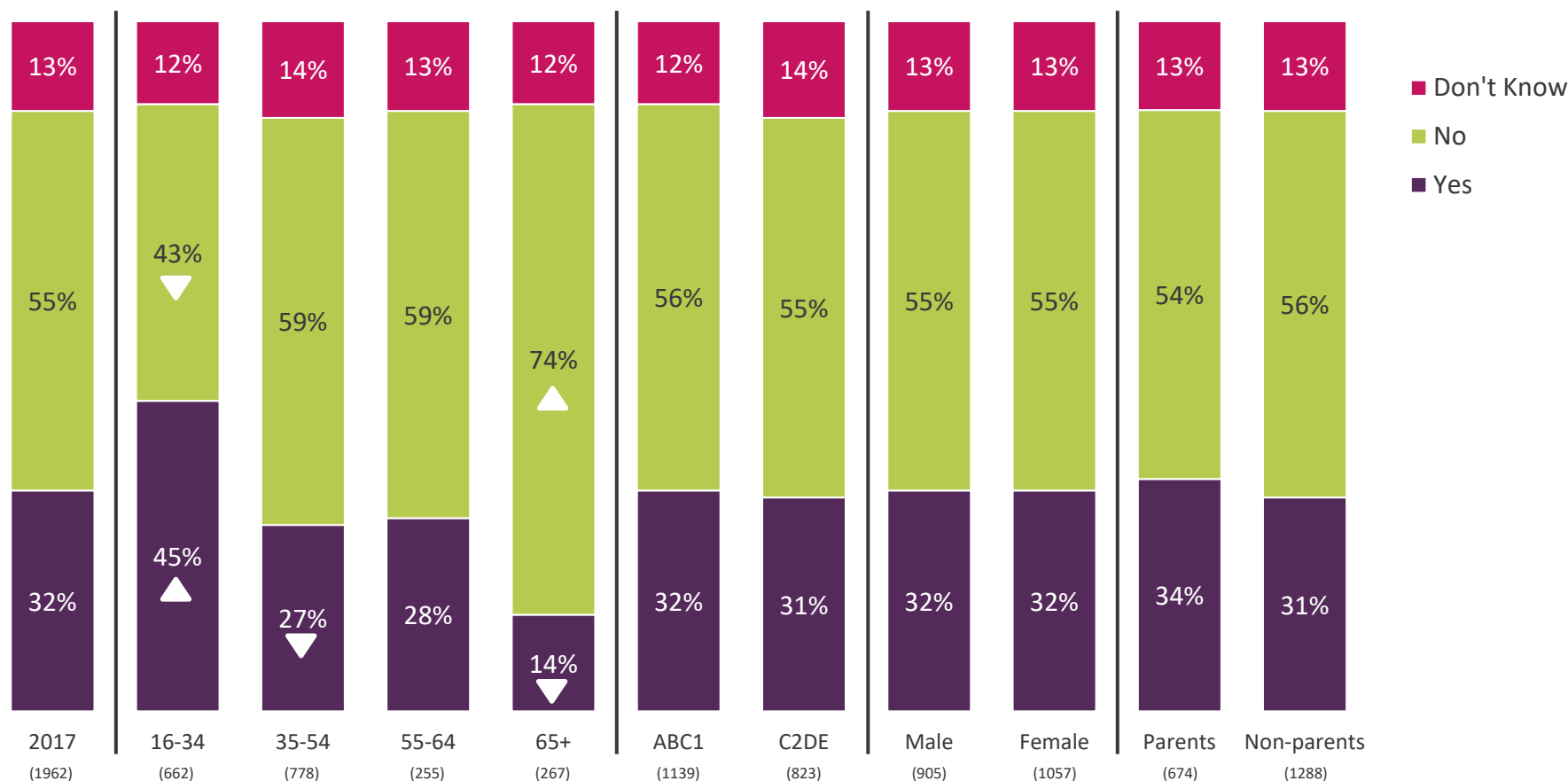
QM4 – Do you think the amount of regulation for each of the following is too much, too little or about the right amount?

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



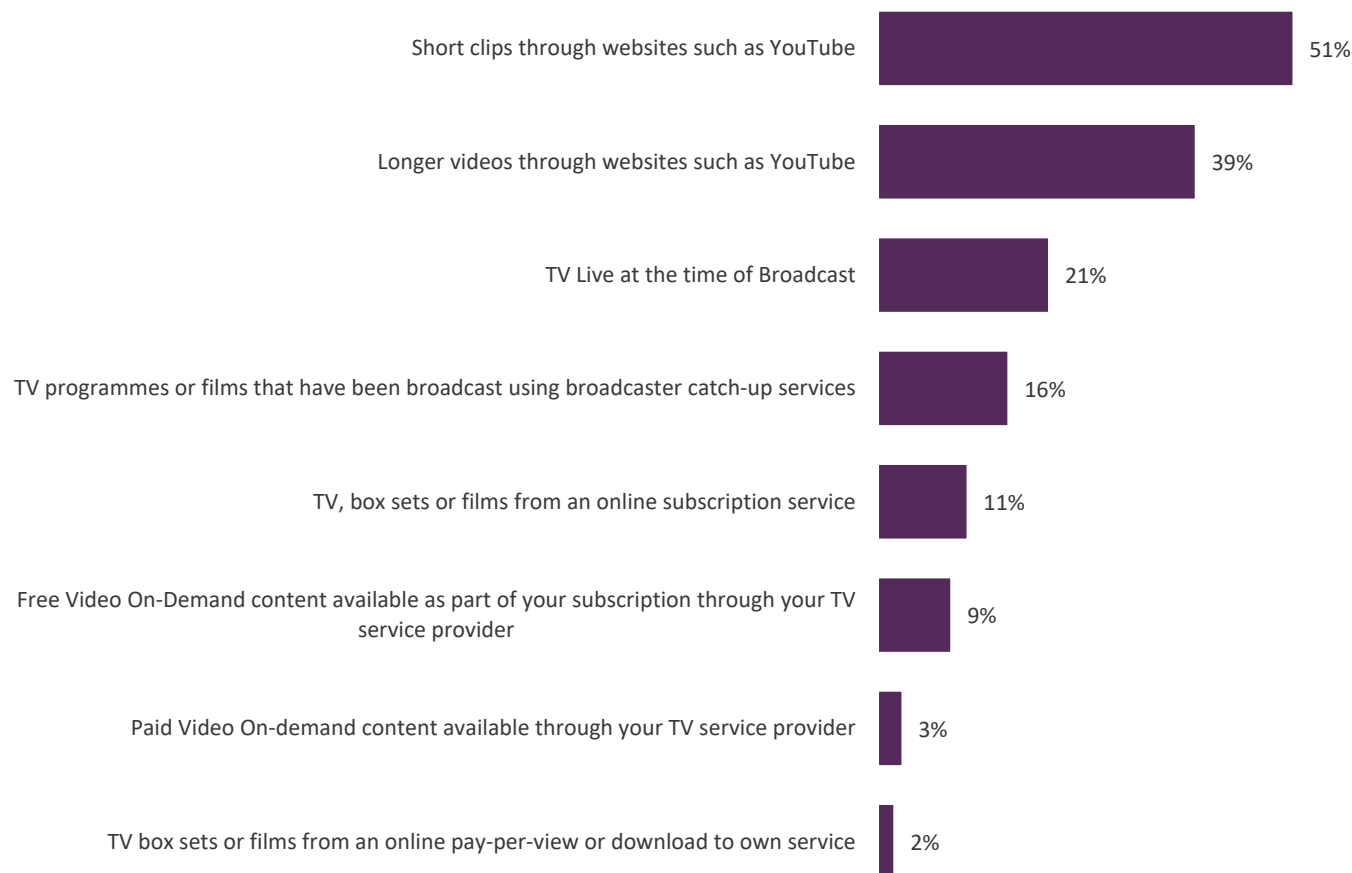
QM5 – You can let the service know that you did not like their content because it was offensive or invaded someone’s privacy by ‘flagging’ it. Have you ever seen this type of reporting tool on any of the services that you use?

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



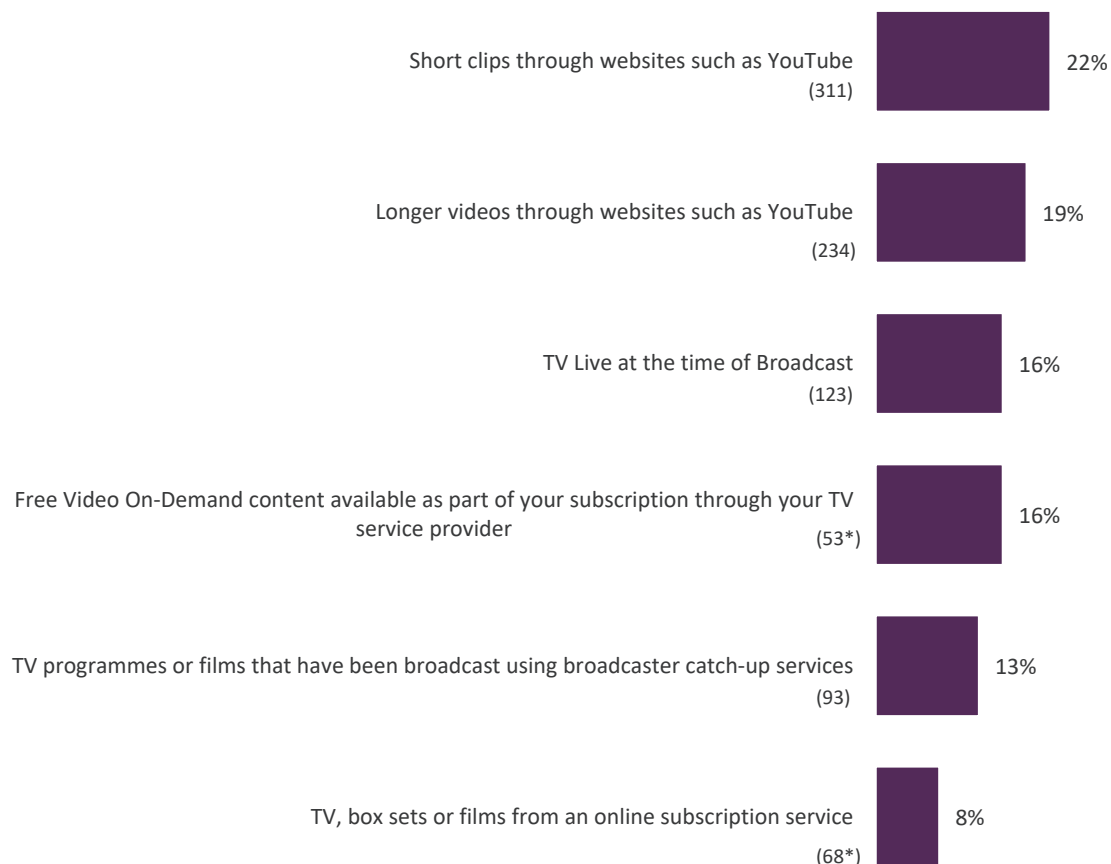
QM5A – Which services have you seen it [flagging options] on?

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



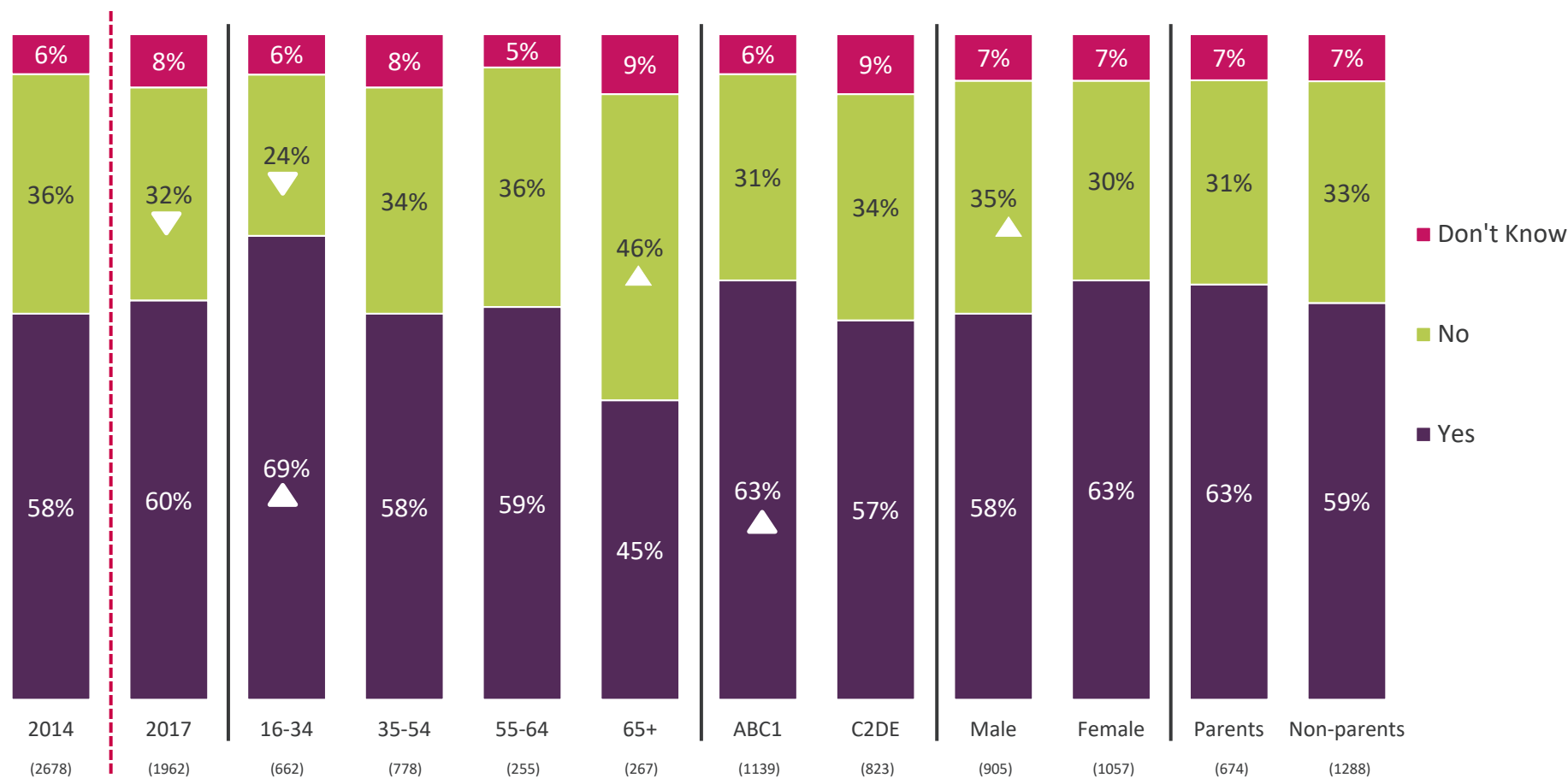
QM6 – Have you ever reported content on the following using its content reporting tool?

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



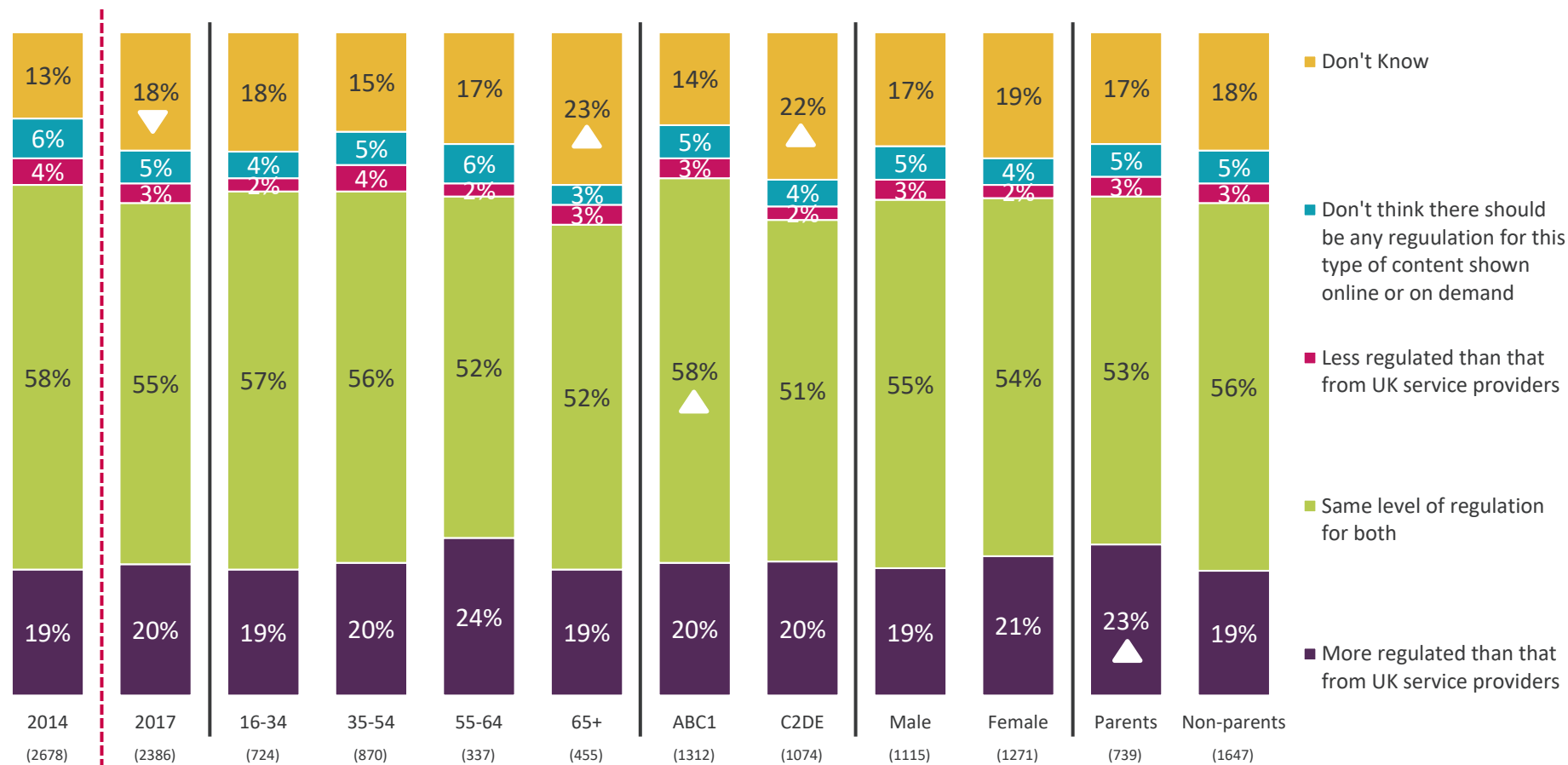
QM7 – When accessing ODO content have you ever noticed being asked for your age before accessing content?

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



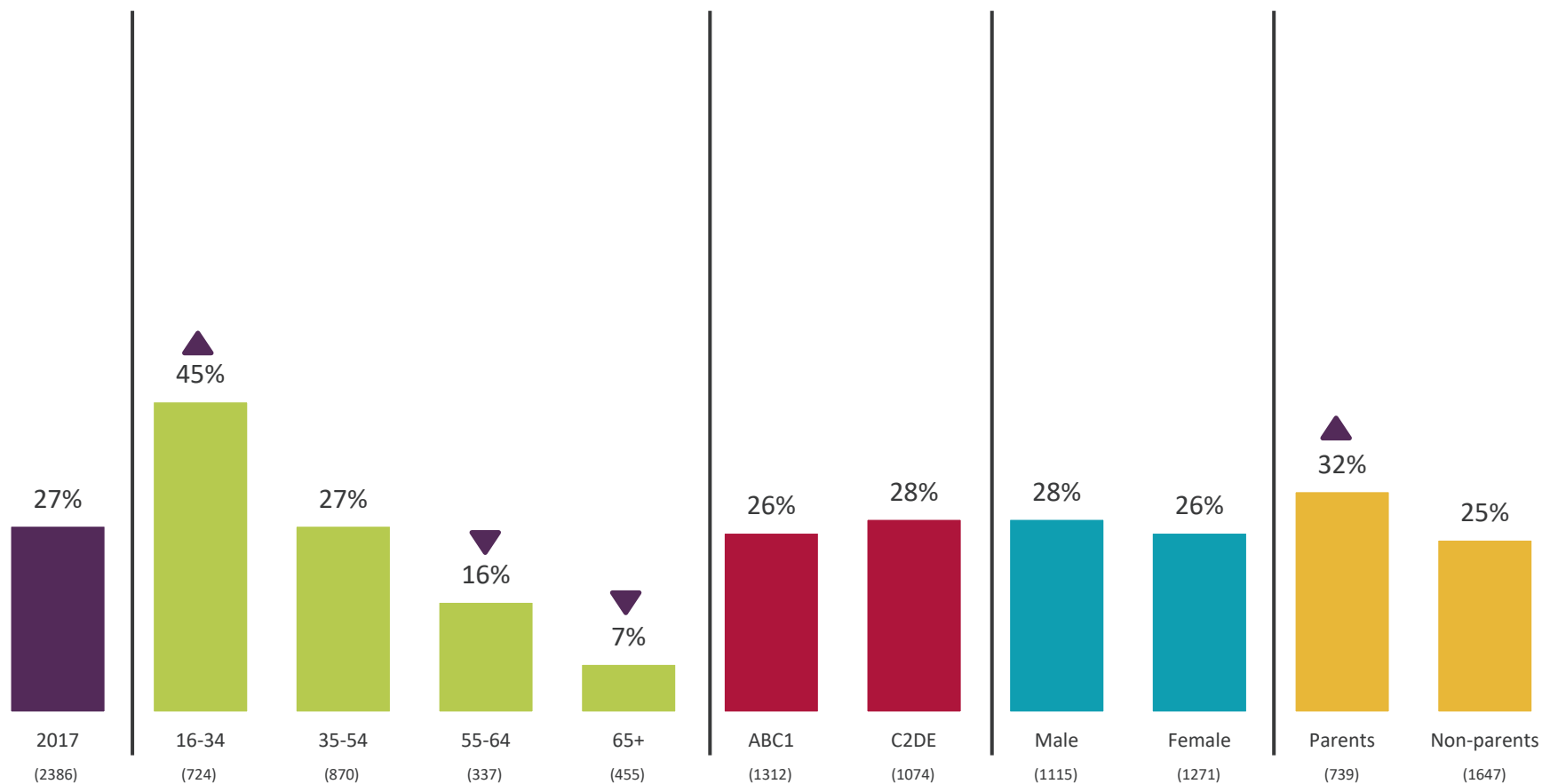
QN1 – Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers, do you think it should be regulated more, the same amount, or less than content delivered by UK service providers. Or should it not be regulated at all?

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



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



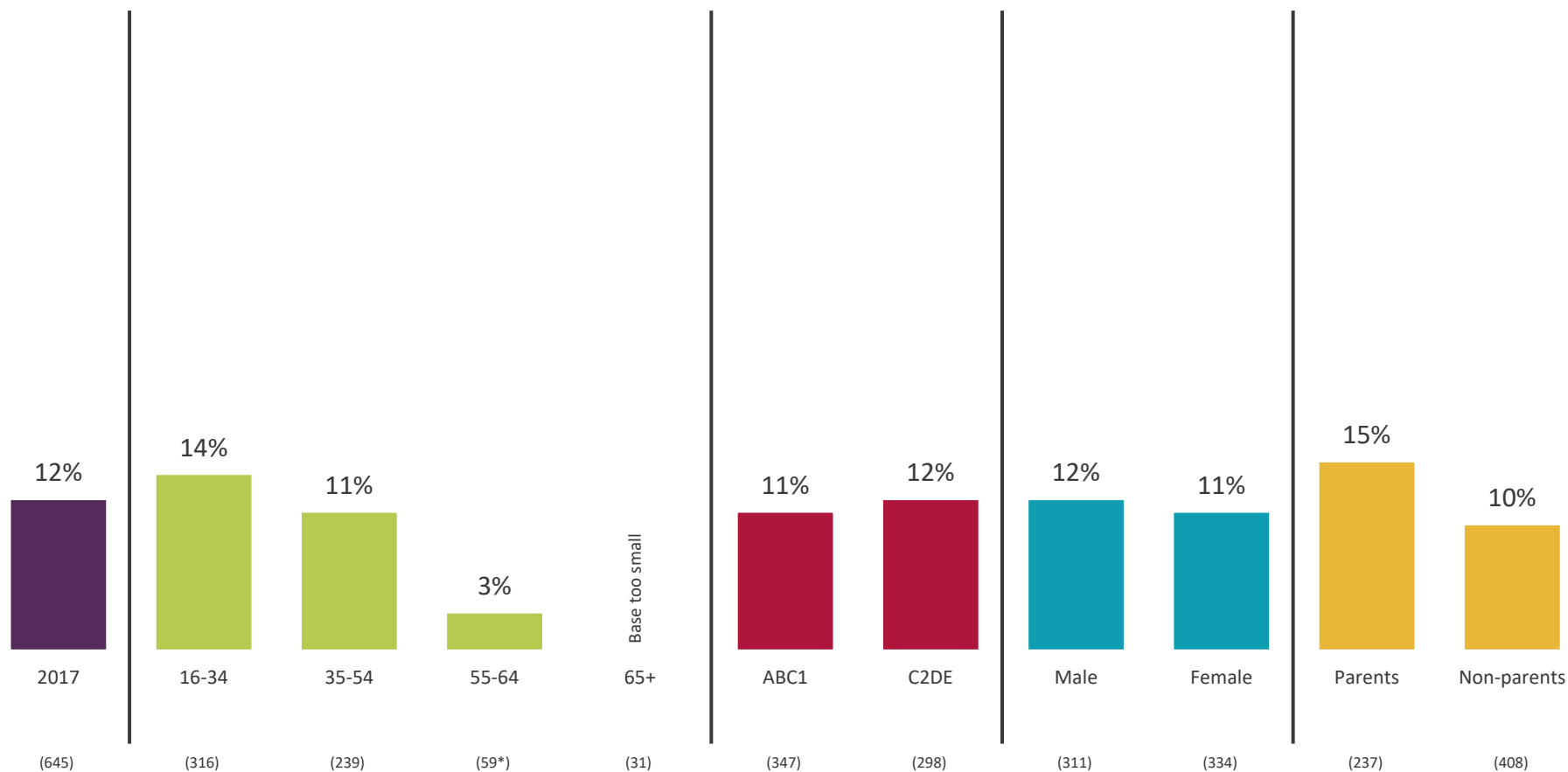
QN2 – Do you regularly play online games on any device?

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



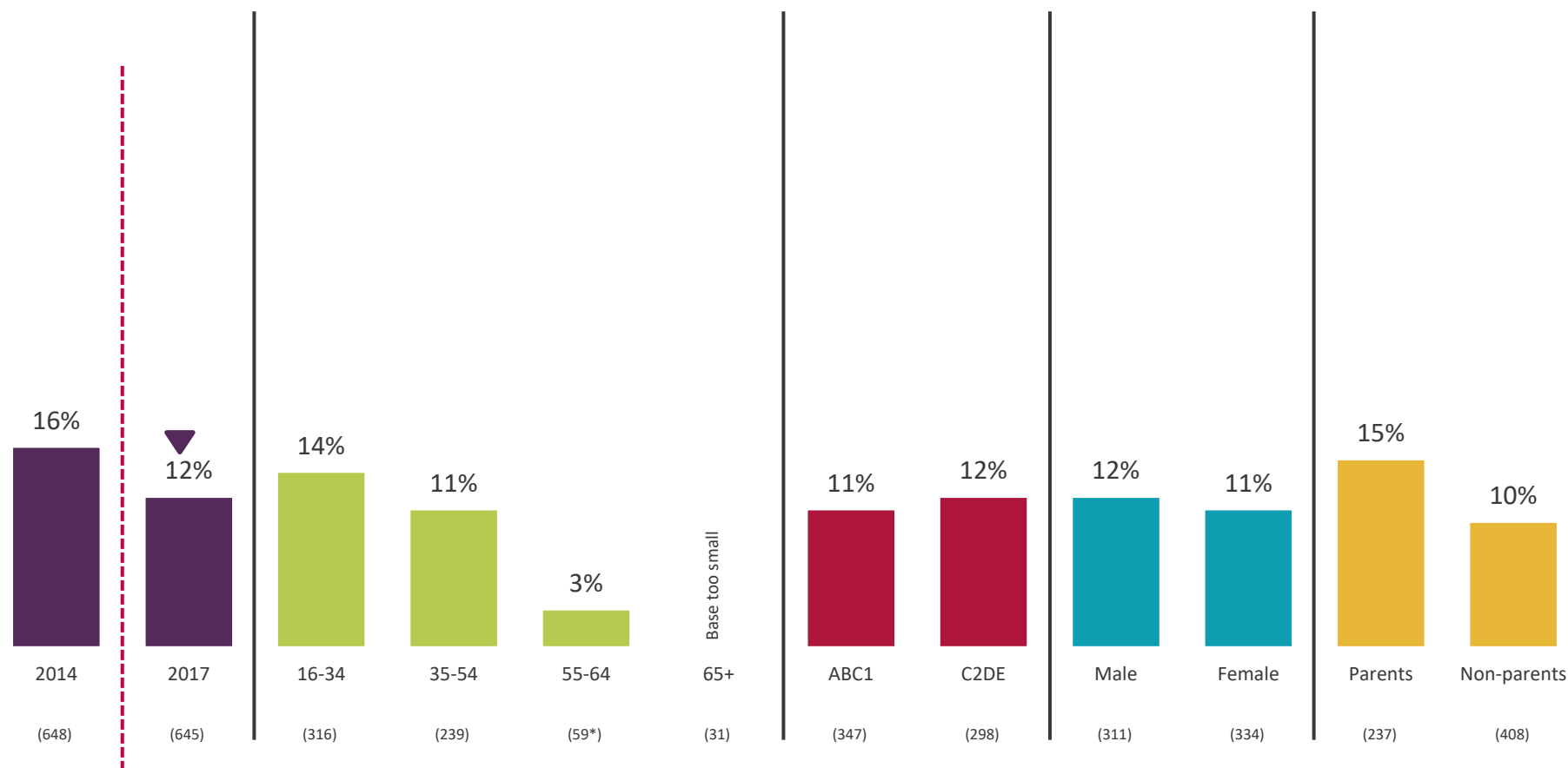
QN3 – Has anything you have seen whilst playing an online game caused you any concern?

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



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