

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Base : All respondents	
Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one, if any, of these sources do you believe presents the most accuratenews coverage? (SINGLE CODE)	451
Base : All respondents	
Q65 (SHOWCARD) And which one would you say is the next most accurateafter that - so the second most accurate source? (SINGLE CODE).....	455
Base : All respondents	
Q66 (SHOWCARD) And finally which one would you say is the next most accurateafter that - so the third most accurate source? (SINGLE CODE).....	459
Base : All respondents	
SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE	463
Base : All respondents	
Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)	467
Base : All respondents	
Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)	471
Base : All respondents	
Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE).....	475
Base : All respondents	
Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE).....	479
Base : All respondents	
Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)	483
Base : All respondents	

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Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)	487
Base : All respondents	
Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)	491
Base : All respondents	
Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)	495
Base : All respondents	
Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)	499
Base : All respondents	
Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)	503
Base : All respondents	
Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)	507
Base : All respondents	
Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)	511
Base : All respondents	
Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)	515
Base : All respondents	
Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)	519
Base : All respondents	
Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)	523
Base : All respondents	
Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)	527
Base : All respondents	
Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)	531
Base : All respondents	
Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)	534
Base : All respondents	
Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)	537
Base : All respondents	
Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)	540
Base : All respondents	
Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)	544
Base : All respondents	
Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)	547
Base : All respondents	
Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)	550
Base : All respondents	
Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)	553
Base : All respondents	

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Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE).....	556
Base : All respondents	
Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE).....	559
Base : All respondents	
Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE).....	563
Base : All respondents	
Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE).....	566
Base : All respondents	
Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE).....	570
Base : All respondents	
Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE).....	573
Base : All respondents	
Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE).....	577
Base : All respondents	
Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE).....	580
Base : All respondents	
Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE).....	584
Base : All respondents	
Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE).....	587
Base : All respondents	
Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE).....	591
Base : All respondents	
Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE).....	594
Base : All respondents	
Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE).....	598
Base : All respondents	
Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE).....	601
Base : All respondents	
Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE).....	605
Base : All respondents	
Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE).....	608
Base : All respondents	
Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE).....	612
Base : All respondents	
Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE).....	615
Base : All respondents	
Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE).....	619
Base : All respondents	

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Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE)	622
Base : All respondents	
Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)	626
Base : All respondents	
Q69B (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent. (SINGLE CODE).....	630
Base : All respondents	
Q70 (SHOWCARD) Thinking specifically about people in the public eye- that is, celebrities, politicians and other public figures rather than the general public - which one, if any, of these sources do you feel is the most intrusiveinto the lives of these people? IF NECESSARY - So, not the general public (SINGLE CODE)	633
Base : All respondents	
Q71 (SHOWCARD) And which of these sources would you say is the next most intrusiveafter that - so the second most intrusive source? (SINGLE CODE).....	637
Base : All respondents	
Q72 (SHOWCARD) And finally which one would you say is the next most intrusiveafter that - so the third most intrusive source? (SINGLE CODE).....	641
Base : All respondents	
SUMMARY OF TOP THREE SOURCES RATED AS MOST INSTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE	645
Base : All respondents	
Q73 (SHOWCARD) Now thinking specifically about members of the general public,which one, if any, of these sources do you feel is the most intrusiveinto the lives of members of the public? IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)	649
Base : All respondents	
Q74 (SHOWCARD) And which of these sources would you say is the next most intrusiveafter that - so the second most intrusive source? (SINGLE CODE).....	653
Base : All respondents	
Q75 (SHOWCARD) And finally which one would you say is the next most intrusiveafter that - so the third most intrusive source? (SINGLE CODE).....	657
Base : All respondents	
SUMMARY OF TOP THREE SOURCES RATED AS MOST INSTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC.....	661
Base : All respondents	
Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE).....	665
Base : All respondents	
Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)	669
Base : Those who have connected their desktop/ laptop computer to the home broadband service	
Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE).....	675
Base : Those who have connected their tablet computer to the home broadband service	
Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)	681
Base : Those who have connected their smartphone to the home broadband service	
Q77D (SHOWCARD) Which, if any, of these activities have you gone online to do using your E-Reader in the last 12 months? (MULTI CODE)	687
Base : Those who have connected their e-reader to the home broadband service	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster.....	693
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5.....	695
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch freeVideo On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	697
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	

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SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch paidVideo On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis.....	699
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	701
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	703
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch clips through websites such as YouTube or Facebook.....	705
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media	707
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS.....	709
Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader	
SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS.....	715
Base : All respondents	
Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices? So not using a TV set Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE).....	721
Base : Those using broadcaster catch-up services through a connected device	
Q79 And what would you say is the main reason? (SINGLE CODE)	725
Base : Those using broadcaster catch-up services through a connected device	
Q80A (SHOWCARD) How would you describe your national identity? (SINGLE CODE).....	729
Base : All respondents	
Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE).....	731
Base : All respondents	
Q81 Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do? (SINGLE CODE).....	738
Base : All respondents	
Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE).....	740
Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do	
Q83 (SHOWCARD) Which of these best describes your sight (with glasses or contact lenses if you normally use them)? (SINGLE CODE)	744
Base : Those with poor vision, partial sight or blindness	
Q84 (SHOWCARD) Which of these best describes your hearing (with a hearing aid if you normally use one)? (SINGLE CODE).....	748
Base : Those with poor hearing, partial hearing or deafness	
Q86 (SHOWCARD) Could you please give me the number from this card for the group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)	750
Base : All respondents	

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Table 1

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

REGION/ NATION

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
London	264	127	137	45	49	76	51	18	24	59	93	46	64	114	150	207	57
	13%	13%	12%	14%	13%	18%	16%	6%	6%	10%	16%	10%	12%	15%	11%	12%	13%
				gh	gh	gh	gh				ikl			n			
South East	294	142	152	30	46	67	46	40	65	114	88	51	41	112	182	263	30
	14%	14%	14%	10%	13%	16%	14%	14%	17%	20%	16%	11%	8%	14%	14%	16%	7%
						c			c	kl	l					p	
South West	181	85	95	27	36	25	20	35	38	56	47	39	39	63	117	154	27
	9%	8%	9%	9%	10%	6%	6%	12%	10%	10%	8%	9%	7%	8%	9%	9%	6%
								ef									
Eastern	192	92	101	23	37	33	22	38	40	61	47	43	41	81	112	164	28
	9%	9%	9%	7%	10%	8%	7%	13%	10%	11%	8%	10%	8%	10%	8%	10%	7%
								cf								p	
East Midlands	147	70	78	23	30	25	21	25	24	39	33	36	40	62	86	124	24
	7%	7%	7%	7%	8%	6%	7%	9%	6%	7%	6%	8%	8%	8%	6%	7%	6%
West Midlands	182	91	92	28	29	38	26	25	37	47	42	46	48	72	110	133	50
	9%	9%	8%	9%	8%	9%	8%	8%	9%	8%	7%	11%	9%	9%	8%	8%	12%
																o	
Wales	104	47	57	16	19	11	13	18	27	33	25	18	28	34	69	78	26
	5%	5%	5%	5%	5%	3%	4%	6%	7%	6%	4%	4%	5%	4%	5%	5%	6%
								e	e								
Yorkshire & Humber	180	88	92	34	27	28	35	20	36	34	40	41	64	67	112	123	56
	9%	9%	8%	11%	7%	7%	11%	7%	9%	6%	7%	9%	12%	9%	8%	7%	13%
													ij				o
North East	89	43	46	15	15	12	14	17	16	21	24	19	25	34	55	69	20
	4%	4%	4%	5%	4%	3%	4%	6%	4%	4%	4%	4%	5%	4%	4%	4%	5%
North West	232	111	122	42	40	48	26	31	45	48	63	52	70	66	167	188	45
	11%	11%	11%	13%	11%	12%	8%	10%	11%	8%	11%	12%	13%	8%	13%	11%	10%
													i		m		

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

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Table 1

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REGION/ NATION

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Scotland	183	87	96	23	33	39	35	21	32	49	49	39	46	54	129	133	50
	9%	9%	9%	7%	9%	9%	11%	7%	8%	9%	9%	9%	9%	7%	10% m	8%	12% o
Northern Ireland	58	28	31	9	9	11	10	8	10	10	15	12	21	24	35	41	17
	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	4%	3%	3%	2%	4%
ENGLAND	1762	848	914	267	310	351	260	250	325	477	476	372	432	671	1091	1423	336
	84%	84%	83%	85%	83%	85%	82%	84%	82%	84%	84%	84%	82%	86%	82%	85% p	78%

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

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Table 1

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REGION/ NATION

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
London	264 13%	183 16% b	79 9%	264 15% defhijklmn o	- -%	- -%	- -%	264 100% cdefhijklm no	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	264 14% q	- -%
South East	294 14%	184 16% b	110 12%	294 17% defghijklmn o	- -%	- -%	- -%	- -%	294 100% cdefghijklm no	- -%	- -%	- -%	- -%	- -%	- -%	- -%	258 14%	36 13%
South West	181 9%	94 8%	87 9%	181 10% defghijklm no	- -%	- -%	- -%	- -%	- -%	181 100% cdefghijklm no	- -%	- -%	- -%	- -%	- -%	- -%	159 9%	22 8%
Eastern	192 9%	99 8%	92 10%	192 11% defghiklm no	- -%	- -%	- -%	- -%	- -%	- -%	192 100% cdefghiklm no	- -%	- -%	- -%	- -%	- -%	153 8%	39 14% p
East Midlands	147 7%	84 7%	63 7%	147 8% defghijklmn o	- -%	- -%	- -%	- -%	- -%	- -%	- -%	147 100% cdefghijklm no	- -%	- -%	- -%	- -%	108 6%	39 14% p
West Midlands	182 9%	104 9%	78 8%	182 10% defghijklm no	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	182 100% cdefghijklm no	- -%	- -%	- -%	162 9%	20 7%
Wales	104 5%	47 4%	57 6% a	- -%	- -%	104 100% cdfghijklm no	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	63 3%	40 15% p

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

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REGION/ NATION

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT-LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yorkshire & Humber	180	92	88	180	-	-	-	-	-	-	-	-	-	180	-	-	160	20
	9%	8%	9%	10%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	9%	7%
				defghijklno										cdefghijklno				
North East	89	42	48	89	-	-	-	-	-	-	-	-	-	-	89	-	76	13
	4%	4%	5%	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	4%	5%
				defghijklmo											cdefghijklmo			
North West	232	113	119	232	-	-	-	-	-	-	-	-	-	-	-	232	220	12
	11%	10%	13%	13%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	12%	4%
			a	defghijklmn												cdefghijklmn	q	
Scotland	183	105	78	-	183	-	-	-	-	-	-	-	-	-	-	-	162	21
	9%	9%	8%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	9%	8%
				cefgghijklno														
Northern Ireland	58	30	28	-	-	-	58	-	-	-	-	-	-	-	-	-	45	13
	3%	3%	3%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	5%
							cdeghijklmno											p
ENGLAND	1762	995	765	1762	-	-	-	264	294	181	192	147	182	180	89	232	1560	202
	84%	85%	82%	100%	-%	-%	-%	100%	100%	100%	100%	100%	100%	100%	100%	100%	85%	73%
				def				def	def	def	def	def	def	def	def	def	q	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 2

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

LOCATION

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Urban	1830	881	949	283	334	374	275	247	317	472	491	384	478	687	1143	1454	373
	87%	87%	87%	90%	90%	91%	86%	83%	81%	83%	87%	87%	91%	88%	86%	87%	87%
				gh	gh	gh	h						i				
Rural	277	129	148	33	37	37	43	51	76	97	73	59	49	96	181	221	56
	13%	13%	13%	10%	10%	9%	14%	17%	19%	17%	13%	13%	9%	12%	14%	13%	13%
								cde	cdef	l							

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 2

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

LOCATION

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Urban	1830	1046	782	1560	162	63	45	264	258	159	153	108	162	160	76	220	1830	-
	87%	89%	84%	89%	88%	61%	78%	100%	88%	88%	80%	73%	89%	89%	85%	95%	100%	-%
		b		efjk	efjk		e	cd efhijklm no	efjk	efk	e	e	efjk	efjk	ek	cd efhijklm n	q	
Rural	277	130	146	202	21	40	13	-	36	22	39	39	20	20	13	12	-	277
	13%	11%	16%	11%	12%	39%	22%	-%	12%	12%	20%	27%	11%	11%	15%	5%	-%	100%
			a	go	go	cd fghijklm no	cd ghilmo		go	go	cd ghlmno	cd ghilmno	go	go	go	g		p

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 3

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

S1 RESPONDENT'S GENDER (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Male	1010	1010	-	153	152	188	158	160	199	288	257	223	241	322	688	797	212
	48%	100%	-%	48%	41%	46%	50%	54%	51%	51%	46%	50%	46%	41%	52%	48%	49%
		b					d	de	d						m		
Female	1097	-	1097	162	219	223	160	137	195	280	307	219	286	462	635	878	217
	52%	-%	100%	52%	59%	54%	50%	46%	49%	49%	54%	50%	54%	59%	48%	52%	51%
			a		fgh	g								n			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 3

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

S1 RESPONDENT'S GENDER (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Male	1010	600	409	848	87	47	28	127	142	85	92	70	91	88	43	111	881	129
	48%	51%	44%	48%	48%	45%	47%	48%	48%	47%	48%	47%	50%	49%	48%	48%	48%	47%
		b																
Female	1097	576	519	914	96	57	31	137	152	95	101	78	92	92	46	122	949	148
	52%	49%	56%	52%	52%	55%	53%	52%	52%	53%	52%	53%	50%	51%	52%	52%	52%	53%
			a															

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 4

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

S2 What is your age? (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
16 - 17	45 2%	25 3%	19 2%	45 14% defgh	- -%	- -%	- -%	- -%	- -%	13 2%	9 2%	12 3%	11 2%	42 5% n	2 *%	41 2% p	4 1%
18 - 24	271 13%	127 13%	143 13%	271 86% defgh	- -%	- -%	- -%	- -%	- -%	48 9%	94 17% ik	33 8%	94 18% ik	98 12%	173 13%	228 14% p	42 10%
25 - 34	371 18%	152 15%	219 20% a	- -%	371 100% cefg	- -%	- -%	- -%	- -%	89 16%	105 19%	79 18%	99 19%	210 27% n	161 12%	314 19% p	58 13%
35 - 44	411 20%	188 19%	223 20%	- -%	- -%	411 100% cdfgh	- -%	- -%	- -%	139 24% l	109 19% l	86 19% l	75 14%	280 36% n	131 10%	375 22% p	36 8%
45 - 54	318 15%	158 16%	160 15%	- -%	- -%	- -%	318 100% cdegh	- -%	- -%	96 17% l	87 15%	74 17% l	62 12%	121 15%	197 15%	279 17% p	40 9%
55 - 64	297 14%	160 16% b	137 13%	- -%	- -%	- -%	- -%	297 100% cdefh	- -%	74 13%	72 13%	84 19% ijl	66 13%	27 3%	271 20% m	228 14%	67 16%
65 - 74	219 10%	123 12% b	96 9%	- -%	- -%	- -%	- -%	- -%	219 56% cdefg	60 11%	49 9%	45 10%	64 12%	3 *%	216 16% m	141 8%	78 18% o
75+	175 8%	76 8%	99 9%	- -%	- -%	- -%	- -%	- -%	175 44% cdefg	50 9%	40 7%	30 7%	55 10% j	2 *%	173 13% m	70 4%	104 24% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 4

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

S2 What is your age? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
16 - 17	45 2%	8 1%	37 4% a	32 2%	6 3%	3 3%	3 6% cgjkno	2 1%	7 2%	6 3%	2 1%	1 1%	7 4% o	5 3%	1 1%	1 *%	39 2%	6 2%
18 - 24	271 13%	138 12%	132 14%	235 13% h	17 9%	13 13%	6 10%	43 16% h	23 8%	21 12%	21 11%	22 15% h	21 12%	28 16% h	14 15% h	41 18% dfh	244 13%	26 10%
25 - 34	371 18%	282 24% b	89 10%	310 18%	33 18%	19 18%	9 16%	49 19%	46 16%	36 20%	37 19%	30 20%	29 16%	27 15%	15 17%	40 17%	334 18% q	37 13%
35 - 44	411 20%	328 28% b	84 9%	351 20% e	39 21% e	11 10%	11 18% e	76 29% cefijkmn	67 23% ein	25 14%	33 17%	25 17%	38 21% e	28 16%	12 14%	48 21% e	374 20% q	37 13%
45 - 54	318 15%	239 20% b	79 8%	260 15%	35 19% ijo	13 13%	10 18%	51 19% ijo	46 16%	20 11%	22 11%	21 14%	26 14%	35 19% ijo	14 16%	26 11%	275 15%	43 16%
55 - 64	297 14%	150 13%	147 16%	250 14% g	21 12%	18 18% g	8 14% g	18 7%	40 14% g	35 20% dgm	38 20% dgm	25 17% g	25 14% g	20 11%	17 19% g	31 13% g	247 13%	51 18% p
65 - 74	219 10%	25 2%	194 21% a	184 10% g	16 9%	13 13% g	5 9%	16 6%	37 12% g	23 13% g	18 9%	14 9%	21 12% g	21 12%	8 9%	27 11%	179 10%	40 14% p
75+	175 8%	7 1%	168 18% a	141 8% g	15 8% g	13 13% cg	5 9% g	9 3%	28 10% g	15 8% g	22 11% g	10 7%	15 8% g	15 9% g	8 9% g	18 8%	138 8%	36 13% p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 5

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

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

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
A	47 2%	24 2%	23 2%	- -%	6 2%	13 3%	6 2%	11 4%	11 3%	47 8%	- -%	- -%	- -%	12 1%	36 3%	44 3%	3 1%
					c	c	c	c	c	jkl						p	
B	522 25%	264 26%	257 23%	62 20%	82 22%	126 31%	89 28%	63 21%	99 25%	522 92%	- -%	- -%	- -%	220 28%	302 23%	477 28%	44 10%
						cdg	c			jkl				n		p	
C1	564 27%	257 25%	307 28%	103 33%	105 28%	109 27%	87 27%	72 24%	89 23%	- -%	564 100%	- -%	- -%	204 26%	360 27%	494 29%	70 16%
				gh							ikl					p	
C2	442 21%	223 22%	219 20%	45 14%	79 21%	86 21%	74 23%	84 28%	75 19%	- -%	- -%	442 100%	- -%	167 21%	275 21%	342 20%	98 23%
					c	c	c	ceh				ijl					
D	238 11%	125 12%	113 10%	58 18%	51 14%	34 8%	24 8%	34 11%	38 10%	- -%	- -%	- -%	238 45%	81 10%	157 12%	167 10%	71 17%
				efgh	ef								ijk			o	
E	289 14%	116 12%	172 16%	47 15%	48 13%	41 10%	38 12%	32 11%	82 21%	- -%	- -%	- -%	289 55%	99 13%	190 14%	149 9%	140 33%
			a						defg				ijk			o	
SUMMARY GROUPS																	
AB	569 27%	288 29%	280 26%	62 20%	89 24%	139 34%	96 30%	74 25%	110 28%	569 100%	- -%	- -%	- -%	232 30%	337 25%	522 31%	47 11%
						cdg	c		c	jkl						p	
DE	527 25%	241 24%	286 26%	105 33%	99 27%	75 18%	62 19%	66 22%	119 30%	- -%	- -%	- -%	527 100%	180 23%	347 26%	315 19%	212 49%
				efg	ef				efg				ijk			o	
ABC1	1133 54%	546 54%	587 54%	164 52%	193 52%	248 60%	182 57%	146 49%	199 51%	569 100%	564 100%	- -%	- -%	436 56%	698 53%	1016 61%	118 27%
						cdgh				kl	kl					p	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 5

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
C2DE	969	464	505	150	178	161	136	150	194	-	-	442	527	347	622	657	309
	46%	46%	46%	48% e	48% e	39%	43%	50% e	49% e	-%	-%	100% ij	100% ij	44%	47%	39%	72% o
Refused	4 *%	- -%	4 *%	1 *%	- -%	2 1%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	3 *%	2 *%	2 1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 5

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
A	47 2%	29 2%	18 2%	44 2%	2 1%	1 1%	* 1%	5 2%	15 5% cdf	4 2%	5 2%	4 3%	4 2%	4 2%	1 2%	3 1%	37 2%	10 4%
B	522 25%	351 30% b	171 18%	433 25% fm	47 26% m	31 30% fgmo	10 17%	54 21%	99 34% cfgklmno	52 29% fmo	57 29% fmo	35 24%	43 23%	30 17%	20 22%	44 19%	435 24%	86 31% p
C1	564 27%	357 30% b	207 22%	476 27%	49 27%	25 24%	15 26%	93 35% cejklm	88 30%	47 26%	47 25%	33 22%	42 23%	40 22%	24 27%	63 27%	491 27%	73 26%
C2	442 21%	275 23% b	167 18%	372 21%	39 22%	18 18%	12 21%	46 17%	51 17%	39 22%	43 22%	36 24%	46 25%	41 23%	19 22%	52 22%	384 21%	59 21%
D	238 11%	156 13% b	82 9%	201 11%	19 10%	9 9%	9 16% hj	24 9%	20 7%	25 14% h	14 7%	20 14% h	24 13% h	34 19% cdeghjn	9 11%	31 13% h	219 12% q	19 7%
E	289 14%	8 1%	281 30% a	231 13% h	28 15% hi	18 18% hi	12 20% chi	40 15% hi	21 7%	14 8%	26 14% h	20 14% h	24 13% h	30 17% hi	15 17% hi	39 17% hi	259 14%	30 11%
SUMMARY GROUPS																		
AB	569 27%	380 32% b	189 20%	477 27% fm	49 27%	33 31% fmo	10 18%	59 22% cdfgklmno	114 39% fmo	56 31% fmo	61 32% fgmo	39 26%	47 26%	34 19%	21 24%	48 20%	472 26%	97 35% p
DE	527 25%	163 14%	363 39% a	432 25% h	46 25% h	28 27% h	21 36% cdghij	64 24% h	41 14%	39 22%	41 21%	40 27% h	48 26% h	64 36% cdghij	25 28% h	70 30% h	478 26% q	49 18%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 5

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
ABC1	1133	737	396	953	97	57	25	152	201	102	109	72	88	73	45	111	964	170
	54%	63%	43%	54%	53%	55%	44%	58%	68%	57%	56%	49%	48%	41%	51%	48%	53%	61%
		b		fm	m	fm		fm	cdefgijklm no	fm	fm							p
C2DE	969	438	530	804	86	46	33	110	92	78	84	76	94	105	44	122	862	107
	46%	37%	57%	46%	47%	45%	56%	42%	31%	43%	44%	51%	52%	59%	49%	52%	47%	39%
			a	h	h	h	ceghij	h		h	h	h	h	cdeghij	h	gh	q	
Refused	4	1	2	4	-	-	-	2	1	-	-	-	-	1	-	-	4	-
	*%	*%	*%	*%	-%	-%	-%	1%	*%	-%	-%	-%	-%	1%	-%	-%	*%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 6

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

S4 What is your working status? (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Working full time (30hrs/wk+)	889	531	358	99	222	264	193	99	12	297	273	205	113	392	497	797	92
	42%	53%	33%	31%	60%	64%	61%	33%	3%	52%	48%	46%	21%	50%	38%	48%	21%
		b		h	cgh	cgh	cgh	h		l	l	l		n		p	
Working part time (8-29 hrs/wk)	288	69	218	47	60	64	45	51	20	83	84	70	50	143	144	254	32
	14%	7%	20%	15%	16%	15%	14%	17%	5%	15%	15%	16%	10%	18%	11%	15%	8%
			a	h	h	h	h	h		l	l	l		n		p	
Not working (i. e. under 8hrs/wk) - retired	463	231	232	-	3	2	12	101	345	129	110	99	126	14	449	273	190
	22%	23%	21%	-%	1%	1%	4%	34%	88%	23%	19%	22%	24%	2%	34%	16%	44%
							cde	cdef	cdefg						m		o
Not working (i. e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	151	89	62	47	27	30	33	12	3	4	15	13	119	59	92	101	50
	7%	9%	6%	15%	7%	7%	10%	4%	1%	1%	3%	3%	23%	8%	7%	6%	12%
		b		degh	h	h	gh	h			i	i	ijk				o
Not working (i. e. under 8hrs/wk) - student	120	59	61	101	10	2	5	1	2	24	62	14	21	56	64	111	10
	6%	6%	6%	32%	3%	1%	1%	1%	1%	4%	11%	3%	4%	7%	5%	7%	2%
				defgh	egh						ikl			n		p	
Not working (i. e. under 8hrs/wk) - housewife/ disabled/ other	194	30	164	21	48	50	29	34	12	32	21	41	98	120	74	140	54
	9%	3%	15%	7%	13%	12%	9%	11%	3%	6%	4%	9%	19%	15%	6%	8%	13%
			a	h	ch	ch	h	h				j	ijk	n			o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 6

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S4 What is your working status? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
SUMMARY GROUPS																	
WORKING	1176	600	576	146	282	328	239	150	32	380	357	275	163	535	641	1050	124
	56%	59%	53%	46%	76%	80%	75%	50%	8%	67%	63%	62%	31%	68%	48%	63%	29%
		b		h	cgh	cgh	cgh	h		l	l	l		n		p	
NOT WORKING	928	409	519	169	89	84	79	147	362	189	207	167	363	248	680	624	304
	44%	40%	47%	54%	24%	20%	25%	49%	92%	33%	37%	38%	69%	32%	51%	37%	71%
		a		def				def	cdefg				ijk		m		o
Don't know	2	1	1	-	-	-	1	1	-	-	-	1	-	-	2	1	1
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	*%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 6

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

S4 What is your working status? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Working full time (30hrs/wk+)	889	889	-	757	80	30	22	169	125	61	75	66	79	67	25	91	792	97
	42%	76%	-%	43%	44%	29%	37%	64%	42%	34%	39%	45%	43%	37%	28%	39%	43%	35%
		b		ein	en		cdefhijklm	no	en		n	en	en			n	q	
Working part time (8-29 hrs/wk)	288	288	-	238	25	16	9	15	59	33	24	18	25	25	17	22	254	33
	14%	24%	-%	14%	13%	16%	15%	6%	20%	18%	12%	13%	14%	14%	19%	10%	14%	12%
		b		g	g	g	g		cgo	go	g	g	g	g	go			
Not working (i. e. under 8hrs/wk) - retired	463	-	463	381	41	31	10	22	65	46	52	35	41	43	22	55	364	99
	22%	-%	50%	22%	22%	30%	18%	8%	22%	26%	27%	24%	23%	24%	25%	24%	20%	36%
			a	g	g	cfg	g		g	g	g	g	g	g	g	g		p
Not working (i. e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	151	-	151	117	21	6	6	19	4	11	8	12	12	12	7	31	136	15
	7%	-%	16%	7%	11%	6%	11%	7%	1%	6%	4%	8%	6%	7%	8%	14%	7%	5%
			a	h	chj	h	hj	h		h		h	h	h	h	ceghijlm		
Not working (i. e. under 8hrs/wk) - student	120	-	120	101	10	5	4	22	13	15	7	6	8	10	3	16	108	13
	6%	-%	13%	6%	6%	5%	8%	8%	4%	8%	4%	4%	5%	6%	4%	7%	6%	5%
			a															

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 6

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

S4 What is your working status? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Not working (i. e. under 8hrs/wk) - housewife/ disabled/ other	194	-	194	166	6	15	7	16	28	15	26	10	17	23	15	17	174	20
	9%	-%	21%	9%	3%	14%	12%	6%	9%	8%	13%	7%	9%	13%	17%	7%	10%	7%
			a	d		cdgk	o	d	d		dg		d	dg	cdghiko			
SUMMARY GROUPS																		
WORKING	1176	1176	-	995	105	47	30	183	184	94	99	84	104	92	42	113	1046	130
	56%	100%	-%	56%	57%	45%	52%	69%	63%	52%	51%	57%	57%	51%	47%	49%	57%	47%
		b		en	e			cddefijklmn	efijmno			e	e				q	
NOT WORKING	928	-	928	765	78	57	28	79	110	87	92	63	78	88	48	119	782	146
	44%	-%	100%	43%	43%	55%	48%	30%	37%	48%	48%	43%	43%	49%	53%	51%	43%	53%
			a	g	g	cdghkl	gh			gh	gh	g	g	gh	cgh	cgh		p
Don't know	2	-	-	2	-	-	-	1	-	-	1	-	-	-	-	-	1	1
	0%	-%	-%	0%	-%	-%	-%	0%	-%	-%	1%	-%	-%	-%	-%	-%	0%	0%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 7

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Being bought on mortgage	616	293	324	74	130	187	138	66	21	241	181	147	48	338	278	579	37
	29%	29%	30%	23%	35%	46%	43%	22%	5%	42%	32%	33%	9%	43%	21%	35%	9%
				h	cgh	cdgh	cdgh	h		jkl	l	l		n		p	
Owned outright by household	529	272	257	22	19	26	57	140	265	205	149	97	78	59	471	408	119
	25%	27%	23%	7%	5%	6%	18%	47%	67%	36%	26%	22%	15%	7%	36%	24%	28%
							cde	cdef	cdefg	jkl	l	l			m		
Rented from Local Authority/ Housing Association/ Trust	529	245	284	103	110	91	73	62	90	27	92	103	305	224	305	340	189
	25%	24%	26%	33%	30%	22%	23%	21%	23%	5%	16%	23%	58%	29%	23%	20%	44%
				efgh	egh						i	ij	ijk	n			o
Rented from Private Landlord	388	176	212	99	105	95	47	26	17	74	134	88	91	143	244	307	80
	18%	17%	19%	31%	28%	23%	15%	9%	4%	13%	24%	20%	17%	18%	18%	18%	19%
				efgh	fgh	fgh	gh	h			il	i					
Other	27	15	12	6	5	10	3	2	1	16	4	4	3	12	15	25	2
	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%
				h		h				jl							
Don't know	17	10	8	11	3	1	-	2	*	5	5	3	2	7	10	15	2
	1%	1%	1%	3%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				defgh													

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 7

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Being bought on mortgage	616	517	99	495	71	28	22	65	88	44	78	45	47	55	19	54	531	85
	29%	44%	11%	28%	39%	27%	37%	25%	30%	24%	40%	31%	26%	31%	22%	23%	29%	31%
		b			cegilno		cgilno			ceghilno								
Owned outright by household	529	179	350	443	38	37	12	15	108	58	46	41	46	44	31	54	419	111
	25%	15%	38%	25%	21%	36%	20%	6%	37%	32%	24%	28%	25%	24%	35%	23%	23%	40%
		a		g	g	cdfgjlmo	g		cdfgjlmo	dfg	g	g	g	g	cdfgjmo	g		p
Rented from Local Authority/ Housing Association/ Trust	529	211	317	449	45	19	16	89	43	33	57	35	58	55	16	62	478	51
	25%	18%	34%	25%	25%	19%	27%	34%	15%	18%	30%	24%	32%	31%	18%	27%	26%	18%
		a		hn	h		h	cehikn			ehin	h	ehin	ehin		h	q	
Rented from Private Landlord	388	244	143	333	29	19	7	94	45	42	7	27	23	19	17	58	359	29
	18%	21%	15%	19%	16%	18%	12%	36%	15%	23%	4%	18%	12%	11%	19%	25%	20%	10%
		b		fjlm	j	j	j	cdefhijklm no	j	fjlm		j	j	j	jm	cdfhjlm	q	
Other	27	19	9	26	-	1	*	-	9	2	4	-	5	4	3	-	27	1
	1%	2%	1%	1%	-%	1%	1%	-%	3%	1%	2%	-%	3%	2%	3%	-%	1%	1%
									dgko				dgko	dgo	dgko			1%
Don't know	17	6	10	16	-	-	2	1	1	3	-	-	2	2	3	4	16	2
	1%	1%	1%	1%	-%	-%	3%	1%	1%	2%	-%	-%	1%	1%	4%	2%	1%	1%
							cdejk								cdeghjk			
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 8

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1	380	187	193	18	30	33	55	70	175	74	100	57	149	2	378	191	189
	18%	19%	18%	6%	8%	8%	17%	24%	44%	13%	18%	13%	28%	0%	29%	11%	44%
							cde	cde	cdefg		k		ijk		m		o
2	722	361	360	94	89	88	106	159	186	209	172	179	159	56	666	571	150
	34%	36%	33%	30%	24%	21%	33%	53%	47%	37%	30%	40%	30%	7%	50%	34%	35%
				e			de	cdef	cdef	jl		jl			m		
3	397	161	236	66	98	99	64	47	23	106	117	80	94	239	157	348	47
	19%	16%	22%	21%	27%	24%	20%	16%	6%	19%	21%	18%	18%	31%	12%	21%	11%
			a	h	gh	gh	h	h						n		p	
4	382	194	188	82	95	133	51	16	6	139	104	74	64	310	72	360	22
	18%	19%	17%	26%	26%	32%	16%	5%	2%	24%	18%	17%	12%	40%	5%	21%	5%
				fgh	fgh	fgh	gh	h		jkl	l	l		n		p	
5 or more	216	100	116	54	57	56	41	5	2	41	72	52	50	176	40	199	17
	10%	10%	11%	17%	15%	14%	13%	2%	1%	7%	13%	12%	10%	23%	3%	12%	4%
				gh	gh	gh	gh				i	i		n		p	
Refused	11	7	4	1	3	3	1	1	2	*	-	-	9	*	11	7	4
	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	1%
													ijk		m		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 8

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1	380	118	260	291	52	26	10	26	45	28	36	24	33	38	13	49	326	54
	18%	10%	28%	17%	28%	26%	18%	10%	15%	15%	19%	16%	18%	21%	15%	21%	18%	19%
		a	g	cfghijkl	cfghijkl	cfghijkl	g				g		g	g		g		
2	722	394	328	602	68	33	19	89	103	56	66	47	64	66	30	80	613	108
	34%	33%	35%	34%	37%	32%	33%	34%	35%	31%	35%	32%	35%	36%	34%	34%	34%	39%
3	397	266	131	333	25	23	17	44	45	34	34	30	34	39	21	52	350	47
	19%	23%	14%	19%	14%	22%	29%	17%	15%	19%	18%	20%	19%	22%	24%	22%	19%	17%
		b					cdghijl								dh	d		
4	382	272	110	333	25	16	8	58	63	39	43	33	35	24	17	22	330	51
	18%	23%	12%	19%	14%	15%	14%	22%	21%	21%	22%	22%	19%	13%	19%	10%	18%	19%
		b		o				dfmo	dmo	mo	dmo	dmo	o		o			
5 or more	216	123	93	192	14	6	3	37	38	23	14	13	17	14	8	29	199	17
	10%	10%	10%	11%	8%	6%	6%	14%	13%	12%	7%	9%	9%	8%	9%	13%	11%	6%
				ef				efj	ef	ef						ef	q	
Refused	11	4	5	11	-	-	*	9	-	1	-	-	-	-	-	-	11	-
	1%	*%	1%	1%	-%	-%	1%	4%	-%	1%	-%	-%	-%	-%	-%	-%	1%	-%
							cdehijklmn	o										

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 9

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None	1323	688	635	175	161	131	197	271	388	337	360	275	347	-	1323	959	362
	63%	68%	58%	56%	43%	32%	62%	91%	99%	59%	64%	62%	66%	-%	100%	57%	84%
		b		de	e		de	cdef	cdefg				i		m		o
1	327	133	194	86	77	88	54	19	3	100	94	61	72	327	-	294	33
	16%	13%	18%	27%	21%	21%	17%	6%	1%	18%	17%	14%	14%	42%	-%	18%	8%
			a	fgh	gh	gh	gh	h						n		p	
2	322	143	179	35	85	143	50	6	2	113	80	69	60	322	-	304	18
	15%	14%	16%	11%	23%	35%	16%	2%	1%	20%	14%	16%	11%	41%	-%	18%	4%
				gh	cfgh	cd fgh	gh			jl				n		p	
3	96	37	60	14	36	34	12	1	-	18	21	30	26	96	-	85	11
	5%	4%	5%	4%	10%	8%	4%	*%	-%	3%	4%	7%	5%	12%	-%	5%	3%
				gh	cfgh	fgh	gh					ij		n		p	
4	35	9	27	6	11	12	6	1	-	1	8	6	20	35	-	32	3
	2%	1%	2%	2%	3%	3%	2%	*%	-%	*%	1%	1%	4%	4%	-%	2%	1%
			a	h	gh	gh	h				i	i	ijk	n			
5 or more	4	1	2	-	1	3	-	-	-	*	-	1	2	4	-	1	3
	*%	*%	*%	-%	*%	1%	-%	-%	-%	*%	-%	*%	*%	*%	-%	*%	1%
														n		o	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 9

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
None	1323	641	680	1091	129	69	35	150	182	117	112	86	110	112	55	167	1143	181
	63%	55%	73%	62%	70%	67%	59%	57%	62%	65%	58%	58%	60%	63%	61%	72%	62%	65%
			a		cfgjk											cfghjkl		
1	327	223	104	276	21	17	13	44	37	21	33	24	33	33	19	33	282	45
	16%	19%	11%	16%	11%	17%	22%	17%	12%	12%	17%	16%	18%	18%	22%	14%	15%	16%
		b					dhi								dhi			
2	322	244	78	280	22	12	8	56	47	29	38	26	28	23	10	23	283	39
	15%	21%	8%	16%	12%	12%	14%	21%	16%	16%	20%	17%	15%	13%	11%	10%	15%	14%
		b		o				demno			dno	o						
3	96	56	40	83	8	3	2	12	16	12	10	10	7	8	1	8	86	11
	5%	5%	4%	5%	5%	3%	3%	5%	5%	6%	5%	7%	4%	5%	1%	3%	5%	4%
				n	n			n	n	n	n	n		n				
4	35	12	23	29	4	1	1	3	12	-	-	2	4	2	4	2	33	2
	2%	1%	2%	2%	2%	1%	1%	1%	4%	-	-	2%	2%	1%	5%	1%	2%	1%
			a						cgij						cgijo			
5 or more	4	*	3	3	-	1	*	-	-	1	-	-	-	1	1	-	3	*
	*%	*%	*%	*%	-%	1%	1%	-%	-%	1%	-%	-%	-%	*%	1%	-%	*%	*%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 10

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1323	688	635	175	161	131	197	271	388	337	360	275	347	-	1323	959	362
	63%	68%	58%	56%	43%	32%	62%	91%	99%	59%	64%	62%	66%	-%	100%	57%	84%
		b		de	e		de	cdef	cdefg				i		m		o
0-2	205	72	133	39	103	56	4	2	1	54	42	51	58	205	-	178	27
	10%	7%	12%	12%	28%	14%	1%	1%	1%	9%	8%	11%	11%	26%	-%	11%	6%
			a	fgh	cefg	fgh						j	j	n		p	
3-4	178	64	115	25	83	60	8	2	-	48	47	36	47	178	-	161	17
	8%	6%	10%	8%	22%	15%	3%	1%	-%	8%	8%	8%	9%	23%	-%	10%	4%
			a	fgh	cefg	cfgh	h							n		p	
5-7	262	120	142	26	86	120	27	2	1	77	62	59	64	262	-	236	26
	12%	12%	13%	8%	23%	29%	9%	1%	1%	14%	11%	13%	12%	33%	-%	14%	6%
				gh	cfgh	cfgh	gh							n		p	
8-10	240	94	146	8	63	110	54	4	2	58	66	58	56	240	-	221	19
	11%	9%	13%	2%	17%	27%	17%	1%	1%	10%	12%	13%	11%	31%	-%	13%	4%
			a	h	cgh	cdgh	cgh							n		p	
11-14	207	82	125	29	27	92	50	7	1	62	54	49	41	207	-	194	13
	10%	8%	11%	9%	7%	22%	16%	2%	1%	11%	9%	11%	8%	26%	-%	12%	3%
			a	gh	gh	cdgh	cdgh	h						n		p	
15-16	133	59	74	42	3	44	35	8	1	35	41	25	33	133	-	129	5
	6%	6%	7%	13%	1%	11%	11%	3%	1%	6%	7%	6%	6%	17%	-%	8%	1%
				dgh		dgh	dgh	h						n		p	
17-18	68	34	34	32	2	15	13	7	-	19	20	16	14	68	-	65	3
	3%	3%	3%	10%	1%	4%	4%	2%	-%	3%	4%	4%	3%	9%	-%	4%	1%
				defgh		dh	dh	h						n		p	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 10

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1323 63%	641 55%	680 73% a	1091 62%	129 70% cfghjk	69 67%	35 59%	150 57%	182 62%	117 65%	112 58%	86 58%	110 60%	112 63%	55 61%	167 72% cfghjkl	1143 62%	181 65%
0-2	205 10%	131 11% b	74 8%	172 10% g	16 9%	12 11%	5 8%	12 4%	26 9%	21 12% g	24 12% g	21 14% g	19 11% g	22 12% g	8 9%	20 9%	181 10%	24 8%
3-4	178 8%	112 10%	66 7%	155 9% i	9 5%	7 6%	8 13% dei	23 9%	28 10% i	7 4%	20 10% i	14 10% i	25 14% cdeino	16 9%	6 7%	16 7%	157 9%	21 8%
5-7	262 12%	185 16% b	77 8%	238 13% de	12 7%	6 6%	6 10%	51 19% cdeflmno	44 15% de	26 14% de	26 13% de	18 12% e	21 11%	19 11%	12 14% de	22 9%	236 13%	26 9%
8-10	240 11%	168 14% b	73 8%	206 12% l	19 10%	10 10%	6 10%	55 21% cdefijlmno	40 14% l	13 7%	16 8%	23 16% il	8 5%	18 10%	9 10%	23 10%	216 12%	24 9%
11-14	207 10%	141 12% b	66 7%	180 10%	14 8%	8 8%	5 9%	29 11%	35 12%	18 10%	21 11%	15 10%	14 7%	22 13%	10 11%	16 7%	182 10%	26 9%
15-16	133 6%	83 7%	50 5%	110 6%	13 7%	7 6%	3 6%	17 7%	18 6%	14 8%	14 7%	11 7%	17 9% o	7 4%	6 7%	7 3%	115 6%	18 7%
17-18	68 3%	37 3%	32 3%	54 3%	7 4%	4 4%	4 7% cko	7 3%	10 3%	9 5% o	5 3%	2 1%	11 6% cko	4 2%	3 3%	2 1%	59 3%	9 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 11

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Yes	659	256	403	49	199	275	114	20	1	195	171	142	149	659	-	597	62
	31%	25%	37%	16%	54%	67%	36%	7%	*%	34%	30%	32%	28%	84%	-%	36%	14%
			a	gh	cfg	cdg	gh	h						n		p	
No	124	66	59	91	11	5	7	7	4	36	33	25	30	124	-	119	5
	6%	7%	5%	29%	3%	1%	2%	2%	1%	6%	6%	6%	6%	16%	-%	7%	1%
				def										n		p	
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1323	688	635	175	161	131	197	271	388	337	360	275	347	-	1323	959	362
	63%	68%	58%	56%	43%	32%	62%	91%	99%	59%	64%	62%	66%	-%	100%	57%	84%
		b		de	e		de	cde	cdef				i		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 11

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes	659 31%	483 41% b	176 19% a	569 32% do	45 25% do	28 27%	17 30%	102 39% deio	95 32%	50 28%	69 36% do	54 37% do	58 32%	56 31%	28 31%	56 24%	582 32%	77 28%
No	124 6%	52 4%	73 8% a	102 6%	9 5%	7 7%	6 11% cgo	12 4%	17 6%	13 7%	11 6%	7 5%	14 8%	11 6%	6 7%	10 4%	105 6%	19 7%
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1323 63%	641 55%	680 73% a	1091 62%	129 70% cfgjk	69 67%	35 59%	150 57%	182 62%	117 65%	112 58%	86 58%	110 60%	112 63%	55 61%	167 72% cfghjklm	1143 62%	181 65%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 12

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Yes, have home broadband service	1675	797	878	269	314	375	279	228	210	522	494	342	315	716	959	1675	-
	80%	79%	80%	85%	84%	91%	88%	77%	53%	92%	88%	77%	60%	91%	72%	100%	-%
				gh	gh	cdgh	gh	h		jkl	kl	l		n		p	
No, do not have home broadband service	429	212	217	46	58	36	40	67	183	47	70	98	212	67	362	-	429
	20%	21%	20%	15%	16%	9%	12%	23%	46%	8%	12%	22%	40%	9%	27%	-%	100%
				e	e			cdef	cdefg		i	ij	ijk		m		o
Don't know	2	1	2	-	-	-	-	2	1	-	-	2	-	-	2	-	-
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 12

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes, have home broadband service	1675 80%	1050 89% b	624 67% dflm	1423 81% dflm	133 73%	78 75%	41 70%	207 78% m	263 89% cdefglmno	154 85% deflm	164 85% deflm	124 84% dflm	133 73%	123 68%	69 77%	188 81% fm	1454 79%	221 80%
No, do not have home broadband service	429 20%	124 11%	304 33% a	336 19% h	50 27% chijk	26 25% hij	17 30% chijko	57 22% h	30 10%	27 15%	28 15%	24 16%	50 27% chijk	56 31% cghijko	20 23% h	45 19% h	373 20%	56 20%
Don't know	2 *%	2 *%	1 *%	2 *%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	2 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 13

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

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

Base : All respondents

		Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
			MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
One TV set	(1.0)	774	377	397	122	139	145	95	87	186	180	203	143	248	243	531	529	245
		37%	37%	36%	39%	38%	35%	30%	29%	47%	32%	36%	32%	47%	31%	40%	32%	57%
					fg	g				cdefg				ijk		m		o
Two TV sets	(2.0)	665	313	353	75	115	144	104	102	125	182	177	166	136	240	425	546	119
		32%	31%	32%	24%	31%	35%	33%	34%	32%	32%	31%	38%	26%	31%	32%	33%	28%
							c	c	c	c	l	l	jl					
Three TV sets	(3.0)	353	169	183	46	63	61	73	60	50	95	94	94	70	162	191	318	33
		17%	17%	17%	14%	17%	15%	23%	20%	13%	17%	17%	21%	13%	21%	14%	19%	8%
								ceh	h				l		n		p	
Four TV sets	(4.0)	177	86	91	35	24	37	32	26	23	66	53	20	37	86	91	169	7
		8%	9%	8%	11%	6%	9%	10%	9%	6%	12%	9%	4%	7%	11%	7%	10%	2%
					h			h			kl	k			n		p	
Five or more TV sets	(5.0)	78	32	47	22	12	17	10	14	4	26	20	18	15	44	34	73	5
		4%	3%	4%	7%	3%	4%	3%	5%	1%	4%	4%	4%	3%	6%	3%	4%	1%
					dfh	h	h		h						n		p	
ANY TV SETS		2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
		97%	97%	98%	95%	95%	98%	98%	97%	99%	96%	97%	100%	96%	99%	96%	98%	95%
							cd	cd		cd			ijl		n		p	
None - do not have any working TV sets in the home	(0.0)	60	33	27	17	18	6	5	9	5	20	17	2	21	8	51	40	20
		3%	3%	2%	5%	5%	2%	2%	3%	1%	4%	3%	2%	4%	1%	4%	2%	5%
					efh	efh					k	k	*	k		m		o
Mean number of TV sets		2.0	2.0	2.0	2.1	1.9	2.1	2.2	2.2	1.8	2.1	2.0	2.1	1.8	2.3	1.9	2.2	1.5
					h		h	dh	dh		l	l	l		n		p	
Standard deviation		1.15	1.14	1.16	1.34	1.13	1.14	1.12	1.16	.96	1.21	1.16	1.04	1.13	1.20	1.09	1.17	.87
Standard error		.03	.04	.03	.08	.06	.06	.06	.06	.04	.06	.05	.05	.05	.04	.03	.03	.04
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 13

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

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

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT		ENGLAND	SCOT		N		SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH		
		Total	WORKING			-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	&	EAST	WEST	URBAN	RURAL
Significance Level: 95%		a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
One TV set	(1.0)	774	386	388	664	69	27	15	189	111	52	65	42	45	65	18	76	693	81
		37%	33%	42%	38%	38%	26%	25%	72%	38%	29%	34%	29%	25%	36%	20%	33%	38%	29%
				a	efikln	efln		cdefhijklm	no	efln		n			fln		n	q	
Two TV sets	(2.0)	665	385	279	537	65	41	23	50	85	46	66	55	64	55	31	86	571	95
		32%	33%	30%	30%	35%	39%	40%	19%	29%	25%	34%	37%	35%	30%	34%	37%	31%	34%
					g	g	cghi	cghi		g		g	gi	g	g	g	gi		
Three TV sets	(3.0)	353	214	139	300	27	14	11	7	51	40	37	33	39	39	20	34	297	55
		17%	18%	15%	17%	15%	13%	19%	3%	17%	22%	19%	22%	22%	22%	22%	15%	16%	20%
					g	g	g	g		g	eg	g	eg	g	eg	eg	g		
Four TV sets	(4.0)	177	111	66	152	8	11	6	-	25	26	18	10	21	12	13	27	144	33
		8%	9%	7%	9%	4%	10%	10%	-%	8%	14%	9%	7%	12%	7%	15%	12%	8%	12%
					dg	g	dg	dg		g	cdgkm	g	g	dg	g	cdgkm	dg	p	
Five or more TV sets	(5.0)	78	46	33	62	7	6	3	-	14	7	5	6	11	6	5	7	70	8
		4%	4%	4%	4%	4%	6%	6%	-%	5%	4%	3%	4%	6%	3%	5%	3%	4%	3%
					g	g	g	g		g	g	g	g	g	g	g	g		
ANY TV SETS		2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
		97%	97%	97%	97%	96%	95%	100%	93%	98%	95%	99%	99%	99%	99%	97%	99%	97%	98%
					g			cdegin		g		degi	egi	egi	egi		degi		
None - do not have any working TV sets in the home	(0.0)	60	36	24	47	8	5	-	18	7	10	1	2	2	2	2	2	54	5
		3%	3%	3%	3%	4%	5%	-%	7%	2%	5%	1%	1%	1%	1%	3%	1%	3%	2%
					f	fjo	fjklmo	cfhijklmo		fjklmo						f			
Mean number of TV sets		2.0	2.1	1.9	2.0	1.9	2.2	2.3	1.2	2.1	2.2	2.1	2.2	2.4	2.1	2.4	2.1	2.0	2.2
			b		g	g	dg	cdghm		g	cdg	g	dg	cdghjm	g	cdghjmo	dg		p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 13

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.15	1.16	1.13	1.15	1.09	1.24	1.14	.58	1.20	1.27	1.08	1.08	1.18	1.10	1.20	1.12	1.15	1.13
Standard error	.03	.04	.03	.03	.08	.10	.09	.04	.08	.10	.08	.09	.09	.08	.10	.08	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 14

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

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

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Yes	65	28	37	5	23	13	16	5	3	17	21	14	13	26	39	58	7
	3%	3%	3%	2%	6%	3%	5%	2%	1%	3%	4%	3%	3%	3%	3%	4%	2%
					cgh	h	cgh										
No	1937	920	1017	281	320	380	293	279	385	518	510	422	482	725	1212	1539	396
	95%	94%	95%	94%	90%	94%	93%	97%	99%	94%	93%	96%	95%	94%	95%	94%	97%
								d	cdefg								o
Don't know	45	29	16	11	11	13	4	5	1	14	16	5	10	24	21	39	7
	2%	3%	1%	4%	3%	3%	1%	2%	1%	3%	3%	1%	2%	3%	2%	2%	2%
		b		h	h	h								n			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 14

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

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

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Yes	65	41	24	57	6	2	1	22	12	6	1	4	4	6	2	-	57	8
	3%	4%	3%	3%	3%	2%	1%	9%	4%	3%	1%	3%	2%	4%	2%	-%	3%	3%
				o	o			cdefijklmn o	jo	o		o	o	o				
No	1937	1071	863	1614	170	97	57	211	262	163	189	137	166	170	85	230	1678	259
	95%	94%	95%	94%	97%	98%	98%	86%	91%	95%	99%	94%	92%	96%	98%	100%	95%	95%
				g	gh	cghkl	cghl			g	cghikl	g		g	cghl	cdghiklm		
Don't know	45	28	17	45	-	-	*	13	12	2	-	5	11	1	-	1	40	5
	2%	2%	2%	3%	-%	-%	1%	5%	4%	1%	-%	4%	6%	1%	-%	1%	2%	2%
				dejn				defijmno	defjmno			dejmno	cdefijmno					

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 15

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

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

Base : Those with no TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	55	31	24	16	15	5	4	9	6	16	19	1	19	8	47	35	20
Effective Weighted Sample	49	28	21	15	13	4	4	8	5	14	18	1	17	7	42	31	18
Total	60	33	27	17	18	6	5	9	5	20	17	2	21	8	51	40	20
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 15

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

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

Base : Those with no TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING ~a	NOT WORKING ~b	ENGLAND ~c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN ~p	RURAL ~q
Significance Level: 95%																		
Unweighted total	55	27	28	40	7	8	-	14	5	9	1	2	2	2	4	1	48	7
Effective Weighted Sample	49	25	26	37	6	8	-	13	5	9	1	2	2	2	4	1	43	7
Total	60	36	24	47	8	5	-	18	7	10	1	2	2	2	2	2	54	5
Yes	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 16

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

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

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Virgin Media (Cable TV)	279	129	150	44	47	60	41	46	41	79	73	62	64	115	164	260	19
	14%	13%	14%	15%	13%	15%	13%	16% h	10%	14%	13%	14%	13%	15%	13%	16% p	5%
Sky Satellite TV	839	413	426	129	167	195	144	109	95	260	238	188	152	408	431	780	57
	41%	42%	40%	43% h	47% gh	48% gh	46% h	38% h	24%	47% l	43% l	43% l	30%	53% n	34%	48% p	14%
Freesat Satellite TV	109	51	58	11	28	20	12	17	22	35	29	22	22	49	61	88	21
	5%	5%	5%	4%	8% cf	5%	4%	6%	6%	6%	5%	5%	4%	6%	5%	5%	5%
Other Satellite TV	29	11	19	7	-	9	7	1	5	1	2	10	15	15	15	26	4
	1%	1%	2%	2% dg	-% dg	2% dg	2% dg	*% dg	1%	*% ij	*% ij	2% ij	3% ij	2%	1%	2%	1%
Freeview with ONLY free channels	868	422	446	125	107	144	131	130	231	213	220	181	254	235	633	560	307
	42%	43%	42%	42% d	30%	36%	42% d	45% de	59% cdefg	39%	40%	41%	50% ijk	30%	50% m	34%	75% o
Freeview with free channels PLUS payment for extra services such as Now TV or PictureBox films	28	13	15	7	5	6	1	4	5	6	9	7	5	11	17	22	6
	1%	1%	1%	2% f	1%	2%	*% f	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
YouView from BT TV (previously BT Vision)	61	31	30	7	11	13	10	11	11	19	19	16	7	24	37	58	3
	3%	3%	3%	2%	3%	3%	3%	4%	3%	3% l	3% l	4% l	1%	3%	3%	4% p	1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 16

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

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

Base : Those with any TV sets

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
YouView from TalkTalk TV	41 2%	14 1%	27 3%	8 3%	10 3%	4 1%	6 2%	7 2%	6 2%	8 1%	6 1%	5 1%	22 4% ijk	17 2%	24 2%	40 2% p	1 *%
YouView from a retailer (not through BT or TalkTalk)	2 *%	2 *%	1 *%	- -%	2 *%	- -%	- -%	- -%	1 *%	2 *%	- -%	1 *%	- -%	- -%	2 *%	2 *%	- -%
EE TV (ADDED Q3 2015)	2 *%	- -%	2 *%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	2 *%	- -%	- -%	1 *%	1 *%	2 *%	- -%
SUMMARY GROUPS																	
CABLE TV	279 14%	129 13%	150 14%	44 15%	47 13%	60 15%	41 13%	46 16% h	41 10%	79 14%	73 13%	62 14%	64 13%	115 15%	164 13%	260 16% p	19 5%
ANY SATELLITE TV	963 47%	468 48%	496 46%	145 49% h	193 54% gh	221 55% gh	162 52% gh	123 43% h	120 31%	293 53% l	264 48% l	218 49% l	187 37%	462 60% n	502 39%	882 54% p	80 20%
ANY FREEVIEW	895 44%	434 44%	461 43%	131 44% d	112 32%	150 37%	131 42% d	134 46% de	236 61% cdefg	219 40%	227 42%	188 43%	259 51% ijk	244 31%	650 51% m	581 36%	313 76% o
ANY YOUVIEW	104 5%	46 5%	58 5%	15 5%	23 6%	16 4%	16 5%	17 6%	17 4%	28 5%	25 5%	21 5%	29 6%	41 5%	63 5%	100 6% p	4 1%
ONLY FREEVIEW	705 34%	335 34%	370 35%	93 31%	91 26%	112 28%	95 30%	104 36% de	210 54% cdefg	150 27%	184 34% i	145 33%	225 44% ijk	160 21%	545 43% m	403 25%	302 74% o
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 16

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

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
ONE TYPE OF TV SERVICE	1819	861	958	253	325	362	272	253	355	473	490	390	461	677	1142	1423	394
	89%	88%	90%	85%	92%	89%	87%	87%	91%	86%	90%	89%	91%	87%	90%	87%	96%
					c			c					i				o
MULTIPLE TYPES OF TV SERVICE	215	109	106	42	26	43	40	35	30	74	52	49	41	96	120	203	12
	11%	11%	10%	14%	7%	11%	13%	12%	8%	13%	9%	11%	8%	12%	9%	12%	3%
				dh			dh	dh		l						p	
Don't know	13	8	6	4	3	-	1	1	4	3	5	1	5	3	11	9	4
	1%	1%	1%	1%	1%	-%	*%	*%	1%	*%	1%	*%	1%	*%	1%	1%	1%
				e													

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

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

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Virgin Media (Cable TV)	279	170	108	246	23	7	3	11	31	39	41	13	24	20	22	45	275	3
	14%	15%	12%	14%	13%	7%	5%	4%	11%	23%	22%	9%	13%	11%	25%	20%	16%	1%
				efg	fg				g	cdefghklm	cdefghkm		fg	g	cdefghklm	efghkm	q	
Sky Satellite TV	839	543	294	689	68	49	33	112	131	46	71	56	70	75	35	93	711	127
	41%	48%	33%	40%	39%	49%	56%	46%	46%	27%	37%	39%	39%	42%	40%	40%	40%	47%
		b		i	i	cij	cdijklmno	i	i			i	i	i	i	i		p
Freesat Satellite TV	109	54	55	100	3	6	1	21	17	12	13	10	10	6	2	7	94	15
	5%	5%	6%	6%	2%	6%	1%	9%	6%	7%	7%	7%	6%	4%	2%	3%	5%	6%
				df		df		dfno	df	df	df	df	df					
Other Satellite TV	29	16	13	29	-	1	-	21	1	1	-	3	1	-	-	1	27	2
	1%	1%	1%	2%	-%	1%	-%	9%	1%	1%	-%	2%	1%	-%	-%	1%	2%	1%
								cdefhijklmno										
Freeview with ONLY free channels	868	417	451	727	80	36	25	82	115	79	68	61	97	87	37	101	733	135
	42%	37%	50%	42%	46%	36%	43%	34%	40%	46%	36%	42%	54%	49%	42%	44%	41%	50%
			a	g	g					g			ceghjkn	egj		g		p
Freeview with free channels PLUS payment for extra services such as Now TV or PictureBox films	28	15	13	22	3	4	-	2	3	4	2	-	2	5	-	2	25	3
	1%	1%	1%	1%	2%	4%	-%	1%	1%	3%	1%	-%	1%	3%	-%	1%	1%	1%
						cfkn				f				fkn				
YouView from BT TV (previously BT Vision)	61	39	22	44	8	6	3	1	12	4	3	6	3	7	1	7	47	14
	3%	3%	2%	3%	4%	6%	6%	1%	4%	3%	1%	4%	1%	4%	1%	3%	3%	5%
					g	cgjln	cgjln		g			g		g				p

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

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

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
YouView from TalkTalk TV	41 2%	21 2%	20 2%	35 2%	2 1%	1 1%	2 4% g	- -%	6 2% g	6 4% g	2 1%	1 1%	2 1%	5 3% g	4 4% gk	8 4% g	38 2%	3 1%
YouView from a retailer (not through BT or TalkTalk)	2 *%	2 *%	1 *%	2 *%	- -%	- -%	- -%	- -%	- -%	2 1% c	- -%	1 *%	- -%	- -%	- -%	- -%	2 *%	1 *%
EE TV (ADDED Q3 2015)	2 *%	1 *%	1 *%	2 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	2 *%	- -%
SUMMARY GROUPS																		
CABLE TV	279 14%	170 15%	108 12%	246 14% efg	23 13% fg	7 7%	3 5%	11 4%	31 11% g	39 23% cdefghklm	41 22% cdefghkm	13 9%	24 13% fg	20 11% g	22 25% cdefghklm	45 20% efghkm	275 16% q	3 1%
ANY SATELLITE TV	963 47%	608 53% b	355 39%	807 47% i	70 40%	54 55% dijlno	33 57% cdijlno	154 63% cdhijklmn o	149 52% di	56 33%	84 44% i	68 46% i	77 43%	82 46% i	37 43%	99 43%	822 46%	141 52%
ANY FREEVIEW	895 44%	430 38%	465 51% a	747 44% g	83 47% g	40 40%	25 43%	85 34%	118 41%	82 48% gj	70 37%	61 42%	99 55% cefgjhkn	92 52% ceghj	37 42%	103 45% g	757 43%	137 51% p
ANY YOUVIEW	104 5%	62 5%	42 5%	82 5% g	9 5% g	7 8% gjl	6 10% cgjl	1 1%	18 6% g	12 7% g	5 3%	7 5% g	5 3%	13 7% g	5 5% g	15 7% g	86 5%	18 6%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
ONLY FREEVIEW	705	306	399	585	72	30	18	78	88	62	61	57	75	63	24	77	597	108
	34%	27%	44%	34%	41%	31%	30%	32%	31%	37%	32%	39%	41%	36%	27%	33%	34%	40%
			a		fhn							n	fhn					p
ONE TYPE OF TV SERVICE	1819	1000	817	1518	164	87	50	239	255	140	177	139	149	149	72	197	1582	237
	89%	88%	90%	88%	93%	89%	86%	97%	89%	82%	93%	95%	83%	84%	83%	86%	89%	87%
				il	filmno		cefhijlmno				filmno	cefhilmno						
MULTIPLE TYPES OF TV SERVICE	215	135	81	186	10	11	8	7	30	26	11	6	29	28	14	33	183	32
	11%	12%	9%	11%	6%	11%	14%	3%	11%	15%	6%	4%	16%	16%	16%	14%	10%	12%
		b		gk		gk	dgjk		gk	dgjk			cdgjk	cdgjk	cdgjk	dgjk		
Don't know	13	6	7	12	1	-	-	-	1	5	3	1	2	-	*	-	10	3
	1%	1%	1%	1%	1%	-%	-%	-%	1%	3%	1%	*%	1%	-%	1%	-%	1%	1%
									cefgmo									

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

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

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Virgin Media (Cable TV)	267	121	145	42	45	56	38	46	39	76	71	57	62	110	157	247	19
	13%	12%	14%	14%	13%	14%	12%	16% h	10%	14%	13%	13%	12%	14%	12%	15% p	5%
Sky Satellite TV	825	403	422	123	165	193	144	106	94	254	235	185	150	402	423	767	57
	40%	41%	39%	41% h	47% gh	48% gh	46% gh	37% h	24%	46% l	43% l	42% l	30%	52% n	33%	47% p	14%
Freesat Satellite TV	86	42	44	9	24	16	9	10	18	30	20	19	16	38	48	66	20
	4%	4%	4%	3%	7% f	4%	3%	4%	5%	5%	4%	4%	3%	5%	4%	4%	5%
Other Satellite TV	28	11	18	7	-	9	7	1	4	1	2	9	15	15	14	25	4
	1%	1%	2%	2% dg	-% dg	2% dg	2% dg	*% dg	1%	*% ij	*% ij	2% ij	3% ij	2%	1%	2%	1%
Freeview with ONLY free channels	706	340	366	93	92	109	95	105	211	156	181	141	228	157	549	409	296
	34%	35%	34%	31%	26%	27%	30%	37% de	54% cdefg	28%	33%	32%	45% ijk	20%	43% m	25%	72% o
Freeview with free channels PLUS payment for extra services such as Now TV or PictureBox films	26	12	14	6	5	6	1	4	4	5	8	7	5	10	16	20	6
	1%	1%	1%	2%	1%	2%	*% p	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
YouView from BT TV (previously BT Vision)	56	28	28	5	10	13	10	10	8	16	18	15	7	23	33	52	3
	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	1%	3%	3%	3% p	1%

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

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

Base : Those with any TV sets

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
YouView from TalkTalk TV	37 2%	13 1%	25 2%	8 3% e	10 3% e	3 1%	6 2%	5 2%	5 1%	8 1%	6 1%	5 1%	19 4% ijk	17 2%	20 2%	36 2% p	1 *%
YouView from a retailer (not through BT or TalkTalk)	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%
EE TV (ADDED Q3 2015)	2 *%	- -%	2 *%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	2 *%	- -%	- -%	1 *%	1 *%	2 *%	- -%
SUMMARY GROUPS																	
CABLE TV	267 13%	121 12%	145 14%	42 14%	45 13%	56 14%	38 12%	46 16% h	39 10%	76 14%	71 13%	57 13%	62 12%	110 14%	157 12%	247 15% p	19 5%
ANY SATELLITE TV	939 46%	456 47%	484 45%	140 47% h	189 53% gh	218 54% gh	160 51% gh	117 41% h	116 30%	285 52% l	257 47% l	214 48% l	181 36%	455 59% n	485 38%	858 52% p	80 20%
ANY FREEVIEW	732 36%	352 36%	380 36%	99 33%	97 27%	116 29%	96 31%	109 38% de	215 55% cdefg	161 29%	189 35%	148 34%	233 46% ijk	167 22%	565 44% m	429 26%	302 74% o
ANY YOUVIEW	94 5%	40 4%	54 5%	13 5%	20 6%	15 4%	16 5%	15 5%	14 4%	24 4%	23 4%	20 5%	26 5%	40 5%	54 4%	90 5% p	4 1%
Don't know	13 1%	8 1%	6 1%	4 1% e	3 1%	- -%	1 *%	1 *%	4 1%	3 *%	5 1%	1 *%	5 1%	3 *%	11 1%	9 1%	4 1%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

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

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Virgin Media (Cable TV)	267	162	103	234	23	7	3	11	30	38	38	13	23	20	21	41	263	3
	13%	14%	11%	14%	13%	7%	5%	4%	10%	22%	20%	9%	13%	11%	24%	18%	15%	1%
				efg	fg				g	cdefghklm	cefgghkm		fg	g	cdefghklm	efghk	q	
Sky Satellite TV	825	536	288	678	68	47	32	112	128	43	70	56	66	75	35	92	700	125
	40%	47%	32%	40%	39%	48%	55%	46%	45%	25%	37%	39%	36%	42%	40%	40%	39%	46%
		b		i	i	cjl	cdijklmno	i	i		i	i	i	i	i	i	p	
Freesat Satellite TV	86	44	42	80	1	4	*	21	15	7	12	8	6	6	1	3	76	10
	4%	4%	5%	5%	1%	4%	1%	9%	5%	4%	6%	6%	3%	4%	1%	1%	4%	4%
				dfo		df		cdflno	dfo	f	dfno	dfno						
Other Satellite TV	28	16	12	28	-	1	-	21	1	1	-	3	1	-	-	-	26	2
	1%	1%	1%	2%	-%	1%	-%	9%	*%	1%	-%	2%	1%	-%	-%	-%	1%	1%
								cdefhijklmno										
Freeview with ONLY free channels	706	307	399	589	71	29	18	76	92	63	60	57	77	60	24	80	597	109
	34%	27%	44%	34%	40%	30%	30%	31%	32%	37%	32%	39%	42%	34%	28%	35%	34%	40%
			a		n							n	cefgghjn				p	
Freeview with free channels PLUS payment for extra services such as Now TV or PictureBox films	26	14	12	19	3	4	-	2	3	4	2	-	2	3	-	2	23	3
	1%	1%	1%	1%	2%	4%	-%	1%	1%	3%	1%	-%	1%	2%	-%	1%	1%	1%
						cfkn				f								
YouView from BT TV (previously BT Vision)	56	37	19	42	7	5	3	1	10	3	3	6	3	7	1	7	44	12
	3%	3%	2%	2%	4%	5%	5%	1%	4%	2%	1%	4%	1%	4%	1%	3%	2%	4%
					g	g	cg		g			g		g				

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

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

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
YouView from TalkTalk TV	37 2%	19 2%	19 2%	32 2%	2 1%	1 1%	2 4% g	- -%	6 2% g	5 3% g	2 1%	1 1%	2 1%	5 3% g	4 4% gk	6 3% g	35 2%	3 1%
YouView from a retailer (not through BT or TalkTalk)	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%
EE TV (ADDED Q3 2015)	2 *%	1 *%	1 *%	2 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	2 *%	- -%
SUMMARY GROUPS																		
CABLE TV	267 13%	162 14%	103 11%	234 14% efg	23 13% fg	7 7%	3 5%	11 4%	30 10% g	38 22% cdefghklm	38 20% cefgghkm	13 9%	23 13% fg	20 11% g	21 24% cdefghklm	41 18% efghk	263 15% q	3 1%
ANY SATELLITE TV	939 46%	596 52% b	343 38%	785 46% i	70 40%	52 53% dilno	32 56% cdijlno	154 63% cdhijklmn o	144 50% i	51 30%	83 43% i	68 46% i	73 40%	82 46% i	36 42% i	94 41% i	802 45%	137 51%
ANY FREEVIEW	732 36%	321 28%	411 45% a	608 35%	73 42% fn	33 34%	18 30%	78 32%	95 33%	68 40% n	62 33%	57 39% n	79 44% cfghjn	63 36%	24 28%	82 36%	620 35%	112 41% p
ANY YOUVIEW	94 5%	55 5%	39 4%	74 4% g	8 5% g	6 6% g	5 9% cgjl	1 1%	17 6% g	9 5% g	5 3%	7 5% g	5 3%	13 7% g	5 5% g	13 6% g	79 4%	15 6%
Don't know	13 1%	6 1%	7 1%	12 1%	1 1%	- -%	- -%	- -%	1 1%	5 3% cefgmo	3 1%	1 *%	2 1%	- -%	* 1%	- -%	10 1%	3 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 28

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

CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TV SERVICE CONNECTED TO HOME BROADBAND	859 41%	403 40%	455 42%	146 46% gh	185 50% gh	197 48% gh	133 42% h	112 38% h	86 22%	289 51% kl	251 45% kl	166 38% l	151 29%	404 52% n	455 34%	859 51% p	- -%
TV SERVICE NOT CONNECTED TO HOME BROADBAND	777 37%	376 37%	401 37%	113 36%	115 31%	172 42% dh	141 44% cdh	112 38%	124 31%	216 38% l	228 40% l	176 40% l	156 30%	304 39%	472 36%	777 46% p	- -%
NO HOME BROADBAND SERVICE	412 20%	198 20%	214 19%	39 12%	54 14% e	36 9%	38 12%	65 22% cdef	179 46% cdefg	44 8%	68 12% i	99 22% ij	199 38% ijk	67 9%	345 26% m	- -%	409 95% o
NO TV SERVICE	60 3%	33 3%	27 2%	17 5% efh	18 5% efh	6 2%	5 2%	9 3%	5 1%	20 4% k	17 3% k	2 *% k	21 4% k	8 1%	51 4% m	40 2%	20 5% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 28

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

CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TV SERVICE CONNECTED TO HOME BROADBAND	859	580	278	718	74	41	25	60	138	81	88	65	72	70	38	105	748	111
	41%	49%	30%	41%	41%	39%	44%	23%	47%	45%	46%	44%	40%	39%	43%	45%	41%	40%
		b		g	g	g	g		g	g	g	g	g	g	g	g		
TV SERVICE NOT CONNECTED TO HOME BROADBAND	777	444	333	674	54	34	15	136	118	67	74	57	61	51	29	81	670	107
	37%	38%	36%	38%	29%	33%	27%	52%	40%	37%	39%	39%	33%	28%	32%	35%	37%	39%
				dfm			cd	efghijklmno	dfm	f	fm	fm						
NO HOME BROADBAND SERVICE	412	117	294	324	48	23	17	50	30	23	28	24	48	57	20	45	358	54
	20%	10%	32%	18%	26%	22%	30%	19%	10%	13%	15%	16%	26%	32%	22%	19%	20%	19%
		a		h	chijk	hi	cghijko	h					chijk	cghijko	hi	h		
NO TV SERVICE	60	36	24	47	8	5	-	18	7	10	1	2	2	2	2	2	54	5
	3%	3%	3%	3%	4%	5%	-%	7%	2%	5%	1%	1%	1%	1%	3%	1%	3%	2%
				f	fjo	fjklmo		cfhijklmo		fjklmo					f			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 29

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

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

Base : Those with a satellite TV service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	939	445	494	138	168	189	158	145	141	226	302	202	207	424	515	845	93
Effective Weighted Sample	805	384	422	119	147	167	136	126	122	201	267	176	179	367	441	729	77
Total	963	468	496	145	193	221	162	123	120	293	264	218	187	462	502	882	80
Receive subscription channels/ pay a monthly subscription fee	807	393	413	119	157	193	142	105	91	253	232	182	139	389	417	757	**
	84%	84%	83%	82%	81%	88%	87%	86%	76%	86%	88%	83%	74%	84%	83%	86%	**
						h	h			l	l	l					
Only receive free to air channels/ do not pay a monthly subscription fee	146	68	78	19	33	27	21	18	28	38	30	34	44	67	79	114	**
	15%	15%	16%	13%	17%	12%	13%	14%	24%	13%	11%	16%	23%	15%	16%	13%	**
									cef				ij				
Don't know	11	6	5	7	3	-	-	-	1	2	2	2	4	5	6	10	**
	1%	1%	1%	5%	2%	-%	-%	-%	1%	1%	1%	1%	2%	1%	1%	1%	**

efgh

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 29

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

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

Base : Those with a satellite TV service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	939	549	389	699	67	86	87	114	97	53	69	69	74	80	65	78	761	178
Effective Weighted Sample	805	477	334	633	63	84	87	109	94	49	65	64	69	76	64	74	660	155
Total	963	608	355	807	70	54	33	154	149	56	84	68	77	82	37	99	822	141
Receive subscription channels/ pay a monthly subscription fee	807	522	283	661	**	**	**	106	**	**	**	**	**	**	**	**	682	125
	84%	86%	80%	82%	**	**	**	69%	**	**	**	**	**	**	**	**	83%	88%
		b		g														
Only receive free to air channels/ do not pay a monthly subscription fee	146	76	69	135	**	**	**	46	**	**	**	**	**	**	**	**	130	16
	15%	13%	20%	17%	**	**	**	30%	**	**	**	**	**	**	**	**	16%	11%
			a					c										
Don't know	11	9	2	10	**	**	**	2	**	**	**	**	**	**	**	**	10	1
	1%	1%	1%	1%	**	**	**	2%	**	**	**	**	**	**	**	**	1%	*%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 30

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Blu-ray player (not a standard DVD player)	364 17%	201 20% b	163 15%	52 17% h	90 24% ch	79 19% h	65 20% h	54 18% h	24 6%	122 21% l	116 21% l	74 17% l	53 10%	176 22% n	188 14%	351 21% p	13 3%
Now TV box	82 4%	40 4%	42 4%	25 8% defgh	15 4%	14 4%	10 3%	10 3%	8 2%	21 4%	32 6% k	10 2%	19 4%	40 5% n	42 3%	82 5% p	1 **%
Android TV player/ Google TV player	73 3%	39 4%	34 3%	8 3% h	25 7% cgh	20 5% gh	12 4% h	5 2%	2 *%	21 4%	19 3%	17 4%	15 3%	49 6% n	24 2%	69 4% p	3 1%
Apple TV digital media player	67 3%	33 3%	34 3%	11 4% h	16 4% h	17 4% h	12 4% h	8 3% h	2 1%	31 5% jl	17 3% l	13 3%	6 1%	36 5% n	31 2%	66 4% p	1 *%
Chromecast player	44 2%	26 3%	18 2%	9 3% h	17 5% efgh	6 2%	5 2%	4 1%	3 1%	18 3%	11 2%	7 2%	7 1%	20 3%	24 2%	44 3% p	- -%
Amazon Fire TV digital media player or stick (ADDED MAY 2015)	43 2%	20 2%	23 2%	6 2%	6 2%	11 3%	10 3%	5 2%	5 1%	9 2%	11 2%	10 2%	12 2%	24 3% n	19 1%	39 2%	4 1%
Roku player	11 1%	7 1%	4 *%	- -%	1 *%	4 1%	4 1% h	2 1%	- -%	7 1% j	1 *%	2 *%	1 *%	4 *% n	7 1%	11 1% p	- -%
ANY OF THESE DEVICES IN HOUSEHOLD	525 25%	274 27% b	252 23%	91 29% gh	124 33% gh	120 29% gh	90 28% h	64 21% h	36 9%	169 30% l	161 29% l	107 24% l	88 17%	261 33% n	265 20%	504 30% p	22 5%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 30

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
NONE OF THESE DEVICES IN HOUSEHOLD	1547	724	823	220	240	288	223	230	347	390	394	325	434	508	1039	1142	404
	73%	72%	75%	70%	65%	70%	70%	77% cde	88% cdefg	69%	70%	73%	82% ijk	65%	78% m	68%	94% o
Don't know	34	12	22	5	7	3	5	4	10	10	10	10	5	14	20	30	3
	2%	1%	2%	2%	2%	1%	1%	1%	3%	2%	2%	2%	1%	2%	2%	2%	1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 30

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Blu-ray player (not a standard DVD player)	364 17%	258 22% b	106 11%	319 18% fg	26 14%	13 12%	6 10%	31 12%	75 25% cdefgimo	29 16%	51 27% cdefgilmo	27 18% f	32 18% f	25 14%	20 23% efgmo	29 13%	317 17%	47 17%
Now TV box	82 4%	52 4%	31 3%	75 4%	5 3%	1 1%	2 3%	14 5% e	13 4%	8 5%	11 6% e	5 3%	4 2%	7 4%	4 5%	9 4%	77 4%	6 2%
Android TV player/ Google TV player	73 3%	49 4%	24 3%	64 4%	3 1%	4 4%	2 3%	9 3%	15 5% d	6 3%	3 2%	3 2%	3 2%	11 6% dl	4 4%	11 5%	68 4%	5 2%
Apple TV digital media player	67 3%	50 4% b	17 2%	59 3%	4 2%	4 3%	1 1%	5 2%	11 4%	4 2%	6 3%	4 3%	11 6% f	5 3%	2 2%	10 4%	58 3%	9 3%
Chromecast player	44 2%	31 3% b	12 1%	35 2%	7 4% eg	1 1%	1 2%	2 1%	9 3%	2 1%	3 2%	2 1%	2 1%	2 1%	1 1%	13 6% cegi klmn	40 2%	4 1%
Amazon Fire TV digital media player or stick (ADDED MAY 2015)	43 2%	25 2%	18 2%	36 2%	3 1%	3 3% k	* 1% cdfhijklmn o	19 7%	4 1%	2 1%	3 1%	- -%	1 *%	4 2%	1 1%	3 1%	38 2%	5 2%
Roku player	11 1%	9 1%	2 *%	9 1%	1 *%	1 1%	- -%	- -%	5 2% c	- -%	1 1%	1 1%	1 1%	- -%	- -%	- -%	11 1%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 30

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
ANY OF THESE DEVICES IN HOUSEHOLD	525 25%	359 31% b	166 18%	462 26% df	33 18%	20 20%	10 17%	65 25%	95 32% defilmo	39 22%	65 34% cdefilmo	39 26%	41 22%	38 21%	27 30% def	54 23%	467 26%	58 21%
NONE OF THESE DEVICES IN HOUSEHOLD	1547 73%	800 68%	745 80% a	1269 72%	149 81% chjn	83 80% chjn	47 81% chjn	196 74%	193 66%	138 77% hj	125 65%	107 72%	136 75%	138 77% hj	61 68%	173 75%	1335 73%	213 77%
Don't know	34 2%	17 1%	17 2%	31 2%	2 1%	1 1%	1 2%	3 1%	6 2%	3 2%	2 1%	2 1%	5 3%	4 2%	2 2%	5 2%	28 2%	6 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 31

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

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

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Blu-ray player (not a standard DVD player)	294 14%	167 17% b	127 12%	45 14% h	78 21% cgh	65 16% h	57 18% gh	34 11% h	16 4%	100 18% l	91 16% l	61 14% l	42 8%	147 19% n	147 11%	286 17% p	8 2%
Now TV box	66 3%	31 3%	35 3%	20 6% dfgh	11 3%	13 3%	8 3%	7 2%	6 2%	15 3%	26 5% k	8 2%	17 3%	28 4%	37 3%	66 4% p	- -%
Apple TV digital media player	57 3%	28 3%	28 3%	10 3% h	14 4% h	13 3% h	10 3% h	8 3% h	2 *% jkl	30 5% jkl	13 2% l	10 2% l	3 1%	29 4% n	27 2%	57 3% p	- -%
Android TV player/ Google TV player	50 2%	30 3%	20 2%	4 1% cgh	16 4% gh	16 4% gh	10 3% h	3 1%	1 *% j	18 3% j	7 1% j	15 3% j	10 2%	33 4% n	18 1%	49 3% p	2 *% p
Chromecast player	37 2%	23 2%	14 1%	8 2% h	14 4% gh	6 2%	5 2%	4 1%	1 *% gh	15 3%	11 2%	6 1%	6 1%	15 2%	22 2%	37 2% p	- -%
Amazon Fire TV digital media player or stick (ADDED MAY 2015)	21 1%	10 1%	11 1%	3 1%	4 1%	6 1%	4 1%	3 1%	1 *% gh	9 2%	6 1%	2 1%	4 1%	10 1%	11 1%	21 1% p	- -%
Roku player	9 *% gh	5 1%	4 *% gh	- -%	1 *% gh	4 1%	4 1% gh	- -%	- -%	5 1%	1 *% l	2 *% l	1 *% l	4 *% n	5 *% n	9 1% p	- -%
ANY OF THESE DEVICES CONNECTED TO TV SET	437 21%	232 23% b	205 19%	79 25% gh	114 31% gh	97 24% gh	76 24% gh	46 15% h	25 6%	153 27% kl	133 24% l	85 19% l	66 12%	219 28% n	219 17%	427 26% p	10 2%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 31

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

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

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
NONE OF THESE DEVICES CONNECTED TO TV SET	73 3%	34 3%	39 4%	9 3%	10 3%	19 5%	10 3%	17 6% h	9 2%	15 3%	27 5%	17 4%	15 3%	34 4%	39 3%	64 4%	9 2%
Don't know	15 1%	7 1%	8 1%	3 1%	- -%	4 1%	4 1%	2 1%	3 1%	1 *%	1 *%	5 1%	7 1% j	8 1%	7 1%	13 1%	3 1%
NONE OF THESE DEVICES IN HOUSEHOLD	1582 75%	737 73%	845 77% a	224 71%	247 67%	291 71%	228 72%	234 79% cde	357 91% cdefg	400 70%	404 71%	335 76%	439 83% ijk	523 67%	1059 80% m	1172 70%	407 95% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 31

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Blu-ray player (not a standard DVD player)	294 14%	219 19% b	75 8%	265 15% def	17 9%	8 8%	5 8%	30 11%	58 20% defgo	26 14%	44 23% cdefgilmo	25 17% def	25 14%	22 12%	14 15% ef	23 10%	259 14%	35 13%
Now TV box	66 3%	38 3%	28 3%	60 3% e	3 2%	1 1%	2 3%	13 5% e	10 3%	7 4%	8 4% e	3 2%	3 2%	6 3%	2 3%	8 4%	60 3%	5 2%
Apple TV digital media player	57 3%	43 4% b	14 2%	50 3%	4 2%	2 2%	* 1%	4 2%	10 3%	3 2%	6 3%	2 1%	10 6% cfg	3 2%	1 2%	10 4% f	49 3%	8 3%
Android TV player/ Google TV player	50 2%	36 3% b	14 2%	46 3%	2 1%	2 2%	1 2%	6 2%	5 2%	6 3%	1 1%	3 2%	2 1%	9 5% djl	3 3%	10 4% dj	48 3%	2 1%
Chromecast player	37 2%	25 2%	12 1%	32 2%	4 2%	1 1%	1 2%	2 1%	7 3%	2 1%	3 2%	2 1%	1 1%	2 1%	1 1%	12 5% ceglm	34 2%	3 1%
Amazon Fire TV digital media player or stick (ADDED MAY 2015)	21 1%	14 1%	7 1%	18 1%	- -%	3 3% dfkl	- -%	4 2%	3 1%	2 1%	3 1%	- -%	- -%	3 2%	1 1%	3 1%	17 1%	3 1%
Roku player	9 *%	9 1% b	- -%	7 *%	1 *%	1 1%	- -%	- -%	4 1%	- -%	1 1%	1 1%	1 1%	- -%	- -%	- -%	9 *%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 31

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
ANY OF THESE DEVICES CONNECTED TO TV SET	437 21%	311 26% b	126 14%	390 22% def	25 14%	14 14%	8 13%	49 19%	76 26% def	37 21%	59 31% cdefgilmno	36 24% def	36 20%	32 18%	19 21%	46 20%	390 21%	47 17%
NONE OF THESE DEVICES CONNECTED TO TV SET	73 3%	39 3%	34 4%	58 3%	6 3%	6 6% i	2 4%	5 2%	17 6% i	2 1%	6 3%	3 2%	5 3%	4 2% cdgijklmo	8 9%	7 3%	63 3%	10 4%
Don't know	15 1%	9 1%	7 1%	14 1%	1 1%	- -%	- -%	10 4% cdefhijklm o	2 1%	- -%	- -%	- -%	- -%	1 1%	1 1%	- -%	14 1%	1 *%
NONE OF THESE DEVICES IN HOUSEHOLD	1582 75%	817 69%	762 82% a	1300 74% j	151 82% chjn	83 80% hjn	48 83% chjn	199 75%	199 68%	141 78% hj	127 66%	108 74%	141 78% hj	142 79% hj	63 70%	179 77% hj	1363 74%	219 79%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 32

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Blu-ray player (not a standard DVD player)	165 8%	108 11% b	57 5%	24 8% h	50 14% cgh	38 9% h	33 10% gh	15 5% h	4 1%	64 11% kl	49 9% l	28 6%	24 4%	90 11% n	75 6%	165 10% p	- -%
Now TV box	50 2%	22 2%	28 3%	17 5% efgh	9 3%	8 2%	6 2%	6 2%	4 1%	11 2%	22 4% k	3 1%	14 3% k	24 3%	26 2%	50 3% p	- -%
Apple TV digital media player	48 2%	28 3%	21 2%	8 3% h	11 3% h	13 3% h	6 2% h	8 3% h	2 *%	23 4% l	13 2% l	10 2% l	2 *%	25 3%	23 2%	48 3% p	- -%
Android TV player/ Google TV player	46 2%	29 3%	18 2%	4 1%	16 4% cgh	14 3% h	8 2% h	3 1%	1 *%	16 3%	7 1%	14 3% j	9 2%	30 4% n	16 1%	46 3% p	- -%
Chromecast player	35 2%	22 2%	13 1%	8 2% h	12 3% h	6 2% h	5 2% h	4 1% h	- -%	13 2%	10 2%	6 1%	6 1%	13 2%	21 2%	35 2% p	- -%
Amazon Fire TV digital media player or stick (ADDED MAY 2015)	20 1%	10 1%	10 1%	2 1%	4 1%	6 1%	4 1%	3 1%	1 *%	9 2%	5 1%	2 1%	4 1%	10 1%	10 1%	20 1% p	- -%
Roku player	9 *%	5 1%	4 *%	- -%	1 *%	4 1%	4 1% gh	- -%	- -%	5 1%	1 *%	2 *%	1 *%	4 *%	5 *%	9 1%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 32

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	300	173	127	55	87	71	46	30	11	114	90	53	43	162	137	300	-
	14%	17%	12%	18%	23%	17%	15%	10%	3%	20%	16%	12%	8%	21%	10%	18%	-%
		b		gh	fgh	gh	h	h		kl	l			n		p	
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	122	55	67	19	23	23	28	15	15	32	40	28	22	49	74	112	10
	6%	5%	6%	6%	6%	5%	9%	5%	4%	6%	7%	6%	4%	6%	6%	7%	2%
							h				l					p	
Don't know	15	4	11	5	4	4	2	1	-	7	3	4	1	8	8	15	-
	1%	*%	1%	1%	1%	1%	1%	*%	-%	1%	1%	1%	*%	1%	1%	1%	-%
				h	h											p	
NONE OF THESE DEVICES IN HOUSEHOLD	1582	737	845	224	247	291	228	234	357	400	404	335	439	523	1059	1172	407
	75%	73%	77%	71%	67%	71%	72%	79%	91%	70%	71%	76%	83%	67%	80%	70%	95%
			a					cde	cdefg				ijk		m		o
NONE OF THESE DEVICES CONNECTED TO TV SET	88	42	47	12	10	23	14	18	11	16	28	22	22	42	46	76	12
	4%	4%	4%	4%	3%	6%	5%	6%	3%	3%	5%	5%	4%	5%	3%	5%	3%
								dh									

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 32

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Blu-ray player (not a standard DVD player)	165 8%	132 11% b	33 4%	144 8% o	12 7%	6 6%	3 4%	18 7%	35 12% efmo	13 7%	22 12% fmo	15 10% o	17 9% o	9 5%	6 7%	9 4%	146 8%	19 7%
Now TV box	50 2%	28 2%	22 2%	48 3%	1 *%	1 1%	1 2%	11 4% de	4 2%	5 3%	7 4% de	2 2%	3 2%	5 3%	2 3%	7 3%	46 2%	5 2%
Apple TV digital media player	48 2%	36 3% b	12 1%	44 3%	2 1%	1 1%	* 1%	4 2%	10 3%	3 2%	4 2%	2 1%	7 4%	3 2%	1 2%	9 4%	42 2%	6 2%
Android TV player/ Google TV player	46 2%	32 3%	14 2%	42 2%	2 1%	1 1%	1 2%	6 2%	3 1%	6 3%	1 1%	3 2%	2 1%	8 5% dehj	3 3%	10 4% dj	44 2% q	2 1%
Chromecast player	35 2%	24 2%	11 1%	29 2%	4 2%	1 1%	1 2%	2 1%	6 2%	2 1%	1 1%	2 1%	1 1%	2 1%	1 1%	12 5% cegilnm	31 2%	3 1%
Amazon Fire TV digital media player or stick (ADDED MAY 2015)	20 1%	14 1%	6 1%	18 1%	- -%	3 3% dfkln	- -%	4 2%	3 1%	2 1%	3 1%	- -%	- -%	3 2%	- -%	3 1%	17 1%	3 1%
Roku player	9 *%	9 1% b	- -%	7 *%	1 *%	1 1%	- -%	- -%	4 1%	- -%	1 1%	1 1%	1 1%	- -%	- -%	- -%	9 *%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 32

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	300 14%	222 19% b	78 8%	263 15%	18 10%	12 12%	6 11%	36 14%	52 18% dm	25 14%	36 19% dfm	26 17%	26 14%	18 10%	11 12%	34 15%	270 15%	30 11%
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	122 6%	79 7%	43 5%	113 6% ef	6 3%	2 2%	1 2%	13 5%	21 7% ef	11 6%	18 9% defl	9 6%	6 3%	14 8% ef	8 9% defl	12 5%	107 6%	15 5%
Don't know	15 1%	10 1%	5 1%	13 1%	1 1%	- -%	* 1%	- -%	3 1%	1 1%	5 3% cegmo	1 1%	4 2%	- -%	- -%	- -%	13 1%	2 1%
NONE OF THESE DEVICES IN HOUSEHOLD	1582 75%	817 69%	762 82% a	1300 74% j	151 82% chjn	83 80% hjn	48 83% chjn	199 75%	199 68%	141 78% hj	127 66%	108 74%	141 78% hj	142 79% hj	63 70%	179 77% hj	1363 74%	219 79%
NONE OF THESE DEVICES CONNECTED TO TV SET	88 4%	48 4%	40 4%	72 4%	8 4%	6 6% i	2 4%	16 6% i	19 6% i	2 1%	6 3%	3 2%	5 3%	6 3%	8 9% cijklmo	7 3%	77 4%	11 4%

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

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Table 33

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Xbox 360	349	171	178	89	83	88	50	30	9	108	82	76	82	215	134	327	21
	17%	17%	16%	28%	22%	21%	16%	10%	2%	19%	14%	17%	16%	27%	10%	20%	5%
				fgh	fgh	gh	h	h						n		p	
Nintendo Wii	347	158	189	58	77	103	73	28	8	108	102	72	65	245	102	336	10
	16%	16%	17%	18%	21%	25%	23%	10%	2%	19%	18%	16%	12%	31%	8%	20%	2%
				gh	gh	cgh	gh	h		l	l			n		p	
PlayStation 3	255	134	121	47	68	70	50	15	5	69	77	59	49	160	95	237	18
	12%	13%	11%	15%	18%	17%	16%	5%	1%	12%	14%	13%	9%	20%	7%	14%	4%
				gh	gh	gh	gh	h			l			n		p	
PlayStation 4	141	69	73	32	37	29	37	5	3	45	41	27	28	92	49	138	3
	7%	7%	7%	10%	10%	7%	11%	2%	1%	8%	7%	6%	5%	12%	4%	8%	1%
				gh	gh	gh	gh							n		p	
Xbox One	128	69	59	40	34	29	15	7	2	24	35	31	37	86	42	123	4
	6%	7%	5%	13%	9%	7%	5%	2%	1%	4%	6%	7%	7%	11%	3%	7%	1%
				efgh	fgh	gh	h	h						n		p	
Nintendo Wii U	36	18	19	5	11	11	7	2	1	13	4	7	12	24	12	32	4
	2%	2%	2%	1%	3%	3%	2%	1%	1%	2%	1%	2%	2%	3%	1%	2%	1%
					gh	gh	h			j			j	n			
ANY OF THESE DEVICES IN HOUSEHOLD	857	430	427	179	220	224	152	61	21	251	228	188	189	533	324	807	50
	41%	43%	39%	57%	59%	54%	48%	20%	5%	44%	40%	42%	36%	68%	24%	48%	12%
				fgh	fgh	gh	gh	h		l		l		n		p	
NONE OF THESE DEVICES IN HOUSEHOLD	1228	572	656	132	147	186	164	234	365	311	332	246	336	244	985	851	376
	58%	57%	60%	42%	40%	45%	51%	79%	93%	55%	59%	56%	64%	31%	74%	51%	88%
							cd	cdef	cdefg				ik		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 33

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	22	8	14	4	4	1	2	3	7	7	4	8	2	7	15	17	4
	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	2%	*%	1%	1%	1%	1%
									e				l				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 33

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Xbox 360	349 17%	239 20%	108 12%	292 17%	26 14%	22 21%	9 15%	15 6%	40 14%	39 22%	27 14%	41 28%	42 23%	29 16%	18 20%	42 18%	307 17%	42 15%
		b		g	g	g	g		g	gh	g	cd fghjmo	cdghj	g	g	g		
Nintendo Wii	347 16%	254 22%	93 10%	305 17%	24 13%	12 11%	6 10%	19 7%	52 18%	44 24%	39 20%	33 22%	39 21%	31 17%	21 23%	29 12%	297 16%	50 18%
		b		efg					fg	cdefgo	efg	defgo	defgo	g	defgo			
PlayStation 3	255 12%	170 14%	84 9%	204 12%	29 16%	16 15%	6 10%	27 10%	36 12%	29 16%	20 10%	17 11%	21 11%	13 7%	8 9%	33 14%	228 12%	27 10%
		b		m	m					m						m		
PlayStation 4	141 7%	103 9%	38 4%	118 7%	17 9%	2 2%	4 7%	19 7%	24 8%	18 10%	9 5%	8 5%	9 5%	10 6%	8 9%	13 5%	130 7%	11 4%
		b		e	e			e	e	e					e			
Xbox One	128 6%	69 6%	58 6%	107 6%	11 6%	6 6%	3 6%	6 2%	21 7%	13 7%	16 8%	12 8%	6 3%	15 8%	6 6%	13 6%	107 6%	21 8%
				g					g	g	gl	g		gl				
Nintendo Wii U	36 2%	23 2%	13 1%	30 2%	5 3%	1 1%	1 2%	4 2%	8 3%	4 2%	- -%	- -%	5 3%	4 2%	2 2%	3 1%	34 2%	2 1%
				j					jk				jk					
ANY OF THESE DEVICES IN HOUSEHOLD	857 41%	584 50%	272 29%	723 41%	72 39%	42 41%	20 34%	64 24%	125 42%	93 52%	82 43%	76 51%	80 44%	64 36%	41 46%	98 42%	751 41%	106 38%
		b		g	g	g	g		g	cd fgm	g	cd fgm	g	g	fg	g		
NONE OF THESE DEVICES IN HOUSEHOLD	1228 58%	581 49%	646 70%	1019 58%	111 61%	60 58%	38 65%	198 75%	166 57%	86 48%	108 56%	68 46%	100 55%	116 64%	47 52%	129 56%	1062 58%	166 60%
			a	ik	ik	k	ikn	cdefhijklm no						ikn				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 33

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	22	12	10	20	-	2	*	1	3	1	2	4	2	-	2	5	17	5
	1%	1%	1%	1%	-%	2%	1%	*%	1%	1%	1%	3% dm	1%	-%	2%	2%	1%	2%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 34

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

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

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Xbox 360	263	143	121	70	62	64	35	24	7	79	56	61	68	163	100	245	18
	12%	14%	11%	22%	17%	16%	11%	8%	2%	14%	10%	14%	13%	21%	8%	15%	4%
		b		efgh	gh	gh	h	h						n		p	
Nintendo Wii	234	113	121	35	42	79	56	17	6	75	73	48	38	169	65	225	9
	11%	11%	11%	11%	11%	19%	18%	6%	1%	13%	13%	11%	7%	22%	5%	13%	2%
				gh	gh	cdgh	cdgh	h		l	l	l		n		p	
PlayStation 3	172	90	81	29	46	52	33	9	3	44	52	41	35	107	64	162	9
	8%	9%	7%	9%	13%	13%	10%	3%	1%	8%	9%	9%	7%	14%	5%	10%	2%
				gh	gh	gh	gh	h						n		p	
PlayStation 4	121	62	58	24	35	21	35	5	2	38	34	26	23	78	42	119	1
	6%	6%	5%	8%	9%	5%	11%	2%	*%	7%	6%	6%	4%	10%	3%	7%	*%
				gh	egh	gh	egh							n		p	
Xbox One	112	62	50	39	29	23	14	7	2	21	33	26	33	75	37	109	3
	5%	6%	5%	12%	8%	5%	4%	2%	*%	4%	6%	6%	6%	10%	3%	7%	1%
				efgh	gh	gh	h	h						n		p	
Nintendo Wii U	26	13	14	4	7	7	7	1	1	12	4	5	6	20	7	24	2
	1%	1%	1%	1%	2%	2%	2%	*%	*%	2%	1%	1%	1%	3%	1%	1%	*%
					h		gh							n			
ANY OF THESE DEVICES CONNECTED TO TV SET	683	355	328	141	176	178	125	48	15	198	186	148	151	434	249	645	38
	32%	35%	30%	45%	47%	43%	39%	16%	4%	35%	33%	33%	29%	55%	19%	39%	9%
		b		gh	fgh	gh	gh	h		l				n		p	
NONE OF THESE DEVICES CONNECTED TO TV SET	157	70	87	34	41	38	26	13	4	46	37	39	35	84	72	146	11
	7%	7%	8%	11%	11%	9%	8%	4%	1%	8%	7%	9%	7%	11%	5%	9%	3%
				gh	gh	gh	gh	h						n		p	
Don't know	18	5	12	4	3	8	1	-	2	7	5	1	4	15	3	17	1
	1%	1%	1%	1%	1%	2%	*%	-%	*%	1%	1%	*%	1%	2%	*%	1%	*%
				g		g								n			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 34

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
NONE OF THESE DEVICES IN HOUSEHOLD	1250	580	670	136	151	187	166	237	373	318	337	254	337	251	999	868	380
	59%	57%	61%	43%	41%	46%	52%	80%	95%	56%	60%	58%	64%	32%	76%	52%	88%
							cd	cdef	cdefg				ik		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 34

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Xbox 360	263	180	83	224	19	15	6	14	34	32	22	38	27	24	10	23	235	29
	12%	15%	9%	13%	10%	14%	10%	5%	11%	18%	11%	26%	15%	13%	11%	10%	13%	10%
		b		g		g			g	dfgo	g	o	g	g	g			
Nintendo Wii	234	179	55	208	15	7	4	16	36	24	25	22	29	25	11	19	195	40
	11%	15%	6%	12%	8%	7%	7%	6%	12%	13%	13%	15%	16%	14%	12%	8%	11%	14%
		b		g					g	g	g	efg	defgo	eg	g			
PlayStation 3	172	120	52	137	19	11	5	17	27	18	14	15	14	9	6	18	155	16
	8%	10%	6%	8%	10%	10%	8%	6%	9%	10%	7%	10%	8%	5%	7%	8%	8%	6%
		b																
PlayStation 4	121	91	29	102	13	2	3	19	21	16	9	5	8	9	6	9	113	8
	6%	8%	3%	6%	7%	2%	5%	7%	7%	9%	5%	4%	4%	5%	7%	4%	6%	3%
		b			e			e	e	e					e		q	
Xbox One	112	61	51	96	9	4	3	5	18	12	15	11	6	12	5	13	95	17
	5%	5%	5%	5%	5%	4%	5%	2%	6%	7%	8%	7%	3%	7%	6%	6%	5%	6%
				g					g	g	g	g		g		g		
Nintendo Wii U	26	19	7	21	3	1	1	4	5	2	-	-	5	3	1	1	25	1
	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	-%	-%	3%	2%	1%	1%	1%	1%
													jk					
ANY OF THESE DEVICES CONNECTED TO TV SET	683	476	207	580	56	31	15	54	102	75	67	67	66	57	26	67	599	84
	32%	40%	22%	33%	31%	30%	26%	21%	35%	41%	35%	46%	36%	32%	29%	29%	33%	30%
		b		g	g				g	cdefgno	g	o	g	g				
NONE OF THESE DEVICES CONNECTED TO TV SET	157	99	56	125	16	11	4	7	21	18	14	8	14	3	15	26	137	19
	7%	8%	6%	7%	9%	11%	7%	3%	7%	10%	7%	5%	8%	2%	16%	11%	8%	7%
				gm	gm	gm	m		m	gm	m		gm		cdghjklm	gkm		

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

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Table 34

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	18	9	9	17	-	-	1	3	2	-	1	1	-	4	1	6	15	3
	1%	1%	1%	1%	-%	-%	1%	1%	1%	-%	1%	1%	-%	2% dl	1%	2% dl	1%	1%
NONE OF THESE DEVICES IN HOUSEHOLD	1250	592	656	1039	111	62	38	199	170	88	110	72	102	116	48	134	1079	171
	59%	50%	71% a	59% ik	61% ik	59%	66% ikn	76% cdefhijklm no	58%	48%	57%	49%	56%	64% ik	54%	58%	59%	62%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 35

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Xbox 360	185 9%	104 10%	82 7%	53 17%	40 11%	45 11%	24 8%	18 6%	4 1%	63 11%	41 7%	36 8%	44 8%	112 14%	74 6%	185 11%	- -%
		b		defgh	gh	gh	h	h		j				n		p	
PlayStation 3	127 6%	65 6%	62 6%	24 8%	35 9%	38 9%	23 7%	6 2%	2 *%	35 6%	40 7%	31 7%	22 4%	81 10%	46 3%	127 8%	- -%
				gh	gh	gh	gh	h		l				n		p	
PlayStation 4	107 5%	58 6%	49 4%	22 7%	32 9%	18 4%	29 9%	5 2%	2 *%	34 6%	31 5%	24 5%	18 3%	66 8%	42 3%	107 6%	- -%
				gh	egh	h	egh							n		p	
Nintendo Wii	99 5%	50 5%	49 5%	18 6%	19 5%	31 8%	24 8%	6 2%	1 *%	28 5%	35 6%	20 4%	16 3%	68 9%	31 2%	99 6%	- -%
				gh	h	gh	gh	h			l			n		p	
Xbox One	98 5%	55 5%	44 4%	34 11%	26 7%	22 5%	11 4%	4 1%	2 *%	21 4%	29 5%	22 5%	26 5%	67 9%	31 2%	98 6%	- -%
				efgh	gh	gh	h							n		p	
Nintendo Wii U	17 1%	9 1%	9 1%	2 1%	3 1%	4 1%	7 2%	1 *%	- -%	11 2%	2 *%	3 1%	1 *%	11 1%	6 *%	17 1%	- -%
						h	h			jl				n		p	
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	489 23%	258 26%	231 21%	114 36%	132 36%	117 28%	86 27%	33 11%	7 2%	149 26%	141 25%	101 23%	99 19%	303 39%	186 14%	489 29%	- -%
		b		fgh	fgh	gh	gh	h		l	l			n		p	
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	177 8%	89 9%	88 8%	26 8%	43 11%	57 14%	34 11%	11 4%	6 2%	45 8%	43 8%	41 9%	48 9%	122 16%	55 4%	140 8%	38 9%
				gh	gh	cgh	gh							n			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 35

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	16	7	9	1	2	4	5	3	2	4	2	6	4	8	8	16	-
	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	-%
																p	
NONE OF THESE DEVICES IN HOUSEHOLD	1250	580	670	136	151	187	166	237	373	318	337	254	337	251	999	868	380
	59%	57%	61%	43%	41%	46%	52%	80%	95%	56%	60%	58%	64%	32%	76%	52%	88%
							cd	cdef	cdefg				ik		m		o
NONE OF THESE DEVICES CONNECTED TO TV SET	174	75	99	38	44	46	28	13	6	53	42	40	39	99	75	162	12
	8%	7%	9%	12%	12%	11%	9%	4%	2%	9%	7%	9%	7%	13%	6%	10%	3%
				gh	gh	gh	gh	h						n		p	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 35

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Xbox 360	185 9%	132 11% b	53 6%	156 9% g	14 8% g	11 11% g	5 8% g	11 4%	24 8%	25 14% cgo	18 10% g	25 17% cdfghmno	18 10% g	14 8%	7 8%	13 6%	163 9%	22 8%
PlayStation 3	127 6%	91 8% b	36 4%	104 6%	13 7%	8 7%	2 4%	8 3%	22 8%	14 8% g	13 7%	7 5%	11 6%	9 5%	3 4%	16 7%	116 6%	12 4%
PlayStation 4	107 5%	83 7% b	24 3%	90 5%	12 6% e	2 2%	3 5%	13 5%	21 7% e	16 9% eko	9 5%	4 3%	8 4%	8 4%	3 4%	8 4%	99 5%	8 3%
Nintendo Wii	99 5%	78 7% b	21 2%	85 5%	7 4%	3 3%	3 6%	8 3%	13 4%	12 7%	7 4%	6 4%	13 7%	11 6%	4 5%	10 4%	84 5%	15 6%
Xbox One	98 5%	57 5%	41 4%	85 5% g	7 4%	4 4%	2 4%	2 1%	16 6% g	12 7% g	14 7% g	10 7% g	6 3%	9 5% g	5 6% g	12 5% g	83 5%	15 6%
Nintendo Wii U	17 1%	14 1% b	3 *%	13 1%	3 2%	- -%	* 1%	3 1%	4 1%	- -%	- -%	- -%	4 2%	2 1%	- -%	1 1%	16 1%	1 *%
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	489 23%	350 30% b	139 15%	414 23% g	43 24% g	21 20%	11 19%	35 13%	78 27% g	60 33% cefgmno	50 26% g	41 28% g	46 25% g	37 21% g	18 21%	48 20%	432 24%	57 20%
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	177 8%	114 10% b	63 7%	153 9%	12 6%	9 9%	3 6%	18 7%	21 7%	14 8%	16 9%	23 16% cdfghino	19 11%	17 9%	7 8%	17 7%	150 8%	27 10%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 35

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	16	11	5	14	1	1	1	2	3	1	-	3	1	3	-	2	16	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	0%
NONE OF THESE DEVICES IN HOUSEHOLD	1250	592	656	1039	111	62	38	199	170	88	110	72	102	116	48	134	1079	171
	59%	50%	71%	59%	61%	59%	66%	76%	58%	48%	57%	49%	56%	64%	54%	58%	59%	62%
			a	ik	ik		ikn	cdefhijklm no						ik				
NONE OF THESE DEVICES CONNECTED TO TV SET	174	108	65	142	16	11	5	10	23	18	15	8	14	7	15	32	152	22
	8%	9%	7%	8%	9%	11%	8%	4%	8%	10%	8%	6%	8%	4%	17%	14%	8%	8%
				g		gm				gm				cdfghijklm		cgkm		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 36

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Laptop computer	1363	660	703	231	242	320	246	178	146	445	411	275	230	591	772	1318	44
	65%	65%	64%	73%	65%	78%	77%	60%	37%	78%	73%	62%	44%	75%	58%	79%	10%
				dgh	h	dgh	dgh	h		kl	kl	l		n		p	
Smartphone (e.g. iPhone, Samsung Galaxy S3)	1294	618	676	259	280	311	224	142	78	398	386	253	254	629	665	1172	122
	61%	61%	62%	82%	76%	76%	70%	48%	20%	70%	68%	57%	48%	80%	50%	70%	28%
				fgh	gh	gh	gh	h		kl	kl	l		n		p	
Tablet computer (e.g. iPad or Kindle Fire)	1085	516	569	192	226	270	165	133	99	359	316	217	192	543	542	1051	34
	52%	51%	52%	61%	61%	66%	52%	45%	25%	63%	56%	49%	37%	69%	41%	63%	8%
				fgh	fgh	fgh	h	h		jkl	kl	l		n		p	
Desktop computer	561	276	285	75	74	116	100	101	94	233	166	80	81	233	327	556	4
	27%	27%	26%	24%	20%	28%	31%	34%	24%	41%	29%	18%	15%	30%	25%	33%	1%
						d	dh	cdh		jkl	kl			n		p	
E-reader (e.g. Kindle e-reader or Nook)	319	140	179	54	50	65	57	57	36	140	79	61	38	139	180	314	4
	15%	14%	16%	17%	14%	16%	18%	19%	9%	25%	14%	14%	7%	18%	14%	19%	1%
				h		h	h	h		jkl	l	l		n		p	
ANY OF THESE DEVICES IN HOUSEHOLD	1806	865	942	299	351	393	294	246	223	531	520	372	379	760	1046	1651	154
	86%	86%	86%	95%	95%	96%	92%	83%	57%	93%	92%	84%	72%	97%	79%	99%	36%
				gh	gh	gh	gh	h		kl	kl	l		n		p	
NONE OF THESE DEVICES IN HOUSEHOLD	297	143	154	16	20	18	23	51	169	38	44	70	145	23	274	23	274
	14%	14%	14%	5%	5%	4%	7%	17%	43%	7%	8%	16%	28%	3%	21%	1%	64%
								cdef	cdefg			ij	ijk		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 36

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	3	2	1	-	-	-	1	1	2	-	-	1	2	-	3	2	2
	*%	*%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 36

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Laptop computer	1363 65%	892 76% b	470 51%	1169 66% dfm	107 58% f	64 62% f	23 39% f	184 70% dfm	224 76% cdefjlmno	130 72% dfm	120 62% f	100 68% fm	112 61% f	99 55% f	56 63% f	145 62% f	1178 64%	185 67%
Smartphone (e.g. iPhone, Samsung Galaxy S3)	1294 61%	879 75% b	413 44%	1106 63% eo	103 56%	52 51%	33 57%	180 68% defo	187 64% e	117 65% eo	117 61%	102 69% defo	109 60%	112 62% e	55 62% e	125 54%	1148 63% q	146 53%
Tablet computer (e.g. iPad or Kindle Fire)	1085 52%	729 62% b	356 38%	918 52% em	89 49%	45 44%	33 56% em	125 47%	161 55% em	109 60% deglm	105 54% m	88 60% eglm	88 48%	74 41%	47 52%	122 53% m	949 52%	136 49%
Desktop computer	561 27%	332 28%	229 25%	497 28% dfgm	32 18% f	27 26% f	4 7%	53 20% f	116 39% cdefgklmo	59 33% dfgm	62 32% dfgm	35 24% f	49 27% df	36 20% f	27 30% dfgm	60 26% f	489 27%	72 26%
E-reader (e.g. Kindle e-reader or Nook)	319 15%	219 19% b	100 11%	284 16% fg	20 11% f	13 13% f	2 3%	27 10% f	49 17% f	27 15% f	29 15% f	28 19% dfg	36 20% dfg	28 16% f	21 24% cdefg	39 17% f	281 15%	38 14%
ANY OF THESE DEVICES IN HOUSEHOLD	1806 86%	1116 95% b	688 74%	1532 87% defl	147 80%	82 79%	45 77%	229 87% f	272 92% cdefjlmn	163 90% deflmn	165 86%	136 92% deflmn	147 81%	147 82%	73 82%	202 87% f	1581 86% q	226 81%
NONE OF THESE DEVICES IN HOUSEHOLD	297 14%	59 5%	238 26% a	226 13% h	36 20% chik	21 21% chik	13 23% cghijko	35 13%	22 8%	18 10%	27 14%	11 7%	35 19% chik	32 18% hik	16 18% hik	31 13%	246 13%	52 19% p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 36

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	3	1	2	3	-	-	-	-	-	-	1	1	1	1	-	-	3	-
	*%	*%	*%	*%	-%	-%	-%	-%	-%	-%	*%	1%	*%	*%	-%	-%	*%	-%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 37

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

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

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Laptop computer	380	213	167	79	90	101	55	25	29	133	117	66	63	170	209	373	7
	18%	21%	15%	25%	24%	25%	17%	9%	7%	23%	21%	15%	12%	22%	16%	22%	2%
		b		fgh	fgh	fgh	gh			kl	kl			n		p	
Tablet computer (e.g. iPad or Kindle Fire)	219	106	113	42	56	52	29	20	19	78	60	51	31	113	106	212	7
	10%	10%	10%	13%	15%	13%	9%	7%	5%	14%	11%	11%	6%	14%	8%	13%	2%
				gh	fgh	gh	h			l	l	l		n		p	
Smartphone (e.g. iPhone, Samsung Galaxy S3)	194	107	87	41	54	51	26	12	9	64	53	46	31	105	89	176	18
	9%	11%	8%	13%	14%	12%	8%	4%	2%	11%	9%	10%	6%	13%	7%	11%	4%
		b		gh	fgh	gh	gh			l	l	l		n		p	
Desktop computer	94	55	39	17	15	19	14	15	13	35	32	14	13	44	50	94	-
	4%	5%	4%	5%	4%	5%	4%	5%	3%	6%	6%	3%	3%	6%	4%	6%	-%
		b								l	l					p	
E-reader (e.g. Kindle e-reader or Nook)	17	6	12	7	1	5	3	-	1	6	4	3	5	7	10	16	1
	1%	1%	1%	2%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				dgh		g											
ANY OF THESE DEVICES CONNECTED TO TV SET	565	290	275	103	146	142	79	48	47	195	169	112	88	269	296	541	24
	27%	29%	25%	33%	39%	34%	25%	16%	12%	34%	30%	25%	17%	34%	22%	32%	6%
				fgh	fgh	fgh	gh			kl	l	l		n		p	
NONE OF THESE DEVICES CONNECTED TO TV SET	1225	570	654	194	203	250	211	194	172	331	348	254	288	486	739	1095	130
	58%	56%	60%	62%	55%	61%	66%	65%	44%	58%	62%	57%	55%	62%	56%	65%	30%
				h	h	h	dh	dh			l			n		p	
Don't know	17	5	12	2	2	2	4	3	4	5	3	5	3	6	11	15	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
																p	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 37

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
NONE OF THESE DEVICES IN HOUSEHOLD	301	145	155	16	20	18	24	52	171	38	44	71	148	23	277	25	275
	14%	14%	14%	5%	5%	4%	8%	17%	43%	7%	8%	16%	28%	3%	21%	1%	64%
								cdef	cdefg			ij	ijk		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 37

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Laptop computer	380 18%	267 23% b	112 12%	326 18% jln	31 17%	15 15%	8 13%	64 24% efjlmn	67 23% fjlmn	44 24% efjlmn	22 11%	24 16%	21 11%	22 12%	11 12%	51 22% fjlmn	342 19%	38 14%
Tablet computer (e.g. iPad or Kindle Fire)	219 10%	158 13% b	60 6%	178 10%	18 10%	11 11%	12 20% cdeghklmn o	18 7%	29 10%	27 15% gm	24 13%	14 10%	20 11%	14 8%	8 9%	23 10%	179 10%	40 14% p
Smartphone (e.g. iPhone, Samsung Galaxy S3)	194 9%	148 13% b	45 5%	154 9%	19 10%	12 12% l	9 15% chlm	31 12% l	22 7%	19 10%	19 10%	13 9%	9 5%	11 6%	9 10%	21 9%	161 9%	32 12%
Desktop computer	94 4%	63 5% b	31 3%	84 5%	3 2%	5 5%	1 2%	14 5%	20 7% dfk	11 6% dk	12 6% dk	2 2%	8 4%	6 3%	3 3%	9 4%	82 4%	12 4%
E-reader (e.g. Kindle e-reader or Nook)	17 1%	13 1%	5 *%	13 1%	4 2% cgl	- -%	- -%	- -%	1 1%	2 1%	- -%	2 2%	- -%	6 3% cefgjl	1 1%	1 1%	16 1%	2 1%
ANY OF THESE DEVICES CONNECTED TO TV SET	565 27%	388 33% b	177 19%	478 27%	41 22%	27 26%	19 32% djmn	78 30% jm	95 32% djmn	61 34% djmn	38 20%	40 27%	43 24%	37 20%	19 21%	67 29%	493 27%	72 26%
NONE OF THESE DEVICES CONNECTED TO TV SET	1225 58%	717 61% b	505 54%	1038 59% f	106 58% f	54 53%	26 45%	150 57% f	172 59% f	99 55%	124 65% ef	94 64% ef	103 56% f	110 61% f	54 61% f	132 57% f	1073 59%	151 55%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 37

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	17	11	6	16	-	1	-	1	4	3	2	1	1	1	-	3	15	2
	1%	1%	1%	1%	-%	1%	-%	*%	1%	2%	1%	1%	1%	*%	-%	1%	1%	1%
NONE OF THESE DEVICES IN HOUSEHOLD	301	60	241	229	36	21	13	35	22	18	28	12	36	32	16	31	249	52
	14%	5%	26%	13%	20%	21%	23%	13%	8%	10%	14%	8%	19%	18%	18%	13%	14%	19%
			a	h	chik	chik	cghiko				h		chik	hik	hik			p

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 38

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Laptop computer	295	167	128	67	72	83	41	15	18	114	101	41	38	141	154	295	-
	14%	17%	12%	21%	19%	20%	13%	5%	4%	20%	18%	9%	7%	18%	12%	18%	-%
		b		fgh	fgh	fgh	gh			kl	kl			n		p	
Tablet computer (e.g. iPad or Kindle Fire)	158	73	85	30	38	40	28	11	11	62	43	36	16	80	77	158	-
	7%	7%	8%	10%	10%	10%	9%	4%	3%	11%	8%	8%	3%	10%	6%	9%	-%
				gh	gh	gh	gh			l	l	l		n		p	
Smartphone (e.g. iPhone, Samsung Galaxy S3)	116	68	48	24	31	34	20	6	2	48	29	24	15	71	46	116	-
	6%	7%	4%	8%	8%	8%	6%	2%	*%	8%	5%	5%	3%	9%	3%	7%	-%
		b		gh	gh	gh	gh			jl				n		p	
Desktop computer	70	45	25	11	14	16	14	7	8	28	23	8	10	33	36	70	-
	3%	4%	2%	4%	4%	4%	4%	2%	2%	5%	4%	2%	2%	4%	3%	4%	-%
		b								kl	l					p	
E-reader (e.g. Kindle e-reader or Nook)	12	5	7	5	-	5	1	-	1	6	3	1	3	5	7	12	-
	1%	*%	1%	2%	-%	1%	*%	-%	*%	1%	*%	*%	*%	1%	*%	1%	-%
				dg													
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	445	231	214	91	115	114	66	31	29	170	142	76	58	226	219	445	-
	21%	23%	20%	29%	31%	28%	21%	10%	7%	30%	25%	17%	11%	29%	17%	27%	-%
				fgh	fgh	fgh	gh			kl	kl	l		n		p	
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	116	57	58	12	31	26	13	16	16	25	28	33	30	41	75	92	24
	5%	6%	5%	4%	8%	6%	4%	5%	4%	4%	5%	7%	6%	5%	6%	5%	6%
					cfh												

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 38

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	4	2	3	-	-	1	-	1	2	-	-	4	1	2	2	4	-
	*%	*%	*%	-%	-%	*%	-%	*%	1%	-%	-%	1%	*%	*%	*%	*%	-%
NONE OF THESE DEVICES IN HOUSEHOLD	301	145	155	16	20	18	24	52	171	38	44	71	148	23	277	25	275
	14%	14%	14%	5%	5%	4%	8%	17%	43%	7%	8%	16%	28%	3%	21%	1%	64%
								cdef	cdefg			ij	ijk		m		o
NONE OF THESE DEVICES CONNECTED TO TV SET	1242	575	667	196	205	251	215	198	176	336	351	260	291	491	750	1110	130
	59%	57%	61%	62%	55%	61%	68%	66%	45%	59%	62%	59%	55%	63%	57%	66%	30%
				h	h	h	dh	dh			l			n		p	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 38

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Laptop computer	295 14%	210 18% b	85 9%	248 14% m	28 15% m	13 12%	6 11%	44 17% jmn	54 18% fjlmn	31 17% jmn	18 9%	18 12%	18 10%	13 7%	8 9%	45 19%	265 14%	30 11%
Tablet computer (e.g. iPad or Kindle Fire)	158 7%	117 10% b	40 4%	126 7%	15 8%	8 8%	9 15% ceghikmno	10 4%	23 8%	14 8%	18 9% g	8 6%	19 10% g	10 5%	6 7%	17 7%	130 7%	28 10%
Smartphone (e.g. iPhone, Samsung Galaxy S3)	116 6%	93 8% b	23 2%	88 5%	15 8% m	8 7% m	5 9% cm	13 5%	14 5%	11 6%	12 6%	9 6%	8 4%	4 2%	5 5%	14 6%	94 5%	23 8% p
Desktop computer	70 3%	52 4% b	18 2%	61 3%	3 2%	4 4% k	1 1%	9 4%	17 6% fk	8 4% k	7 3%	1 1%	7 4% k	5 3%	2 2%	6 3%	63 3%	7 3%
E-reader (e.g. Kindle e-reader or Nook)	12 1%	9 1%	3 *%	8 *% cglo	4 2%	- -%	- -%	- -%	1 1%	2 1%	- -%	2 2%	- -%	2 1%	- -%	- -%	11 1%	1 *%
ANY OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	445 21%	313 27% b	132 14%	370 21% m	38 21%	23 22%	14 24% mn	53 20%	76 26% jmn	47 26% jmn	30 16%	31 21%	37 21%	25 14%	13 15%	57 25% jmn	380 21%	64 23%
NONE OF THESE DEVICES CONNECTED TO BROADBAND AND TV SET	116 5%	71 6%	44 5%	104 6% d	3 2%	4 4%	4 8% d	25 10% cdelo	18 6% d	12 7% d	8 4%	9 6%	6 3%	11 6% d	6 6% d	10 4%	108 6% q	8 3%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 38

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	4	4	1	4	-	-	-	-	2	1	-	1	-	1	-	-	4	-
	*%	*%	*%	*%	-%	-%	-%	-%	1%	1%	-%	1%	-%	*%	-%	-%	*%	-%
NONE OF THESE DEVICES IN HOUSEHOLD	301	60	241	229	36	21	13	35	22	18	28	12	36	32	16	31	249	52
	14%	5%	26%	13%	20%	21%	23%	13%	8%	10%	14%	8%	19%	18%	18%	13%	14%	19%
			a	h	chik	chik	cghiko				h		chik	hik	hik			p
NONE OF THESE DEVICES CONNECTED TO TV SET	1242	728	511	1054	106	55	26	151	177	102	126	95	104	111	54	135	1088	153
	59%	62%	55%	60%	58%	53%	45%	57%	60%	56%	66%	65%	57%	62%	61%	58%	59%	55%
		b		f	f			f	f	f	ef	ef	f	f	f	f		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 39

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

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

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Yes	514	258	256	76	96	138	88	68	48	208	147	81	77	256	258	483	31
	25%	26%	24%	26%	27%	34%	28%	24%	12%	38%	27%	18%	15%	33%	20%	30%	7%
				h	h	cgh	h	h		jkl	kl			n		p	
No	1495	704	791	217	254	260	224	213	327	335	387	351	418	509	986	1122	371
	73%	72%	74%	73%	72%	64%	71%	74%	84%	61%	71%	80%	82%	66%	77%	69%	91%
				e				e	cdefg		i	ij	ij		m		o
Don't know	39	15	23	5	4	7	2	7	13	5	13	9	11	10	28	31	8
	2%	2%	2%	2%	1%	2%	1%	3%	3%	1%	2%	2%	2%	1%	2%	2%	2%
								f									

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 39

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

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

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT-LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Yes	514	358	155	449	34	23	7	78	86	49	41	43	42	35	22	53	456	57
	25%	31%	17%	26%	19%	24%	13%	32%	30%	29%	22%	30%	23%	20%	25%	23%	26%	21%
		b		f		f		dfjm	dfm	f	f	dfm	f		f	f		
No	1495	772	721	1232	139	74	50	163	198	118	146	100	137	136	63	172	1282	213
	73%	68%	80%	72%	79%	75%	86%	66%	69%	69%	76%	69%	76%	77%	72%	74%	72%	78%
			a		cghik		ceghijklmn				g			g				p
							o											
Don't know	39	11	28	34	3	1	1	5	3	4	3	3	2	6	2	6	37	2
	2%	1%	3%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	4%	3%	3%	2%	1%
			a															

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 40

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

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

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

Base : Those with any Smart TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	467	229	238	66	81	116	81	69	54	148	163	72	84	227	240	439	28
Effective Weighted Sample	409	202	207	58	72	104	70	61	48	137	147	64	75	200	209	384	26
Total	514	258	256	76	96	138	88	68	48	208	147	81	77	256	258	483	31
Yes, connected	388	199	189	**	**	103	**	**	**	174	108	**	**	198	190	388	**
	76%	77%	74%	**	**	75%	**	**	**	84%	73%	**	**	77%	74%	80%	**
No, not connected	78	38	40	**	**	28	**	**	**	22	33	**	**	41	37	78	**
	15%	15%	16%	**	**	20%	**	**	**	10%	22%	**	**	16%	14%	16%	**
Don't know	17	4	13	**	**	4	**	**	**	5	4	**	**	8	9	17	**
	3%	2%	5%	**	**	3%	**	**	**	2%	3%	**	**	3%	4%	3%	**
NO HOME BROADBAND SERVICE	31	17	14	**	**	3	**	**	**	8	3	**	**	9	21	-	**
	6%	7%	5%	**	**	2%	**	**	**	4%	2%	**	**	4%	8%	-%	**
															m		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 40

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

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

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

Base : Those with any Smart TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	467	304	163	383	30	35	19	56	56	43	33	44	38	35	38	40	400	67
Effective Weighted Sample	409	272	139	345	28	34	19	53	54	40	31	41	35	33	37	38	354	58
Total	514	358	155	449	34	23	7	78	86	49	41	43	42	35	22	53	456	57
Yes, connected	388	279	109	335	**	**	**	**	**	**	**	**	**	**	**	**	344	**
	76%	78%	70%	74%	**	**	**	**	**	**	**	**	**	**	**	**	75%	**
No, not connected	78	52	26	71	**	**	**	**	**	**	**	**	**	**	**	**	68	**
	15%	15%	17%	16%	**	**	**	**	**	**	**	**	**	**	**	**	15%	**
Don't know	17	12	5	14	**	**	**	**	**	**	**	**	**	**	**	**	14	**
	3%	3%	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
NO HOME BROADBAND SERVICE	31	15	15	30	**	**	**	**	**	**	**	**	**	**	**	**	30	**
	6%	4%	10%	7%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 41

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TV SERVICE	859	403	455	146	185	197	133	112	86	289	251	166	151	404	455	859	-
	41%	40%	42%	46%	50%	48%	42%	38%	22%	51%	45%	38%	29%	52%	34%	51%	-%
				gh	gh	gh	h	h		kl	kl	l		n		p	
GAMES PLAYER	489	258	231	114	132	117	86	33	7	149	141	101	99	303	186	489	-
	23%	26%	21%	36%	36%	28%	27%	11%	2%	26%	25%	23%	19%	39%	14%	29%	-%
		b		fgh	fgh	gh	gh	h		l	l			n		p	
SMART TV	388	199	189	59	75	103	66	54	30	174	108	56	51	198	190	388	-
	18%	20%	17%	19%	20%	25%	21%	18%	8%	31%	19%	13%	10%	25%	14%	23%	-%
				h	h	gh	h	h		jkl	kl			n		p	
DESKTOP/ LAPTOP	326	182	144	70	80	88	46	20	23	125	112	45	45	154	172	326	-
	15%	18%	13%	22%	21%	21%	15%	7%	6%	22%	20%	10%	9%	20%	13%	19%	-%
		b		fgh	fgh	fgh	gh			kl	kl			n		p	
DIGITAL MEDIA PLAYER	173	92	81	33	47	41	25	20	7	66	52	31	23	88	85	173	-
	8%	9%	7%	10%	13%	10%	8%	7%	2%	12%	9%	7%	4%	11%	6%	10%	-%
				h	gh	h	h	h		kl	l			n		p	
BLU-RAY PLAYER	165	108	57	24	50	38	33	15	4	64	49	28	24	90	75	165	-
	8%	11%	5%	8%	14%	9%	10%	5%	1%	11%	9%	6%	4%	11%	6%	10%	-%
		b		h	cgh	h	gh	h		kl	l			n		p	
TABLET	158	73	85	30	38	40	28	11	11	62	43	36	16	80	77	158	-
	7%	7%	8%	10%	10%	10%	9%	4%	3%	11%	8%	8%	3%	10%	6%	9%	-%
				gh	gh	gh	gh			l	l	l		n		p	
SMARTPHONE	116	68	48	24	31	34	20	6	2	48	29	24	15	71	46	116	-
	6%	7%	4%	8%	8%	8%	6%	2%	1%	8%	5%	5%	3%	9%	3%	7%	-%
		b		gh	gh	gh	gh			jl				n		p	
E-READER	12	5	7	5	-	5	1	-	1	6	3	1	3	5	7	12	-
	1%	1%	1%	2%	-%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	-%
				dg													

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
ANY OF THESE DEVICES CONNECTED TO TV SET AND HOME BROADBAND	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
	54%	55%	53%	63%	67%	65%	57%	46%	26%	65%	59%	50%	40%	71%	44%	68%	-%
				gh	fgh	fgh	gh	h		jkl	kl	l		n		p	
NONE OF THESE DEVICES	972	459	513	117	122	144	138	160	291	199	233	221	316	224	747	540	429
	46%	45%	47%	37%	33%	35%	43%	54%	74%	35%	41%	50%	60%	29%	56%	32%	100%
							de	cdef	cdefg		i	ij	ijk		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TV SERVICE	859	580	278	718	74	41	25	60	138	81	88	65	72	70	38	105	748	111
	41%	49%	30%	41%	41%	39%	44%	23%	47%	45%	46%	44%	40%	39%	43%	45%	41%	40%
		b		g	g	g	g		g	g	g	g	g	g	g	g		
GAMES PLAYER	489	350	139	414	43	21	11	35	78	60	50	41	46	37	18	48	432	57
	23%	30%	15%	23%	24%	20%	19%	13%	27%	33%	26%	28%	25%	21%	21%	20%	24%	20%
		b		g	g				g	cefgmno	g	g	g	g				
SMART TV	388	279	109	335	28	19	7	46	69	37	37	27	34	27	15	43	344	45
	18%	24%	12%	19%	15%	18%	12%	18%	24%	21%	19%	18%	18%	15%	17%	18%	19%	16%
		b		f					fm	f								
DESKTOP/ LAPTOP	326	230	96	275	29	15	7	46	62	34	18	19	21	17	9	49	293	33
	15%	20%	10%	16%	16%	15%	11%	17%	21%	19%	10%	13%	12%	9%	10%	21%	16%	12%
		b		jm				jm	fjklmn	jmn						fjklmn		
DIGITAL MEDIA PLAYER	173	118	55	155	9	6	4	24	25	18	14	10	14	12	5	31	157	15
	8%	10%	6%	9%	5%	6%	6%	9%	8%	10%	8%	7%	8%	7%	6%	13%	9%	6%
		b													cdefmn			
BLU-RAY PLAYER	165	132	33	144	12	6	3	18	35	13	22	15	17	9	6	9	146	19
	8%	11%	4%	8%	7%	6%	4%	7%	12%	7%	12%	10%	9%	5%	7%	4%	8%	7%
		b		o					efmo		fmo	o	o					
TABLET	158	117	40	126	15	8	9	10	23	14	18	8	19	10	6	17	130	28
	7%	10%	4%	7%	8%	8%	15%	4%	8%	8%	9%	6%	10%	5%	7%	7%	7%	10%
		b					ceghikmno				g		g					
SMARTPHONE	116	93	23	88	15	8	5	13	14	11	12	9	8	4	5	14	94	23
	6%	8%	2%	5%	8%	7%	9%	5%	5%	6%	6%	6%	4%	2%	5%	6%	5%	8%
		b		m	m	m	cm											p
E-READER	12	9	3	8	4	-	-	-	1	2	-	2	-	2	-	-	11	1
	1%	1%	*%	*%	2%	-%	-%	-%	1%	1%	-%	2%	-%	1%	-%	-%	1%	*%
					cglo													

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
ANY OF THESE DEVICES CONNECTED TO TV SET AND HOME BROADBAND	1135 54%	759 65% b	375 40%	954 54% g	95 52% g	53 51% g	34 59% gm	88 33%	190 65% cdeglnm	108 60% glm	117 61% glm	93 63% cdegln	88 48% g	86 48% g	47 53% g	136 59% glm	986 54%	149 54%
NONE OF THESE DEVICES	972 46%	417 35%	554 60% a	808 46% hk	89 48% hk	51 49% hk	24 41% cdefhijklm no	176 67%	104 35%	72 40%	75 39%	54 37%	95 52% hijko	94 52% fhijko	42 47% h	96 41%	843 46%	128 46%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 42

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

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

Base : Those with a connected TV service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Unweighted total	824	379	445	137	164	178	126	122	97	217	286	154	166	377	447	824	-
Effective Weighted Sample	714	330	384	119	143	155	110	107	86	196	256	136	146	326	388	714	-
Total	859	403	455	146	185	197	133	112	86	289	251	166	151	404	455	859	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	609	284	325	105	140	143	90	77	**	227	175	110	97	298	311	609	-
	71%	70%	71%	72%	75%	73%	67%	69%	**	79%	70%	66%	64%	74%	68%	71%	-%
										jkl							
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	345	171	174	74	83	82	50	37	**	112	109	72	52	184	161	345	-
	40%	42%	38%	51%	45%	42%	37%	33%	**	39%	43%	43%	34%	46%	35%	40%	-%
				fg										n			
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	267	120	147	61	79	49	49	22	**	89	80	48	50	146	121	267	-
	31%	30%	32%	42%	43%	25%	37%	20%	**	31%	32%	29%	33%	36%	27%	31%	-%
				eg	eg		eg							n			
Watch clips through websites such as YouTube or Facebook	257	136	121	56	65	69	32	24	**	86	80	50	41	135	122	257	-
	30%	34%	27%	38%	35%	35%	24%	22%	**	30%	32%	30%	27%	33%	27%	30%	-%
		b		fg	g	g											

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

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

Base : Those with a connected TV service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	824	379	445	137	164	178	126	122	97	217	286	154	166	377	447	824	-
Effective Weighted Sample	714	330	384	119	143	155	110	107	86	196	256	136	146	326	388	714	-
Total	859	403	455	146	185	197	133	112	86	289	251	166	151	404	455	859	-
Browse the internet - such as shopping, emails or social media	208 24%	109 27%	99 22%	37 25%	60 32% g	48 25%	30 23%	21 19%	** **	73 25%	61 24%	40 24%	33 22%	102 25%	106 23%	208 24%	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	165 19%	75 19%	90 20%	29 20%	49 27% g	44 22% g	24 18%	14 12%	** **	56 19%	56 22% l	33 20%	19 13%	97 24% n	68 15%	165 19%	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	107 12%	60 15%	47 10%	22 15% g	34 18% g	22 11%	17 13%	7 6%	** **	35 12%	36 14%	23 14%	14 9%	57 14%	50 11%	107 12%	- -%
ANY OF THESE	744 87%	345 86%	398 87%	126 86%	172 93% g	173 88%	124 93% g	89 80%	** **	261 90% l	218 87%	141 84%	125 82%	367 91% n	377 83%	744 87%	- -%
None of these	115 13%	58 14%	57 13%	20 14%	13 7%	24 12%	9 7%	23 20% df	** **	28 10%	34 13%	26 16%	27 18% i	37 9%	78 17% m	115 13%	- -%

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

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

Base : Those with a connected TV service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	824	526	297	627	69	62	66	43	89	71	73	68	66	67	65	85	690	134
Effective Weighted Sample	714	459	257	567	65	60	66	41	86	66	68	63	62	64	63	82	603	116
Total	859	580	278	718	74	41	25	60	138	81	88	65	72	70	38	105	748	111
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	609 71%	428 74% b	181 65%	508 71%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	539 72%	70 63%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	345 40%	257 44% b	88 32%	298 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	295 39%	51 46%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	267 31%	189 33%	77 28%	223 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	235 31%	32 29%
Watch clips through websites such as YouTube or Facebook	257 30%	197 34% b	60 22%	216 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	220 29%	36 33%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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

Base : Those with a connected TV service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	824	526	297	627	69	62	66	43	89	71	73	68	66	67	65	85	690	134
Effective Weighted Sample	714	459	257	567	65	60	66	41	86	66	68	63	62	64	63	82	603	116
Total	859	580	278	718	74	41	25	60	138	81	88	65	72	70	38	105	748	111
Browse the internet - such as shopping, emails or social media	208 24%	154 27% b	54 19%	173 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	184 25%	24 21%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	165 19%	133 23% b	32 11%	142 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	136 18%	29 26% p
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	107 12%	85 15% b	21 8%	88 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	90 12%	17 15%
ANY OF THESE	744 87%	514 89% b	230 83%	619 86%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	650 87%	94 85%
None of these	115 13%	66 11%	48 17% a	99 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	98 13%	17 15%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 43

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	609 29%	284 28%	325 30%	105 33% h	140 38% fgh	143 35% gh	90 28% h	77 26% h	54 14%	227 40% jkl	175 31% kl	110 25% l	97 18%	298 38% n	311 24%	609 36% p	- -%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	345 16%	171 17%	174 16%	74 24% fgh	83 22% fgh	82 20% gh	50 16% h	37 12% h	19 5%	112 20% l	109 19% l	72 16% l	52 10%	184 24% n	161 12%	345 21% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	267 13%	120 12%	147 13%	61 19% egh	79 21% egh	49 12% h	49 15% gh	22 7% h	7 2%	89 16% l	80 14% l	48 11%	50 10%	146 19% n	121 9%	267 16% p	- -%
Watch clips through websites such as YouTube or Facebook	257 12%	136 13%	121 11%	56 18% fgh	65 18% fgh	69 17% fgh	32 10% h	24 8% h	10 3%	86 15% l	80 14% l	50 11%	41 8%	135 17% n	122 9%	257 15% p	- -%

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Browse the internet - such as shopping, emails or social media	208 10%	109 11%	99 9%	37 12% h	60 16% fgh	48 12% gh	30 10% h	21 7% h	11 3%	73 13% l	61 11% l	40 9%	33 6%	102 13% n	106 8%	208 12% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	165 8%	75 7%	90 8%	29 9% gh	49 13% fgh	44 11% gh	24 8% h	14 5% h	5 1%	56 10% l	56 10% l	33 8% l	19 4%	97 12% n	68 5%	165 10% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	107 5%	60 6%	47 4%	22 7% gh	34 9% gh	22 5% h	17 5% h	7 2%	5 1%	35 6% l	36 6% l	23 5% l	14 3%	57 7% n	50 4%	107 6% p	- -%
ANY OF THESE	744 35%	345 34%	398 36%	126 40% gh	172 46% gh	173 42% gh	124 39% gh	89 30% h	59 15%	261 46% jkl	218 39% kl	141 32% l	125 24%	367 47% n	377 28%	744 44% p	- -%
None of these	115 5%	58 6%	57 5%	20 6%	13 3%	24 6%	9 3%	23 8% df	26 7% f	28 5%	34 6%	26 6%	27 5%	37 5%	78 6%	115 7% p	- -%

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
DO NOT HAVE CONNECTED TV SERVICE	1248	607	641	169	186	214	185	186	308	280	313	276	376	380	869	817	429
	59%	60%	58%	54%	50%	52%	58%	62%	78%	49%	55%	62%	71%	48%	66%	49%	100%
								cde	cdefg			ij	ijk		m		o

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

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	609 29%	428 36% b	181 19%	508 29% g	57 31% g	32 31% g	13 22%	37 14%	95 32% fg	65 36% fgm	63 33% fg	44 30% g	49 27% g	43 24% g	29 33% fg	82 35% fgm	539 29%	70 25%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	345 16%	257 22% b	88 9%	298 17% eg	30 16% g	10 10%	7 12%	16 6%	51 17% eg	33 18% eg	44 23% efg	34 23% efg	29 16% g	31 17% g	16 18% eg	44 19% eg	295 16%	51 18%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	267 13%	189 16% b	77 8%	223 13% g	25 13% g	11 11%	8 13% g	15 6%	43 15% g	29 16% g	26 14% g	21 14% g	20 11%	17 10%	12 14% g	38 17% g	235 13%	32 12%
Watch clips through websites such as YouTube or Facebook	257 12%	197 17% b	60 6%	216 12% fh	27 15% fh	11 10%	3 6%	24 9%	19 6%	37 20% cefgm	29 15% fh	18 12%	26 14% fh	21 12%	11 12%	31 13% fh	220 12%	36 13%

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Browse the internet - such as shopping, emails or social media	208 10%	154 13% b	54 6%	173 10%	16 9%	12 12%	6 10%	24 9%	18 6%	28 15% chlm	21 11%	17 12%	13 7%	14 8%	9 10%	29 13% h	184 10%	24 9%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	165 8%	133 11% b	32 3%	142 8% fg	17 9% fg	4 4%	2 3%	9 3%	35 12% efgo	22 12% efgo	17 9% fg	13 9% fg	13 7%	11 6%	8 9% fg	13 5%	136 7%	29 10%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	107 5%	85 7% b	21 2%	88 5%	14 8% e	3 3%	2 3%	9 3%	13 4%	13 7%	11 6%	5 4%	9 5%	11 6%	5 6%	12 5%	90 5%	17 6%
ANY OF THESE	744 35%	514 44% b	230 25%	619 35% g	69 37% g	36 34% g	20 34% g	49 19% g	112 38% g	74 41% g	80 42% g	57 39% g	60 33% g	58 32% g	34 38% g	96 41% g	650 36%	94 34%
None of these	115 5%	66 6%	48 5%	99 6%	6 3%	5 5%	5 9% do	11 4%	26 9% d	7 4%	8 4%	8 5%	12 6%	12 7%	5 5%	9 4%	98 5%	17 6%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
DO NOT HAVE CONNECTED TV SERVICE	1248	597	651	1044	109	63	33	204	156	100	104	83	110	109	51	127	1082	167
	59%	51%	70%	59%	59%	61%	56%	77%	53%	55%	54%	56%	60%	61%	57%	55%	59%	60%
			a					cdefhijklmno										

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 44

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

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Significance Level: 95%																	
Unweighted total	146	94	52	20	41	33	30	16	6	46	53	24	23	79	67	146	-
Effective Weighted Sample	129	85	44	18	37	29	26	15	6	42	48	22	21	70	59	129	-
Total	165	108	57	24	50	38	33	15	4	64	49	28	24	90	75	165	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**	53	-
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32%	-%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29	-
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	-%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27	-
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	-%
Watch clips through websites such as YouTube or Facebook	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25	-
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15%	-%

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

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Significance Level: 95%																	
Unweighted total	146	94	52	20	41	33	30	16	6	46	53	24	23	79	67	146	-
Effective Weighted Sample	129	85	44	18	37	29	26	15	6	42	48	22	21	70	59	129	-
Total	165	108	57	24	50	38	33	15	4	64	49	28	24	90	75	165	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18	-
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	-%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16	-
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	-%
Browse the internet - such as shopping, emails or social media	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13	-
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	-%
ANY OF THESE	90	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90	-
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	55%	-%
None of these	69	**	**	**	**	**	**	**	**	**	**	**	**	**	**	69	-
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	42%	-%
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	-
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	-%

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

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

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

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	146	112	34	120	10	9	7	14	21	10	19	15	15	9	10	7	122	24	
Effective Weighted Sample	129	100	29	109	10	9	7	13	21	9	18	14	14	8	10	7	110	22	
Total	165	132	33	144	12	6	3	18	35	13	22	15	17	9	6	9	146	19	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	53 32%	41 31%	** **	47 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	43 30%	** **	
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	29 18%	21 16%	** **	29 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 18%	** **	
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	27 16%	20 15%	** **	24 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 14%	** **	
Watch clips through websites such as YouTube or Facebook	25 15%	19 15%	** **	23 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 14%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

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Table 44

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

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

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	146	112	34	120	10	9	7	14	21	10	19	15	15	9	10	7	122	24	
Effective Weighted Sample	129	100	29	109	10	9	7	13	21	9	18	14	14	8	10	7	110	22	
Total	165	132	33	144	12	6	3	18	35	13	22	15	17	9	6	9	146	19	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	18 11%	15 11%	** **	18 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 10%	** **	
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 10%	12 9%	** **	16 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 9%	** **	
Browse the internet - such as shopping, emails or social media	13 8%	12 9%	** **	12 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 8%	** **	
ANY OF THESE	90 55%	74 56%	** **	81 56%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	78 53%	** **	
None of these	69 42%	54 41%	** **	58 40%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	64 44%	** **	
Don't know	6 4%	4 3%	** **	5 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 3%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 45

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	53 3%	32 3%	21 2%	9 3% h	19 5% gh	9 2% h	10 3% h	4 2%	2 *%	19 3%	18 3%	8 2%	8 2%	26 3%	27 2%	53 3% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	29 1%	18 2%	12 1%	6 2% gh	12 3% egh	2 *%	9 3% egh	1 *%	- -%	10 2%	12 2% l	3 1%	4 1%	20 3% n	10 1%	29 2% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	27 1%	15 2%	12 1%	6 2% h	11 3% h	4 1% h	3 1% h	3 1% h	- -%	11 2%	11 2%	2 1%	3 1%	13 2%	14 1%	27 2% p	- -%
Watch clips through websites such as YouTube or Facebook	25 1%	19 2% b	6 1%	1 *%	6 1%	9 2% h	6 2% h	2 1%	1 *%	12 2% k	6 1%	2 *%	5 1%	14 2% n	10 1%	25 1% p	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	18 1%	11 1%	8 1%	1 *% h	4 1% h	6 2% h	5 2% h	2 1%	- -%	8 1%	7 1%	1 *% h	2 *% h	10 1%	9 1%	18 1% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 1%	11 1%	5 *% h	3 1% h	2 1%	5 1% h	4 1% h	2 1%	- -%	8 1% k	5 1%	* *% h	3 *% h	9 1%	7 1%	16 1% p	- -%
Browse the internet - such as shopping, emails or social media	13 1%	11 1% b	3 *% h	2 1% h	2 1%	3 1%	6 2% gh	- -%	- -%	8 1% k	3 1%	* *% h	2 *% h	8 1%	6 *% h	13 1% p	- -%
ANY OF THESE	90 4%	56 6% b	34 3% h	10 3% h	31 8% cgh	23 6% gh	19 6% gh	5 2%	2 *% h	36 6% kl	31 5% l	13 3%	10 2%	54 7% n	36 3%	90 5% p	- -%
None of these	69 3%	51 5% b	18 2% h	14 4% h	15 4% h	14 4% h	12 4% h	10 3% h	3 1%	24 4%	19 3%	12 3%	13 3%	30 4%	38 3%	69 4% p	- -%

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	6	1	5	-	4	-	2	-	-	3	-	2	-	6	-	6	-
	%	%	%	-%	1%	-%	1%	-%	-%	1%	-%	1%	-%	1%	-%	%	-%
					h									n			
HAVE NOT CONNECTED BLU RAY PLAYER TO TV AND HOME BROADBAND SERVICE	1942	902	1040	291	321	373	286	282	389	505	515	415	503	694	1249	1511	429
	92%	89%	95%	92%	86%	91%	90%	95%	99%	89%	91%	94%	96%	89%	94%	90%	100%
			a	d				df	cdefg			i	ij		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	53 3%	41 4% b	11 1%	47 3%	4 2%	1 1%	* 1%	8 3%	10 3%	3 2%	10 5% fmn	4 3%	5 3%	2 1%	1 1%	5 2%	43 2%	9 3%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	29 1%	21 2%	8 1%	29 2%	- -%	1 1%	- -%	7 3% dfk	10 3% dfkm	2 1%	4 2%	- -%	2 1%	1 *%	1 1%	3 1%	26 1%	3 1%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	27 1%	20 2%	7 1%	24 1%	2 1%	1 1%	- -%	5 2%	6 2%	2 1%	1 1%	4 3% fmn	1 1%	- -%	- -%	4 2%	20 1%	7 2%
Watch clips through websites such as YouTube or Facebook	25 1%	19 2% b	5 1%	23 1%	- -%	1 1%	* 1%	5 2%	7 2% dm	3 2%	3 2%	1 *%	2 1%	- -%	- -%	3 1%	20 1%	4 2%

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	18 1%	15 1% b	3 *%	18 1%	- -%	1 1%	- -%	4 2%	3 1%	2 1%	1 1%	3 2%	1 1%	- -%	- -%	3 1%	14 1%	4 2%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 1%	12 1%	4 *%	16 1%	- -%	- -%	* 1%	7 3% cdeimn	3 1%	- -%	1 *%	1 *%	2 1%	- -%	- -%	3 1%	13 1%	3 1%
Browse the internet - such as shopping, emails or social media	13 1%	12 1% b	1 *%	12 1%	- -%	1 1%	* 1%	4 2%	4 1%	2 1%	1 1%	1 *%	- -%	- -%	- -%	1 1%	12 1%	1 *%
ANY OF THESE	90 4%	74 6% b	16 2%	81 5% m	5 3%	2 2%	1 2%	18 7% fmn	20 7% fmn	7 4%	11 5% m	7 5% m	8 4% m	2 1%	1 2%	7 3%	78 4%	12 5%
None of these	69 3%	54 5% b	15 2%	58 3% g	5 3% g	3 3% g	1 2% g	- -% go	13 4% go	5 3% g	12 6% go	8 5% go	7 4% g	6 3% g	5 6% go	2 1% go	64 3%	5 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	6	4	2	5	1	-	-	-	2	-	-	-	2	1	-	-	5	1
	*%	*%	*%	*%	1%	-%	-%	-%	1%	-%	-%	-%	1%	1%	-%	-%	*%	*%
HAVE NOT CONNECTED BLU RAY PLAYER TO TV AND HOME BROADBAND SERVICE	1942	1045	896	1618	171	98	56	246	259	168	170	132	165	171	83	223	1684	258
	92%	89%	96%	92%	93%	94%	96%	93%	88%	93%	88%	90%	91%	95%	93%	96%	92%	93%
			a				h	hj						hj		chijkl		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 46

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

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

Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku player/ Android TV player/ Google TV player/ Chromecast player/ Amazon Fire TV digital media player or stick) to the TV and the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	151	82	69	27	40	34	23	19	8	47	51	28	25	78	73	151	-
Effective Weighted Sample	134	73	62	25	36	30	20	18	7	44	47	25	22	69	66	134	-
Total	173	92	81	33	47	41	25	20	7	66	52	31	23	88	85	173	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	84	**	**	**	**	**	**	**	**	**	**	**	**	**	**	84	-
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49%	-%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	72	**	**	**	**	**	**	**	**	**	**	**	**	**	**	72	-
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	42%	-%
Watch clips through websites such as YouTube or Facebook	68	**	**	**	**	**	**	**	**	**	**	**	**	**	**	68	-
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40%	-%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	50	-
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29%	-%

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

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

Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku player/ Android TV player/ Google TV player/ Chromecast player/ Amazon Fire TV digital media player or stick) to the TV and the home broadband service

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	151	82	69	27	40	34	23	19	8	47	51	28	25	78	73	151	-
Effective Weighted Sample	134	73	62	25	36	30	20	18	7	44	47	25	22	69	66	134	-
Total	173	92	81	33	47	41	25	20	7	66	52	31	23	88	85	173	-
Browse the internet - such as shopping, emails or social media	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	34	-
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	20%	-%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25	-
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15%	-%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23	-
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	-%
ANY OF THESE	158	**	**	**	**	**	**	**	**	**	**	**	**	**	**	158	-
	92%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	92%	-%
None of these	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14	-
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8%	-%
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	-
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku player/ Android TV player/ Google TV player/ Chromecast player/ Amazon Fire TV digital media player or stick) to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING ~b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q	
Significance Level: 95%																			
Unweighted total	151	101	50	126	7	9	9	17	16	15	13	10	12	11	9	23	131	20	
Effective Weighted Sample	134	90	44	116	7	9	9	16	16	14	12	9	11	10	9	22	119	18	
Total	173	118	55	155	9	6	4	24	25	18	14	10	14	12	5	31	157	15	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	84 49%	61 52%	** **	77 50%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	74 47%	** **	
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	72 42%	52 44%	** **	63 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	68 43%	** **	
Watch clips through websites such as YouTube or Facebook	68 40%	46 38%	** **	62 40%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	60 38%	** **	
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	50 29%	35 30%	** **	46 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	43 27%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

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Table 46

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

Base : Those who have connected their Digital Media Player (Now TV/ Apple TV/ Roku player/ Android TV player/ Google TV player/ Chromecast player/ Amazon Fire TV digital media player or stick) to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING ~b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	151	101	50	126	7	9	9	17	16	15	13	10	12	11	9	23	131	20
Effective Weighted Sample	134	90	44	116	7	9	9	16	16	14	12	9	11	10	9	22	119	18
Total	173	118	55	155	9	6	4	24	25	18	14	10	14	12	5	31	157	15
Browse the internet - such as shopping, emails or social media	34 20%	26 22%	** **	32 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	31 20%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	25 15%	20 17%	** **	20 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 14%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 13%	16 14%	** **	21 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 11%	** **
ANY OF THESE	158 92%	111 94%	** **	141 91%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	144 91%	** **
None of these	14 8%	6 5%	** **	12 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 9%	** **
Don't know	1 1%	1 1%	** **	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 47

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	84 4%	45 4%	39 4%	16 5% h	20 5% h	23 6% h	12 4% h	12 4% h	2 *% h	34 6% kl	28 5% kl	8 2% h	14 3% h	45 6% n	39 3% h	84 5% p	- -% h
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	72 3%	35 3%	38 3%	19 6% gh	17 5% gh	20 5% gh	11 3% h	5 2% h	1 *% h	29 5% l	20 4% h	12 3% h	11 2% h	38 5% n	35 3% h	72 4% p	- -% h
Watch clips through websites such as YouTube or Facebook	68 3%	38 4%	31 3%	16 5% h	18 5% h	16 4% h	8 3% h	7 2% h	3 1% h	29 5% kl	20 3% h	10 2% h	9 2% h	34 4% n	34 3% h	68 4% p	- -% h
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	50 2%	29 3%	22 2%	7 2% h	13 3% h	14 3% h	6 2% h	8 3% h	2 *% h	25 4% kl	13 2% h	6 1% h	6 1% h	29 4% n	21 2% h	50 3% p	- -% h

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Browse the internet - such as shopping, emails or social media	34 2%	22 2%	12 1%	3 1%	13 3% gh	10 2% h	5 2%	2 1%	1 *%	16 3% j	6 1%	6 1%	6 1%	19 2%	16 1%	34 2% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	25 1%	19 2% b	6 1%	3 1%	5 1% h	6 1% h	7 2% h	5 2% h	- -%	14 3% jl	5 1%	4 1%	2 *%	10 1%	15 1%	25 2% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 1%	12 1%	11 1%	3 1%	5 1%	5 1%	5 2%	3 1%	2 *%	8 1%	6 1%	5 1%	4 1%	9 1%	14 1%	23 1% p	- -%
ANY OF THESE	158 8%	85 8%	74 7%	31 10% h	45 12% fgh	37 9% h	22 7% h	18 6% h	6 1%	59 10% kl	51 9% l	25 6%	22 4%	80 10% n	78 6%	158 9% p	- -%
None of these	14 1%	7 1%	7 1%	2 1%	2 *%	4 1%	3 1%	2 1%	1 *%	6 1% j	1 *%	5 1% j	1 *%	6 1%	7 1%	14 1%	- -%

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	1	-	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HAVE NOT CONNECTED DIGITAL MEDIA PLAYER TO TV AND HOME BROADBAND SERVICE	1934	918	1016	283	324	370	293	278	387	503	512	411	503	696	1238	1502	429
	92%	91%	93%	90%	87%	90%	92%	93%	98%	88%	91%	93%	96%	89%	94%	90%	100%
								d	cdefg			i	ij		m		o

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	84 4%	61 5% b	23 2%	77 4%	2 1%	5 4%	1 1%	15 6% df	11 4%	8 4%	4 2%	4 3%	6 4%	4 2%	3 3%	21 9% cdfhjklmn	74 4%	11 4%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	72 3%	52 4% b	20 2%	63 4%	5 3%	2 2%	3 5%	10 4%	11 4%	7 4%	4 2%	4 3%	4 2%	4 2%	1 1%	18 8% cdejlmn	68 4%	4 2%
Watch clips through websites such as YouTube or Facebook	68 3%	46 4%	23 2%	62 4% n	3 2%	2 2%	1 2%	9 3% n	9 3% n	12 7% cdefkn	6 3% n	2 2%	8 4% n	6 4% n	- -%	9 4% n	60 3%	8 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	50 2%	35 3%	15 2%	46 3% n	2 1%	1 1%	* 1%	8 3% n	6 2%	6 3% n	7 4% n	1 1%	6 3% n	5 3% n	- -%	9 4% n	43 2%	7 3%
Browse the internet - such as shopping, emails or social media	34 2%	26 2% b	9 1%	32 2%	1 *%	1 1%	* 1%	5 2%	3 1%	7 4% dl	2 1%	2 1%	1 1%	4 2%	1 1%	7 3%	31 2%	3 1%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	25 1%	20 2% b	6 1%	20 1%	4 2%	1 1%	* 1%	5 2%	1 *%	1 1%	1 *%	- -%	1 1%	4 2%	1 1%	6 3% k	22 1%	3 1%

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

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 1%	16 1%	7 1%	21 1%	- -%	1 1%	- -%	1 *%	7 3% dfn	1 *%	2 1%	2 1%	2 1%	3 2%	- -%	3 1%	18 1%	5 2%
ANY OF THESE	158 8%	111 9% b	47 5%	141 8%	7 4%	6 6%	4 6%	24 9% d	22 7%	16 9%	14 8%	9 6%	11 6%	9 5%	4 4%	31 13% cdefklmn	144 8%	14 5%
None of these	14 1%	6 1%	7 1%	12 1%	2 1%	- -%	- -%	- -%	3 1%	1 1%	- -%	1 1%	2 1%	3 2%	2 2%	- -%	14 1%	- -%
Don't know	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	1 *% p
HAVE NOT CONNECTED DIGITAL MEDIA PLAYER TO TV AND HOME BROADBAND SERVICE	1934 92%	1058 90%	874 94% a	1607 91% o	175 95% o	97 94% o	55 94% o	240 91%	269 92%	163 90%	178 92%	137 93%	168 92%	167 93% o	84 94% o	201 87%	1672 91%	262 94%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 48

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	450	235	215	108	116	107	75	36	8	109	157	87	97	282	168	450	-
Effective Weighted Sample	396	208	189	94	103	95	66	33	8	99	142	78	88	246	150	396	-
Total	489	258	231	114	132	117	86	33	7	149	141	101	99	303	186	489	-
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	115	58	58	44	37	15	**	**	**	35	33	**	**	72	44	115	-
	24%	22%	25%	38% e	28% e	13%	**	**	**	23%	24%	**	**	24%	23%	24%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	104	62	42	38	29	22	**	**	**	30	30	**	**	63	41	104	-
	21%	24%	18%	33% e	22%	19%	**	**	**	20%	21%	**	**	21%	22%	21%	-%
Watch clips through websites such as YouTube or Facebook	94	56	39	34	28	24	**	**	**	22	25	**	**	60	34	94	-
	19%	22%	17%	30%	21%	20%	**	**	**	15%	18%	**	**	20%	18%	19%	-%
Browse the internet - such as shopping, emails or social media	77	48	29	24	25	21	**	**	**	16	17	**	**	52	26	77	-
	16%	19%	13%	21%	19%	18%	**	**	**	10%	12%	**	**	17%	14%	16%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Unweighted total	450	235	215	108	116	107	75	36	8	109	157	87	97	282	168	450	-
Effective Weighted Sample	396	208	189	94	103	95	66	33	8	99	142	78	88	246	150	396	-
Total	489	258	231	114	132	117	86	33	7	149	141	101	99	303	186	489	-
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	51 10%	27 10%	24 10%	11 10%	14 11%	14 12%	** **	** **	** **	18 12%	9 7%	** **	** **	33 11%	18 10%	51 10%	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	40 8%	26 10%	14 6%	15 14%	12 9%	9 8%	** **	** **	** **	10 7%	10 7%	** **	** **	25 8%	15 8%	40 8%	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	33 7%	23 9%	10 4%	11 10%	8 6%	6 5%	** **	** **	** **	8 6%	9 7%	** **	** **	18 6%	15 8%	33 7%	- -%
ANY OF THESE	253 52%	133 51%	120 52%	75 66% e	77 59%	57 49%	** **	** **	** **	70 47%	72 51%	** **	** **	163 54%	90 48%	253 52%	- -%
None of these	227 46%	122 47%	106 46%	37 33%	54 41%	57 49%	** **	** **	** **	76 51%	68 48%	** **	** **	135 45%	92 49%	227 46%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

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

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

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Unweighted total	450	235	215	108	116	107	75	36	8	109	157	87	97	282	168	450	-
Effective Weighted Sample	396	208	189	94	103	95	66	33	8	99	142	78	88	246	150	396	-
Total	489	258	231	114	132	117	86	33	7	149	141	101	99	303	186	489	-
Don't know	9	4	5	2	1	3	**	**	**	2	1	**	**	5	4	9	-
	2%	1%	2%	1%	1%	3%	**	**	**	2%	1%	**	**	1%	2%	2%	-%

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

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Table 48

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

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

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

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	450	309	141	352	38	31	29	26	49	51	38	43	41	36	31	37	377	73
Effective Weighted Sample	396	275	122	322	36	30	29	25	48	48	37	40	39	34	31	36	338	64
Total	489	350	139	414	43	21	11	35	78	60	50	41	46	37	18	48	432	57
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	115 24%	78 22%	37 27%	94 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	102 24%	** **
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	104 21%	66 19%	39 28% a	82 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	86 20%	** **
Watch clips through websites such as YouTube or Facebook	94 19%	58 17%	36 26% a	76 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	85 20%	** **
Browse the internet - such as shopping, emails or social media	77 16%	60 17%	18 13%	62 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	69 16%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 48

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

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

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

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q	
Significance Level: 95%																			
Unweighted total	450	309	141	352	38	31	29	26	49	51	38	43	41	36	31	37	377	73	
Effective Weighted Sample	396	275	122	322	36	30	29	25	48	48	37	40	39	34	31	36	338	64	
Total	489	350	139	414	43	21	11	35	78	60	50	41	46	37	18	48	432	57	
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	51 10%	36 10%	15 11%	41 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	40 9%	** **	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	40 8%	29 8%	11 8%	33 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	36 8%	** **	
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	33 7%	23 7%	9 7%	29 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 6%	** **	
ANY OF THESE	253 52%	176 50%	77 56%	204 49%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	221 51%	** **	
None of these	227 46%	167 48%	61 44%	203 49%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	205 47%	** **	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

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

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	a	b		c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	450	309	141	352	38	31	29	26	49	51	38	43	41	36	31	37	377	73
Effective Weighted Sample	396	275	122	322	36	30	29	25	48	48	37	40	39	34	31	36	338	64
Total	489	350	139	414	43	21	11	35	78	60	50	41	46	37	18	48	432	57
Don't know	9	8	1	7	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	2%	2%	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	115 5%	58 6%	58 5%	44 14% efgh	37 10% efgh	15 4% h	14 4% h	5 2% h	1 *% h	35 6%	33 6%	22 5%	25 5%	72 9% n	44 3%	115 7% p	- -%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	104 5%	62 6% b	42 4%	38 12% efgh	29 8% fgh	22 5% gh	12 4% gh	2 1%	1 *% h	30 5%	30 5%	20 5%	25 5%	63 8% n	41 3%	104 6% p	- -%
Watch clips through websites such as YouTube or Facebook	94 4%	56 6% b	39 4%	34 11% efgh	28 7% fgh	24 6% fgh	5 2% h	2 1%	1 *% h	22 4%	25 4%	23 5%	24 5%	60 8% n	34 3%	94 6% p	- -%
Browse the internet - such as shopping, emails or social media	77 4%	48 5% b	29 3%	24 8% fgh	25 7% fgh	21 5% fgh	5 2% h	1 *% h	1 *% h	16 3%	17 3%	25 6%	20 4%	52 7% n	26 2%	77 5% p	- -%

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

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	51 2%	27 3%	24 2%	11 4% gh	14 4% gh	14 3% gh	9 3% gh	2 1%	1 *%	18 3%	9 2%	11 2%	13 2%	33 4% n	18 1%	51 3% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	40 2%	26 3% b	14 1%	15 5% fgh	12 3% gh	9 2% gh	3 1% h	- -%	- -%	10 2%	10 2%	12 3%	7 1%	25 3% n	15 1%	40 2% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	33 2%	23 2% b	10 1%	11 4% gh	8 2% h	6 1% h	6 2% h	1 *%	- -%	8 1%	9 2%	8 2%	7 1%	18 2%	15 1%	33 2% p	- -%
ANY OF THESE	253 12%	133 13%	120 11%	75 24% efgh	77 21% efgh	57 14% gh	33 10% gh	9 3% h	2 *%	70 12%	72 13%	55 12%	56 11%	163 21% n	90 7%	253 15% p	- -%

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

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

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None of these	227	122	106	37	54	57	52	23	5	76	68	42	41	135	92	227	-
	11%	12%	10%	12%	14%	14%	16%	8%	1%	13%	12%	9%	8%	17%	7%	14%	-%
				h	gh	gh	gh	h		l	l			n		p	
Don't know	9	4	5	2	1	3	2	1	-	2	1	4	2	5	4	9	-
	*%	*%	*%	1%	*%	1%	1%	*%	-%	*%	*%	1%	*%	1%	*%	1%	-%
HAVE NOT CONNECTED GAMES PLAYER TO TV AND HOME BROADBAND SERVICE	1618	752	866	202	239	294	232	264	387	420	423	342	428	481	1137	1186	429
	77%	74%	79%	64%	64%	72%	73%	89%	98%	74%	75%	77%	81%	61%	86%	71%	100%
			a				cd	cdef	cdefg				ij		m		o

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	115 5%	78 7% b	37 4%	94 5% gj	10 6% gj	7 7% gj	4 6% gj	1 *% g	28 10% cgj	19 10% cgjklm	1 1%	6 4% gj	8 5% gj	8 5% gj	5 5% gj	17 8% gj	102 6%	13 5%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	104 5%	66 6%	39 4%	82 5% fg	15 8% fgm	6 6% fg	1 1% g	3 1% g	24 8% cfgkm	9 5% g	8 4%	4 3% g	9 5% g	4 2% g	6 7% fgm	15 7% fgm	86 5%	18 7%
Watch clips through websites such as YouTube or Facebook	94 4%	58 5%	36 4%	76 4% f	13 7% fgj	5 5% f	* 1% g	6 2% g	20 7% fg	9 5% f	5 2%	6 4% f	10 6% f	7 4%	5 5% f	10 4% f	85 5%	9 3%
Browse the internet - such as shopping, emails or social media	77 4%	60 5% b	18 2%	62 4%	10 5% g	4 4%	1 2% g	3 1% g	13 4% g	7 4% g	9 5% g	9 6% go	8 4%	9 5% g	2 2%	4 2%	69 4%	8 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	51 2%	36 3% b	15 2%	41 2%	6 3%	3 3%	* 1%	5 2%	8 3%	2 1%	8 4% fm	3 2%	5 3%	1 1%	2 2%	8 3%	40 2%	11 4%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	40 2%	29 2% b	11 1%	33 2%	4 2%	2 2%	1 2%	5 2%	9 3% m	7 4% lm	3 1%	2 1%	1 1%	- -%	1 1%	7 3% m	36 2%	4 1%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	33 2%	23 2%	9 1%	29 2%	3 1%	1 1%	- -%	1 *%	8 3% fm	4 2% m	2 1%	4 3% fm	3 1%	- -%	3 3% fgm	4 2%	26 1%	7 2%
ANY OF THESE	253 12%	176 15% b	77 8%	204 12% g	30 16% fgj	14 14% g	5 9%	14 5%	48 16% fgj	29 16% g	17 9%	18 12% g	22 12% g	17 10%	11 12% g	28 12% g	221 12%	32 12%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
None of these	227	167	61	203	12	7	6	21	29	29	34	22	23	19	8	19	205	22
	11%	14%	7%	11%	7%	6%	10%	8%	10%	16%	17%	15%	13%	11%	9%	8%	11%	8%
		b		e						dego	cdeghno	deg						
Don't know	9	8	1	7	1	-	*	-	2	3	-	1	1	1	-	-	6	3
	*%	1%	*%	*%	1%	-%	1%	-%	1%	1%	-%	*%	*%	1%	-%	-%	*%	1%
HAVE NOT CONNECTED GAMES PLAYER TO TV AND HOME BROADBAND SERVICE	1618	827	789	1348	140	83	47	229	216	121	142	106	136	142	71	185	1398	220
	77%	70%	85%	77%	76%	80%	81%	87%	73%	67%	74%	72%	75%	79%	79%	80%	76%	80%
			a	i		i	i	cdhijklm						i	i	i		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 50

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

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	289	158	131	61	66	71	43	22	26	88	119	37	45	130	159	289	-
Effective Weighted Sample	253	139	114	54	59	63	37	19	23	80	107	34	40	115	138	253	-
Total	326	182	144	70	80	88	46	20	23	125	112	45	45	154	172	326	-
Browse the internet - such as shopping, emails or social media	154	79	75	**	**	**	**	**	**	**	56	**	**	69	84	154	-
	47%	43%	52%	**	**	**	**	**	**	**	50%	**	**	45%	49%	47%	-%
Watch clips through websites such as YouTube or Facebook	151	93	57	**	**	**	**	**	**	**	61	**	**	76	75	151	-
	46%	51%	40%	**	**	**	**	**	**	**	55%	**	**	49%	43%	46%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	143	84	59	**	**	**	**	**	**	**	53	**	**	57	86	143	-
	44%	46%	41%	**	**	**	**	**	**	**	48%	**	**	37%	50% m	44%	-%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	87	44	43	**	**	**	**	**	**	**	33	**	**	43	43	87	-
	27%	24%	30%	**	**	**	**	**	**	**	30%	**	**	28%	25%	27%	-%

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

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	289	158	131	61	66	71	43	22	26	88	119	37	45	130	159	289	-
Effective Weighted Sample	253	139	114	54	59	63	37	19	23	80	107	34	40	115	138	253	-
Total	326	182	144	70	80	88	46	20	23	125	112	45	45	154	172	326	-
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	59	40	18	**	**	**	**	**	**	**	27	**	**	32	26	59	-
	18%	22%	13%	**	**	**	**	**	**	**	24%	**	**	21%	15%	18%	-%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	35	25	10	**	**	**	**	**	**	**	14	**	**	19	16	35	-
	11%	14%	7%	**	**	**	**	**	**	**	12%	**	**	12%	9%	11%	-%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23	14	9	**	**	**	**	**	**	**	11	**	**	12	11	23	-
	7%	7%	6%	**	**	**	**	**	**	**	9%	**	**	8%	6%	7%	-%
ANY OF THESE	278	158	120	**	**	**	**	**	**	**	97	**	**	134	144	278	-
	85%	87%	84%	**	**	**	**	**	**	**	87%	**	**	87%	84%	85%	-%
None of these	45	24	21	**	**	**	**	**	**	**	15	**	**	18	27	45	-
	14%	13%	14%	**	**	**	**	**	**	**	13%	**	**	12%	16%	14%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 50

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

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

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

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Unweighted total	289	158	131	61	66	71	43	22	26	88	119	37	45	130	159	289	-
Effective Weighted Sample	253	139	114	54	59	63	37	19	23	80	107	34	40	115	138	253	-
Total	326	182	144	70	80	88	46	20	23	125	112	45	45	154	172	326	-
Don't know	3	-	3	**	**	**	**	**	**	**	*	**	**	2	1	3	-
	1%	-%	2%	**	**	**	**	**	**	**	*0%	**	**	1%	1%	1%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 50

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

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

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

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING ~b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q	
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	289	193	96	224	25	23	17	34	39	29	15	18	21	16	16	36	245	44	
Effective Weighted Sample	253	171	83	204	23	22	17	32	38	27	13	16	19	15	16	35	219	38	
Total	326	230	96	275	29	15	7	46	62	34	18	19	21	17	9	49	293	33	
Browse the internet - such as shopping, emails or social media	154 47%	113 49%	** **	124 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	133 45%	** **	
Watch clips through websites such as YouTube or Facebook	151 46%	109 47%	** **	130 47%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	131 45%	** **	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	143 44%	94 41%	** **	119 43%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	128 44%	** **	
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	87 27%	59 26%	** **	76 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	77 26%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

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

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING ~b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q	
Significance Level: 95%																			
Unweighted total	289	193	96	224	25	23	17	34	39	29	15	18	21	16	16	36	245	44	
Effective Weighted Sample	253	171	83	204	23	22	17	32	38	27	13	16	19	15	16	35	219	38	
Total	326	230	96	275	29	15	7	46	62	34	18	19	21	17	9	49	293	33	
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	59 18%	45 20%	** **	49 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	48 16%	** **	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	35 11%	25 11%	** **	30 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	30 10%	** **	
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 7%	20 9%	** **	23 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 6%	** **	
ANY OF THESE	278 85%	196 85%	** **	234 85%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	249 85%	** **	
None of these	45 14%	34 15%	** **	39 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	41 14%	** **	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

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

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING ~b	ENGLAND c	SCOT -LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	289	193	96	224	25	23	17	34	39	29	15	18	21	16	16	36	245	44
Effective Weighted Sample	253	171	83	204	23	22	17	32	38	27	13	16	19	15	16	35	219	38
Total	326	230	96	275	29	15	7	46	62	34	18	19	21	17	9	49	293	33
Don't know	3	*	**	2	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	1%	*%	**	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 51

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Browse the internet - such as shopping, emails or social media	154 7%	79 8%	75 7%	36 11% fgh	33 9% gh	45 11% fgh	19 6% h	10 3%	10 2%	59 10% kl	56 10% kl	21 5%	18 3%	69 9% n	84 6%	154 9% p	- -%
Watch clips through websites such as YouTube or Facebook	151 7%	93 9% b	57 5%	43 14% fgh	39 11% fgh	40 10% fgh	15 5% h	8 3%	6 1%	51 9% kl	61 11% kl	21 5%	17 3%	76 10% n	75 6%	151 9% p	- -%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	143 7%	84 8% b	59 5%	40 13% efgh	34 9% gh	31 7% gh	16 5%	10 4%	12 3%	59 10% kl	53 9% kl	13 3%	18 3%	57 7%	86 6%	143 9% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	87 4%	44 4%	43 4%	30 10% efgh	25 7% fgh	22 5% gh	9 3% gh	- -%	- -%	27 5%	33 6% kl	12 3%	14 3%	43 6% n	43 3%	87 5% p	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	59 3%	40 4% b	18 2%	12 4% gh	19 5% fgh	17 4% gh	6 2%	2 1%	3 1%	23 4% kl	27 5% kl	5 1%	3 1%	32 4% n	26 2%	59 3% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	35 2%	25 2% b	10 1%	9 3% gh	11 3% gh	9 2% gh	5 2% g	- -%	2 *%	9 2%	14 2%	7 2%	5 1%	19 2% n	16 1%	35 2% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 1%	14 1%	9 1%	5 2% h	5 1%	7 2% h	4 1%	1 *%	1 *%	5 1%	11 2% l	4 1%	3 1%	12 2%	11 1%	23 1% p	- -%
ANY OF THESE	278 13%	158 16% b	120 11%	61 19% fgh	70 19% fgh	80 19% fgh	35 11% gh	16 5%	16 4%	107 19% kl	97 17% kl	34 8%	40 8%	134 17% n	144 11%	278 17% p	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None of these	45	24	21	7	9	8	11	4	6	18	15	10	3	18	27	45	-
	2%	2%	2%	2%	3%	2%	4%	1%	1%	3%	3%	2%	1%	2%	2%	3%	-%
										l	l	l				p	
Don't know	3	-	3	1	1	-	-	-	1	-	*	1	2	2	1	3	-
	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	-%
HAVE NOT CONNECTED DESKTOP/ LAPTOP COMPUTER TO TV AND HOME BROADBAND SERVICE	1781	828	953	246	291	323	272	277	371	444	453	398	482	629	1152	1349	429
	85%	82%	87%	78%	79%	79%	85%	93%	94%	78%	80%	90%	91%	80%	87%	81%	100%
			a				cde	cdef	cdef			ij	ij		m		o

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Browse the internet - such as shopping, emails or social media	154 7%	113 10% b	41 4%	124 7% mn	18 10% mn	8 7% m	4 7%	28 11% lmn	31 10% lmn	12 7%	10 5%	12 8% mn	9 5%	4 2%	2 3%	16 7%	133 7%	21 7%
Watch clips through websites such as YouTube or Facebook	151 7%	109 9% b	41 4%	130 7% m	13 7% m	5 5%	2 4%	33 13% cefgklmno	35 12% cefgklmno	16 9% m	11 6%	7 5%	8 4%	4 2%	5 5%	13 6%	131 7%	19 7%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	143 7%	94 8% b	49 5%	119 7% f	18 10% fjm	5 4%	1 1%	12 5%	29 10% fgjm	20 11% cefgjkm	7 4%	7 5%	10 6% f	5 3%	5 5%	23 10% fjm	128 7%	14 5%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	87 4%	59 5% b	28 3%	76 4%	6 4%	3 3%	2 3%	12 5%	16 5%	9 5%	4 2%	7 5%	6 3%	5 3%	2 2%	15 6% n	77 4%	9 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	59 3%	45 4% b	13 1%	49 3% f	9 5% efklm	1 1%	- -%	11 4% ef	14 5% efklm	5 3% f	5 3% f	1 1%	2 1%	2 1%	1 1%	8 3% f	48 3%	10 4%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	35 2%	25 2%	10 1%	30 2%	6 3% ef	- -%	- -%	2 1%	7 3% ef	5 3% ef	1 *%	1 *%	2 1%	3 2%	1 1%	7 3% ef	30 2%	5 2%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	23 1%	20 2% b	3 *%	23 1%	- -%	- -%	- -%	5 2%	5 2%	2 1%	- -%	2 1%	3 2%	1 *%	2 2%	3 1%	18 1%	5 2%
ANY OF THESE	278 13%	196 17% b	82 9%	234 13% mn	28 15% mn	11 11%	5 9%	41 16% jmn	53 18% fjlmn	29 16% jmn	16 8%	17 12%	17 9%	12 7%	7 7%	42 18% fjlmn	249 14%	29 10%

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
None of these	45 2%	34 3% b	12 1%	39 2%	1 1%	3 3%	1 2%	5 2%	8 3%	6 3%	2 1%	1 1%	5 3%	3 2%	2 3%	7 3%	41 2%	4 1%
Don't know	3 *%	* *%	2 *%	2 *%	- -%	1 1%	* 1%	- -%	- -%	- -%	- -%	1 *%	- -%	1 1%	- -%	- -%	3 *%	- -%
HAVE NOT CONNECTED DESKTOP/ LAPTOP COMPUTER TO TV AND HOME BROADBAND SERVICE	1781 85%	946 80%	833 90% a	1487 84%	154 84%	89 85%	51 89% ho	218 83%	232 79%	146 81%	174 90% cghio	129 87% ho	161 88% ho	163 91% cghio	80 90% hio	184 79%	1537 84%	244 88%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 52

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

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	153	71	82	31	35	37	25	13	12	46	52	35	20	76	77	153	-
Effective Weighted Sample	128	59	69	25	29	32	21	11	11	41	46	30	16	63	65	128	-
Total	158	73	85	30	38	40	28	11	11	62	43	36	16	80	77	158	-
Browse the internet - such as shopping, emails or social media	80	**	**	**	**	**	**	**	**	**	**	**	**	**	**	80	-
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	-%
Watch clips through websites such as YouTube or Facebook	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	77	-
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	69	**	**	**	**	**	**	**	**	**	**	**	**	**	**	69	-
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	44%	-%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	35	-
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 52

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

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Significance Level: 95%																	
Unweighted total	153	71	82	31	35	37	25	13	12	46	52	35	20	76	77	153	-
Effective Weighted Sample	128	59	69	25	29	32	21	11	11	41	46	30	16	63	65	128	-
Total	158	73	85	30	38	40	28	11	11	62	43	36	16	80	77	158	-
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	31	-
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	20%	-%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25	-
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	-%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14	-
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	-%
ANY OF THESE	132	**	**	**	**	**	**	**	**	**	**	**	**	**	**	132	-
	83%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	-%
None of these	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	26	-
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 52

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

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

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

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING ~b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q	
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	153	110	43	104	14	12	23	7	15	11	14	9	15	10	10	13	116	37	
Effective Weighted Sample	128	93	35	94	13	11	23	7	14	10	13	9	14	10	10	13	99	32	
Total	158	117	40	126	15	8	9	10	23	14	18	8	19	10	6	17	130	28	
Browse the internet - such as shopping, emails or social media	80 51%	60 51%	** **	65 52%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	68 52%	** **	
Watch clips through websites such as YouTube or Facebook	77 49%	58 49%	** **	64 51%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	63 48%	** **	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	69 44%	58 50%	** **	57 46%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	55 43%	** **	
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	35 22%	30 26%	** **	28 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	24 18%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 52

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

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

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

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING ~b	ENGLAND c	SCOT -LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q	
Significance Level: 95%																			
Unweighted total	153	110	43	104	14	12	23	7	15	11	14	9	15	10	10	13	116	37	
Effective Weighted Sample	128	93	35	94	13	11	23	7	14	10	13	9	14	10	10	13	99	32	
Total	158	117	40	126	15	8	9	10	23	14	18	8	19	10	6	17	130	28	
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	31 20%	27 23%	** **	26 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	25 19%	** **	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	25 16%	20 17%	** **	22 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 15%	** **	
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	14 9%	13 11%	** **	12 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 5%	** **	
ANY OF THESE	132 83%	106 90%	** **	105 83%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	111 85%	** **	
None of these	26 17%	11 10%	** **	21 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 15%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 53

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Browse the internet - such as shopping, emails or social media	80 4%	41 4%	40 4%	18 6% gh	15 4% h	20 5% gh	16 5% gh	5 2%	6 1%	38 7% jl	17 3%	17 4% l	8 2%	38 5%	43 3%	80 5% p	- -%
Watch clips through websites such as YouTube or Facebook	77 4%	41 4%	37 3%	19 6% gh	17 5% gh	23 6% gh	11 4% gh	3 1%	4 1%	36 6% jl	19 3% l	15 3%	8 1%	40 5% n	38 3%	77 5% p	- -%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	69 3%	34 3%	35 3%	11 4% gh	16 4% gh	23 6% gh	12 4% gh	3 1%	4 1%	34 6% kl	22 4% l	11 2% l	3 *%	38 5% n	31 2%	69 4% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	35 2%	20 2%	15 1%	6 2% h	10 3% h	13 3% gh	4 1%	2 1%	1 *%	16 3% l	10 2% l	7 2%	2 *%	18 2%	17 1%	35 2% p	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 53

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	31 1%	15 1%	17 2%	7 2% gh	9 2% gh	7 2% h	7 2% gh	1 *%	- -%	12 2%	8 1%	6 1%	6 1%	18 2% n	13 1%	31 2% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	25 1%	11 1%	14 1%	3 1%	8 2% gh	6 2% h	5 2% h	1 *%	1 *%	7 1%	6 1%	9 2%	3 1%	15 2% n	9 1%	25 1% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	14 1%	11 1% b	3 *%	1 *%	2 1%	5 1% h	3 1% h	2 1%	- -%	8 1%	4 1%	1 *%	1 *%	4 1%	10 1%	14 1%	- -%
ANY OF THESE	132 6%	61 6%	71 6%	22 7% gh	34 9% gh	37 9% gh	24 7% gh	6 2%	8 2%	55 10% l	36 6% l	28 6% l	13 2%	69 9% n	63 5%	132 8% p	- -%

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None of these	26	12	14	8	3	2	4	5	4	8	8	8	3	11	15	26	-
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	-%
																p	
HAVE NOT CONNECTED TABLET COMPUTER TO TV AND HOME BROADBAND SERVICE	1949	937	1012	285	334	371	291	286	382	507	521	406	511	703	1246	1518	429
	93%	93%	92%	90%	90%	90%	91%	96%	97%	89%	92%	92%	97%	90%	94%	91%	100%
								cdef	cdef				ijk		m		o

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Browse the internet - such as shopping, emails or social media	80 4%	60 5% b	20 2%	65 4%	5 3%	3 3%	7 12% cdeghijklm no	8 3%	12 4%	7 4%	10 5%	5 3%	11 6% o	4 2%	4 5%	4 2%	68 4%	13 5%
Watch clips through websites such as YouTube or Facebook	77 4%	58 5% b	19 2%	64 4%	6 3%	3 2%	4 7% cem	8 3%	10 3%	7 4%	9 4%	4 3%	13 7% c	5 3%	3 3%	7 3%	63 3%	14 5%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	69 3%	58 5% b	11 1%	57 3%	7 4%	3 3%	2 3%	6 2%	12 4%	6 3%	8 4%	3 2%	8 4%	5 3%	2 3%	7 3%	55 3%	14 5%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	35 2%	30 3% b	5 1%	28 2%	7 4% ceo	1 *% ce	* 1%	5 2%	6 2%	3 2%	3 2%	2 1%	3 2%	3 2%	1 1%	1 1%	24 1%	11 4% p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	31 1%	27 2% b	5 *%	26 1%	2 1%	- -%	3 5% cegmn	1 *%	9 3% eg	2 1%	4 2%	2 1%	2 1%	2 1%	1 1%	3 1%	25 1%	7 2%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	25 1%	20 2% b	5 1%	22 1%	1 *%	1 *%	1 1%	- -%	8 3% gln	4 2% g	2 1%	2 1%	- -%	1 *%	- -%	6 3% gl	19 1%	5 2%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	14 1%	13 1% b	1 *%	12 1%	2 1%	- -%	- -%	- -%	2 1%	1 1%	3 2%	1 *%	1 1%	- -%	1 1%	3 1%	7 *%	7 3% p
ANY OF THESE	132 6%	106 9% b	26 3%	105 6%	13 7%	6 5%	8 15% cdeghijkm no	10 4%	22 7%	8 5%	14 7%	7 5%	16 9%	8 5%	5 6%	14 6%	111 6%	21 8%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
None of these	26	11	15	21	3	2	*	-	1	6	4	1	3	1	1	4	19	7
	1%	1%	2%	1%	1%	2%	1%	-%	*%	3%	2%	1%	2%	1%	1%	2%	1%	2%
							g			cgh	g							
HAVE NOT CONNECTED TABLET COMPUTER TO TV AND HOME BROADBAND SERVICE	1949	1059	888	1636	168	96	49	253	271	166	174	139	163	170	84	215	1700	249
	93%	90%	96%	93%	92%	92%	85%	96%	92%	92%	91%	94%	90%	95%	93%	93%	93%	90%
			a	f		f		fjl	f	f		f		f	f	f		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 54

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

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	109	61	48	24	29	32	16	6	2	35	34	23	17	66	43	109	-
Effective Weighted Sample	91	52	40	20	25	27	13	5	2	31	29	20	14	55	36	91	-
Total	116	68	48	24	31	34	20	6	2	48	29	24	15	71	46	116	-
Browse the internet - such as shopping, emails or social media	62	**	**	**	**	**	**	**	**	**	**	**	**	**	**	62	-
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	53%	-%
Watch clips through websites such as YouTube or Facebook	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	60	-
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	37	-
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	31%	-%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16	-
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 54

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

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

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

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	109	61	48	24	29	32	16	6	2	35	34	23	17	66	43	109	-
Effective Weighted Sample	91	52	40	20	25	27	13	5	2	31	29	20	14	55	36	91	-
Total	116	68	48	24	31	34	20	6	2	48	29	24	15	71	46	116	-
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12	-
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	-%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9	-
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	-%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	-
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	-%
ANY OF THESE	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	-
	85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	85%	-%
None of these	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15	-
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 54

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

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

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

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p
Unweighted total	109	61	48	24	29	32	16	6	2	35	34	23	17	66	43	109	-
Effective Weighted Sample	91	52	40	20	25	27	13	5	2	31	29	20	14	55	36	91	-
Total	116	68	48	24	31	34	20	6	2	48	29	24	15	71	46	116	-
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	-
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 54

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

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

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

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING ~a	NOT WORKING ~b	ENGLAND ~c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN ~p	RURAL ~q
Significance Level: 95%																		
Unweighted total	109	82	27	71	13	11	14	9	8	8	9	9	6	4	8	10	78	31
Effective Weighted Sample	91	70	22	64	12	11	14	9	8	8	8	9	6	4	8	9	68	26
Total	116	93	23	88	15	8	5	13	14	11	12	9	8	4	5	14	94	23
Browse the internet - such as shopping, emails or social media	62 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch clips through websites such as YouTube or Facebook	60 51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	37 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	16 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 54

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

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

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

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING ~a	NOT WORKING ~b	ENGLAND ~c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN ~p	RURAL ~q
Significance Level: 95%																		
Unweighted total	109	82	27	71	13	11	14	9	8	8	9	9	6	4	8	10	78	31
Effective Weighted Sample	91	70	22	64	12	11	14	9	8	8	8	9	6	4	8	9	68	26
Total	116	93	23	88	15	8	5	13	14	11	12	9	8	4	5	14	94	23
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	12 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	9 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	7 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	100 85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these	15 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 54

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

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

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

		WORKING STATUS		NATION/ REGION													LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	
Unweighted total		109	82	27	71	13	11	14	9	8	8	9	9	6	4	8	10	78	31
Effective Weighted Sample		91	70	22	64	12	11	14	9	8	8	8	9	6	4	8	9	68	26
Total		116	93	23	88	15	8	5	13	14	11	12	9	8	4	5	14	94	23
Don't know		2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 55

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Browse the internet - such as shopping, emails or social media	62 3%	35 3%	27 2%	14 4% gh	11 3% h	20 5% gh	14 4% gh	3 1% h	- -%	29 5% kl	16 3%	9 2%	7 1%	33 4% n	29 2%	62 4% p	- -%
Watch clips through websites such as YouTube or Facebook	60 3%	35 3%	25 2%	12 4% gh	11 3% gh	22 5% gh	12 4% gh	2 1%	- -%	27 5% kl	18 3% l	9 2%	6 1%	36 5% n	23 2%	60 4% p	- -%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	37 2%	20 2%	17 2%	7 2% gh	12 3% gh	14 3% gh	4 1%	- -%	1 *%	17 3% l	9 2%	7 2%	4 1%	24 3% n	12 1%	37 2% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	16 1%	8 1%	8 1%	6 2% gh	4 1% h	4 1% h	2 1%	- -%	- -%	5 1%	2 *%	5 1%	4 1%	13 2% n	4 *%	16 1% p	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

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

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	12 1%	6 1%	6 1%	3 1%	5 1% gh	3 1%	2 1%	- -%	- -%	3 *%	2 *%	7 2% l	- -%	10 1% n	3 *%	12 1%	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	9 *%	6 1%	3 *%	3 1% h	* *% gh	5 1% h	- -%	- -%	- -%	- -%	3 *%	5 1% i	1 *%	6 1%	3 *%	9 1%	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	7 *%	5 1%	2 *%	2 1%	- -%	5 1% h	- -%	- -%	- -%	2 *%	2 *%	2 *%	2 *%	6 1% n	2 *%	7 *%	- -%
ANY OF THESE	100 5%	58 6%	42 4%	20 6% gh	25 7% gh	30 7% gh	19 6% gh	5 2% h	1 *%	43 8% jl	25 4% l	22 5% l	10 2%	61 8% n	38 3%	100 6% p	- -%

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

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

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None of these	15	10	5	4	4	4	*	1	1	5	5	3	3	10	6	15	-
	1%	1%	*%	1%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	*%	1%	-%
																p	
Don't know	2	1	1	-	1	1	-	-	-	-	-	-	2	-	2	2	-
	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%
HAVE NOT CONNECTED SMARTPHONE TO TV AND HOME BROADBAND SERVICE	1991	942	1049	291	341	377	299	292	392	521	535	418	511	713	1278	1559	429
	94%	93%	96%	92%	92%	92%	94%	98%	100%	92%	95%	95%	97%	91%	97%	93%	100%
			a					cdef	cdef		i		i		m		o

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Browse the internet - such as shopping, emails or social media	62 3%	52 4% b	9 1%	46 3%	10 5% cm	3 3%	2 4%	8 3%	6 2%	7 4%	9 5% m	3 2%	3 2%	2 1%	3 3%	6 3%	54 3%	8 3%
Watch clips through websites such as YouTube or Facebook	60 3%	53 5% b	6 1%	50 3%	7 4%	1 1%	2 3%	9 3%	6 2%	8 4% m	6 3%	4 3%	5 3%	2 1%	3 4%	7 3%	49 3%	11 4%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	37 2%	32 3% b	4 *%	30 2%	4 2%	2 2%	* 1%	5 2%	9 3%	2 1%	3 2%	2 1%	2 1%	1 *%	2 3%	4 2%	30 2%	7 3%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	16 1%	12 1%	5 *%	10 1%	3 2% c	2 2% cglo	1 1%	- -%	4 1%	1 1%	2 1%	3 2%	- -%	1 *%	- -%	- -%	12 1%	4 1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	12 1%	11 1% b	1 *% b	12 1%	- -%	- -%	* 1%	- -%	3 1%	1 1%	2 1%	3 2% g	1 1%	1 1%	1 1%	- -%	9 *%	3 1%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	9 *%	8 1% b	* *% b	6 *%	1 1%	- -%	1 2% c	- -%	2 1%	1 1%	- -%	1 1%	- -%	1 *%	1 1%	1 1%	6 *%	2 1%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	7 *%	5 *%	2 *%	6 *%	1 1%	- -%	- -%	- -%	5 2% c	1 1%	- -%	1 *%	- -%	- -%	- -%	- -%	7 *%	1 *%
ANY OF THESE	100 5%	85 7% b	15 2%	76 4%	14 7% m	7 6% m	4 6% m	9 3%	14 5%	9 5%	10 5%	8 5%	8 4%	3 2%	4 5%	11 5%	83 5%	17 6%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 55

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

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

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
None of these	15 1%	9 1%	6 1%	11 1%	2 1%	1 1%	2 3% chl	4 1%	- -%	2 1%	2 1%	1 1%	- -%	1 *%	1 1%	2 1%	10 1%	5 2% p
Don't know	2 *%	- -%	2 *%	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	1 *%	1 *%
HAVE NOT CONNECTED SMARTPHONE TO TV AND HOME BROADBAND SERVICE	1991 94%	1083 92%	905 98% a	1674 95% f	168 92%	96 93%	53 91%	251 95%	280 95%	170 94%	181 94%	139 94%	175 96%	176 98% def	85 95%	218 94%	1736 95% q	254 92%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 56

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

Q14H (SHOWCARD) Which, if any, of these activities have you used your E-reader for in the last 12 months, when connected to a TV? (MULTI CODE)

Base : Those who have connected their e-reader to the TV and the home broadband service

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	AB ~i	C1 ~j	C2 ~k	DE ~l	YES ~m	NO ~n	YES ~o	NO ~p
Significance Level: 95%																	
Unweighted total	10	4	6	4	-	4	1	-	1	4	3	1	2	5	5	10	-
Effective Weighted Sample	9	4	6	4	-	4	1	-	1	4	3	1	2	5	5	9	-
Total	12	5	7	5	-	5	1	-	1	6	3	1	3	5	7	12	-
Watch clips through websites such as YouTube or Facebook	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**	**	-%
Browse the internet - such as shopping, emails or social media	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**	**	-%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**	**	-%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**	**	-%
ANY OF THESE	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**	**	-%
None of these	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**	**	-
	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**	**	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 56

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

Q14H (SHOWCARD) Which, if any, of these activities have you used your E-reader for in the last 12 months, when connected to a TV? (MULTI CODE)

Base : Those who have connected their e-reader to the TV and the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING ~a	NOT WORKING ~b	ENGLAND ~c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN ~p	RURAL ~q
Significance Level: 95%																		
Unweighted total	10	7	3	6	4	-	-	-	1	1	-	2	-	2	-	-	9	1
Effective Weighted Sample	9	7	3	6	4	-	-	-	1	1	-	2	-	2	-	-	9	1
Total	12	9	3	8	4	-	-	-	1	2	-	2	-	2	-	-	11	1
Watch clips through websites such as YouTube or Facebook	**	**	**	**	**	-	-	-	**	**	-	**	-	**	-	-	**	**
	**	**	**	**	**	-%	-%	-%	**	**	-%	**	-%	**	-%	-%	**	**
Browse the internet - such as shopping, emails or social media	**	**	**	**	**	-	-	-	**	**	-	**	-	**	-	-	**	**
	**	**	**	**	**	-%	-%	-%	**	**	-%	**	-%	**	-%	-%	**	**
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	**	**	**	**	**	-	-	-	**	**	-	**	-	**	-	-	**	**
	**	**	**	**	**	-%	-%	-%	**	**	-%	**	-%	**	-%	-%	**	**
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	**	**	**	**	**	-	-	-	**	**	-	**	-	**	-	-	**	**
	**	**	**	**	**	-%	-%	-%	**	**	-%	**	-%	**	-%	-%	**	**
ANY OF THESE	**	**	**	**	**	-	-	-	**	**	-	**	-	**	-	-	**	**
	**	**	**	**	**	-%	-%	-%	**	**	-%	**	-%	**	-%	-%	**	**
None of these	**	**	**	**	**	-	-	-	**	**	-	**	-	**	-	-	**	**
	**	**	**	**	**	-%	-%	-%	**	**	-%	**	-%	**	-%	-%	**	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 57

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

Q14H (SHOWCARD) Which, if any, of these activities have you used your E-reader for in the last 12 months, when connected to a TV? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch clips through websites such as YouTube or Facebook	3 *%	- -%	3 *%	3 1% h	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	1 *%	3 *% n	- -%	3 *%	- -%
Browse the internet - such as shopping, emails or social media	2 *%	- -%	2 *%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	2 *%	- -%	2 *%	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%
ANY OF THESE	3 *%	- -%	3 *%	3 1% h	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	1 *%	3 *% n	- -%	3 *%	- -%
None of these	9 *%	5 *%	4 *%	2 1%	- -%	5 1%	1 *%	- -%	1 *%	6 1%	1 *%	1 *%	1 *%	2 *%	7 *%	9 1%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 57

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

Q14H (SHOWCARD) Which, if any, of these activities have you used your E-reader for in the last 12 months, when connected to a TV? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
HAVE NOT CONNECTED E-READER TO TV AND HOME BROADBAND SERVICE	2095	1005	1090	310	371	406	317	297	393	563	562	441	524	778	1317	1663	429
	99%	100%	99%	98%	100%	99%	100%	100%	100%	99%	100%	100%	100%	99%	100%	99%	100%
					c			c									

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 57

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

Q14H (SHOWCARD) Which, if any, of these activities have you used your E-reader for in the last 12 months, when connected to a TV? (MULTI CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch clips through websites such as YouTube or Facebook	3 *%	2 *%	1 *%	3 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	1 1%	- -%	1 1%	- -%	- -%	3 *%	- -%
Browse the internet - such as shopping, emails or social media	2 *%	1 *%	1 *%	2 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	2 *%	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%
ANY OF THESE	3 *%	2 *%	1 *%	3 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	1 1%	- -%	1 1%	- -%	- -%	3 *%	- -%
None of these	9 *%	7 1%	2 *%	4 *%	4 2%	- -%	- -%	- -%	- -%	2 1%	- -%	1 1%	- -%	1 1%	- -%	- -%	8 *%	1 *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 57

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

Q14H (SHOWCARD) Which, if any, of these activities have you used your E-reader for in the last 12 months, when connected to a TV? (MULTI CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
HAVE NOT CONNECTED E-READER TO TV AND HOME BROADBAND SERVICE	2095	1168	925	1754	179	104	58	264	293	179	192	145	182	177	89	232	1819	276
	99%	99%	100%	100%	98%	100%	100%	100%	99%	99%	100%	98%	100%	99%	100%	100%	99%	100%
				d				d					d			d		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 58

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

Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)

Base : Those with a connected Smart TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	AB i	C1 j	C2 ~k	DE ~l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	350	176	174	50	63	88	59	54	36	123	122	51	54	175	175	350	-
Effective Weighted Sample	305	155	150	43	56	78	51	48	32	114	110	45	48	154	151	305	-
Total	388	199	189	59	75	103	66	54	30	174	108	56	51	198	190	388	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	220 57%	105 53%	114 60%	** **	** **	** **	** **	** **	** **	95 55%	61 57%	** **	** **	116 59%	103 54%	220 57%	- -%
Watch clips through websites such as YouTube or Facebook	137 35%	74 37%	63 33%	** **	** **	** **	** **	** **	** **	55 32%	39 37%	** **	** **	86 43% n	52 27%	137 35%	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	122 31%	62 31%	60 32%	** **	** **	** **	** **	** **	** **	51 29%	40 37%	** **	** **	71 36%	50 26%	122 31%	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	96 25%	39 20%	57 30% a	** **	** **	** **	** **	** **	** **	32 19%	35 33% i	** **	** **	53 27%	43 23%	96 25%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 58

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

Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)

Base : Those with a connected Smart TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 ~e	45-54 ~f	55-64 ~g	65+ ~h	AB i	C1 j	C2 ~k	DE ~l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	350	176	174	50	63	88	59	54	36	123	122	51	54	175	175	350	-
Effective Weighted Sample	305	155	150	43	56	78	51	48	32	114	110	45	48	154	151	305	-
Total	388	199	189	59	75	103	66	54	30	174	108	56	51	198	190	388	-
Browse the internet - such as shopping, emails or social media	78 20%	44 22%	34 18%	** **	** **	** **	** **	** **	** **	32 19%	23 22%	** **	** **	35 18%	43 23%	78 20%	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	60 15%	30 15%	29 15%	** **	** **	** **	** **	** **	** **	29 17%	16 15%	** **	** **	34 17%	26 13%	60 15%	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	39 10%	21 11%	18 9%	** **	** **	** **	** **	** **	** **	11 6%	15 14%	** **	** **	23 12%	16 8%	39 10%	- -%
ANY OF THESE	313 81%	163 82%	150 79%	** **	** **	** **	** **	** **	** **	134 77%	94 87%	** **	** **	170 86% n	142 75%	313 81%	- -%
None of these	71 18%	35 18%	36 19%	** **	** **	** **	** **	** **	** **	36 21%	14 13%	** **	** **	26 13%	45 24% m	71 18%	- -%
Don't know	5 1%	1 *%	4 2%	** **	** **	** **	** **	** **	** **	4 2%	* *%	** **	** **	2 1%	3 2%	5 1%	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 58

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

Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)

Base : Those with a connected Smart TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	350	239	111	280	25	27	18	33	43	33	29	27	30	27	26	32	299	51
Effective Weighted Sample	305	212	93	252	24	26	18	31	42	30	27	25	28	25	25	31	263	44
Total	388	279	109	335	28	19	7	46	69	37	37	27	34	27	15	43	344	45
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	220 57%	160 57%	59 54%	188 56%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	195 57%	** **
Watch clips through websites such as YouTube or Facebook	137 35%	108 39%	30 27%	122 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	124 36%	** **
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	122 31%	96 34%	26 24%	109 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	108 31%	** **
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	96 25%	79 28% b	17 16%	87 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	83 24%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 58

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Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)

Base : Those with a connected Smart TV

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	350	239	111	280	25	27	18	33	43	33	29	27	30	27	26	32	299	51
Effective Weighted Sample	305	212	93	252	24	26	18	31	42	30	27	25	28	25	25	31	263	44
Total	388	279	109	335	28	19	7	46	69	37	37	27	34	27	15	43	344	45
Browse the internet - such as shopping, emails or social media	78 20%	60 21%	19 17%	67 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	70 20%	** **
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	60 15%	49 18%	10 9%	57 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	49 14%	** **
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	39 10%	31 11%	8 7%	36 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	33 10%	** **
ANY OF THESE	313 81%	228 82%	85 78%	270 81%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	281 82%	** **
None of these	71 18%	47 17%	23 21%	61 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	59 17%	** **
Don't know	5 1%	4 1%	1 1%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 59

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Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	220 10%	105 10%	114 10%	33 10% h	48 13% h	55 13% h	35 11% h	35 12% h	13 3%	95 17% jkl	61 11% l	33 8%	30 6%	116 15% n	103 8%	220 13% p	- -%
Watch clips through websites such as YouTube or Facebook	137 7%	74 7%	63 6%	25 8% h	32 9% h	41 10% h	19 6% h	17 6% h	3 1%	55 10% kl	39 7% l	22 5%	21 4%	86 11% n	52 4%	137 8% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	122 6%	62 6%	60 5%	25 8% gh	32 9% gh	29 7% gh	25 8% gh	9 3% h	2 *%	51 9% kl	40 7% kl	12 3%	19 4%	71 9% n	50 4%	122 7% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	96 5%	39 4%	57 5%	17 5% h	29 8% h	19 5% h	15 5% h	15 5% h	2 *%	32 6% l	35 6% l	16 4%	12 2%	53 7% n	43 3%	96 6% p	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 59

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Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Browse the internet - such as shopping, emails or social media	78 4%	44 4%	34 3%	17 5% h	17 5% h	24 6% h	11 3% h	9 3% h	1 *% h	32 6% kl	23 4%	9 2%	13 3%	35 4%	43 3%	78 5% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	60 3%	30 3%	29 3%	11 4% h	15 4% h	13 3% h	9 3% h	8 3% h	2 1%	29 5% kl	16 3% l	9 2%	5 1%	34 4% n	26 2%	60 4% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	39 2%	21 2%	18 2%	9 3% h	13 4% h	7 2% h	5 2% h	4 1%	1 *% h	11 2%	15 3%	5 1%	8 2%	23 3% n	16 1%	39 2% p	- -%
ANY OF THESE	313 15%	163 16%	150 14%	52 16% h	63 17% h	87 21% gh	53 17% h	42 14% h	16 4%	134 24% jkl	94 17% kl	46 10%	39 7%	170 22% n	142 11%	313 19% p	- -%
None of these	71 3%	35 3%	36 3%	7 2%	10 3%	16 4%	13 4%	11 4%	14 4%	36 6% jkl	14 2%	9 2%	12 2%	26 3%	45 3%	71 4% p	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q15 (SHOWCARD) Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? So excluding any activities you've told me about that would need one of the other media devices to be connected to the TV set. (MULTI CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	5 *%	1 *%	4 *%	1 *%	2 *%	* *%	* *%	2 1%	- -%	4 1%	* *%	* *%	- -%	2 *%	3 *%	5 *%	- -%
DO NOT HAVE A SMART TV CONNECTED TO HOME BROADBAND SERVICE	1719 82%	811 80%	907 83%	256 81%	296 80%	308 75%	252 79%	243 82%	363 92% e	395 69%	457 81% i	386 87% ij	476 90% ij	585 75%	1133 86% m	1287 77%	429 100% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	220 10%	160 14% b	59 6%	188 11% f	16 9% f	13 13% f	2 3%	18 7%	40 14% fg	20 11% f	22 11% f	12 8% f	20 11% f	19 10% f	10 12% f	27 12% f	195 11%	25 9%
Watch clips through websites such as YouTube or Facebook	137 7%	108 9% b	30 3%	122 7% e	11 6%	2 2%	3 5%	23 9% e	18 6%	14 8% e	13 7% e	8 6%	14 8% e	11 6% e	4 4%	16 7% e	124 7%	13 5%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	122 6%	96 8% b	26 3%	109 6%	6 3%	4 4%	3 5%	21 8% d	20 7%	10 5%	10 5%	7 5%	10 6%	11 6%	5 6%	14 6%	108 6%	14 5%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	96 5%	79 7% b	17 2%	87 5% f	5 3%	3 3%	1 1%	15 6% f	12 4%	10 5% f	11 5% f	6 4%	12 7% f	10 6% f	3 4%	8 3%	83 5%	13 5%

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

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Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Browse the internet - such as shopping, emails or social media	78 4%	60 5% b	19 2%	67 4%	9 5% i	2 2%	1 2%	14 5% i	5 2%	2 1%	12 6% ehi	5 3%	9 5% i	6 4%	2 2%	14 6% hi	70 4%	8 3%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	60 3%	49 4% b	10 1%	57 3% f	1 1%	1 1%	- -%	9 3% f	11 4% df	8 5% df	7 4% f	4 3% f	5 3% f	5 3% f	2 2%	6 2%	49 3%	10 4%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	39 2%	31 3% b	8 1%	36 2%	2 1%	1 1%	1 2%	8 3%	4 1%	5 3%	5 3%	3 2%	3 2%	4 2%	1 1%	3 1%	33 2%	7 2%
ANY OF THESE	313 15%	228 19% b	85 9%	270 15% f	23 12%	15 15%	5 8%	44 17% f	52 18% f	21 12%	31 16% f	21 14%	28 16% f	23 13%	13 15%	36 16% f	281 15%	32 11%
None of these	71 3%	47 4%	23 3%	61 3% g	6 3%	2 2%	2 3%	2 1%	17 6% gl	17 9% cdefgjlmno	6 3%	6 4% g	2 1%	4 2%	2 2%	7 3%	59 3%	12 4%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	5 *%	4 *%	1 *%	3 *%	- -%	1 1%	1 1% c	- -%	- -%	- -%	- -%	- -%	3 2% c	- -%	1 1%	- -%	4 *%	1 *%
DO NOT HAVE A SMART TV CONNECTED TO HOME BROADBAND SERVICE	1719 82%	897 76%	819 88% a	1427 81%	155 85%	85 82%	51 88% chi	217 82%	225 76%	143 79%	155 81%	121 82%	149 82%	153 85% h	74 83%	190 82%	1486 81%	232 84%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 60

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
TV service	609	284	325	105	140	143	90	77	54	227	175	110	97	298	311	609	-
	54%	52%	56%	53%	56%	54%	50%	56%	52%	61% jkl	53%	50%	46%	53%	54%	54%	-%
Smart TV	220	105	114	33	48	55	35	35	13	95	61	33	30	116	103	220	-
	19%	19%	20%	17%	19%	20%	20%	26% h	13%	26% jkl	18%	15%	14%	21%	18%	19%	-%
Desktop/ laptop	143	84	59	40	34	31	16	10	12	59	53	13	18	57	86	143	-
	13%	15% b	10%	20% efg	14%	11%	9%	8%	11%	16% kl	16% kl	6%	9%	10%	15% m	13%	-%
Games player	104	62	42	38	29	22	12	2	1	30	30	20	25	63	41	104	-
	9%	11% b	7%	19% efgh	12% gh	8% gh	7% gh	2% gh	1%	8%	9%	9%	12%	11% n	7%	9%	-%
Digital Media player	84	45	39	16	20	23	12	12	2	34	28	8	14	45	39	84	-
	7%	8%	7%	8% h	8% h	8% h	6%	9% h	2%	9% k	8% k	4%	7%	8%	7%	7%	-%
Tablet	69	34	35	11	16	23	12	3	4	34	22	11	3	38	31	69	-
	6%	6%	6%	6%	6%	9% g	7%	2%	4%	9% l	7% l	5% l	1%	7%	5%	6%	-%
Blu-ray player	53	32	21	9	19	9	10	4	2	19	18	8	8	26	27	53	-
	5%	6%	4%	5%	7% h	3%	6%	3%	2%	5%	5%	4%	4%	5%	5%	5%	-%
Smartphone	37	20	17	7	12	14	4	-	1	17	9	7	4	24	12	37	-
	3%	4%	3%	3% g	5% g	5% gh	2%	-%	1%	5%	3%	3%	2%	4%	2%	3%	-%
ANY OF THESE DEVICES	777	371	406	137	174	186	120	95	65	286	224	140	128	383	394	777	-
	68%	67%	70%	69%	70%	70%	66%	70%	64%	77% jkl	68%	63%	60%	68%	68%	68%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 60

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	358	180	178	61	76	81	60	42	37	84	107	82	84	176	182	358	-
	32%	33%	30%	31%	30%	30%	34%	30%	36%	23%	32%	37%	40%	32%	32%	32%	-%
											i	i	i				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 60

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	o	p	q
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
TV service	609	428	181	508	**	**	**	**	95	**	**	**	**	**	**	82	539	70
	54%	56%	48%	53%	**	**	**	**	50%	**	**	**	**	**	**	60%	55%	47%
		b																
Smart TV	220	160	59	188	**	**	**	**	40	**	**	**	**	**	**	27	195	25
	19%	21%	16%	20%	**	**	**	**	21%	**	**	**	**	**	**	20%	20%	17%
		b																
Desktop/ laptop	143	94	49	119	**	**	**	**	29	**	**	**	**	**	**	23	128	14
	13%	12%	13%	13%	**	**	**	**	15%	**	**	**	**	**	**	17%	13%	10%
Games player	104	66	39	82	**	**	**	**	24	**	**	**	**	**	**	15	86	18
	9%	9%	10%	9%	**	**	**	**	12%	**	**	**	**	**	**	11%	9%	12%
Digital Media player	84	61	23	77	**	**	**	**	11	**	**	**	**	**	**	21	74	11
	7%	8%	6%	8%	**	**	**	**	6%	**	**	**	**	**	**	16%	7%	7%
																ch		
Tablet	69	58	11	57	**	**	**	**	12	**	**	**	**	**	**	7	55	14
	6%	8%	3%	6%	**	**	**	**	6%	**	**	**	**	**	**	5%	6%	9%
		b																
Blu-ray player	53	41	11	47	**	**	**	**	10	**	**	**	**	**	**	5	43	9
	5%	5%	3%	5%	**	**	**	**	5%	**	**	**	**	**	**	4%	4%	6%
Smartphone	37	32	4	30	**	**	**	**	9	**	**	**	**	**	**	4	30	7
	3%	4%	1%	3%	**	**	**	**	5%	**	**	**	**	**	**	3%	3%	5%
		b																
ANY OF THESE DEVICES	777	538	240	647	**	**	**	**	129	**	**	**	**	**	**	103	682	95
	68%	71%	64%	68%	**	**	**	**	68%	**	**	**	**	**	**	75%	69%	64%
		b																

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 60

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	358	222	135	307	**	**	**	**	61	**	**	**	**	**	**	33	304	54
	32%	29%	36%	32%	**	**	**	**	32%	**	**	**	**	**	**	25%	31%	36%
			a															

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 61

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
TV service	345	171	174	74	83	82	50	37	19	112	109	72	52	184	161	345	-
	30%	31%	30%	37% h	33% h	31% h	28%	27%	18%	30%	33% l	33%	25%	33%	28%	30%	-%
Smart TV	96	39	57	17	29	19	15	15	2	32	35	16	12	53	43	96	-
	8%	7%	10%	8% h	12% h	7%	8% h	11% h	2%	9%	11% l	7%	6%	9%	8%	8%	-%
Desktop/ laptop	59	40	18	12	19	17	6	2	3	23	27	5	3	32	26	59	-
	5%	7% b	3%	6%	7% g	7% g	3%	1%	3%	6% l	8% kl	2%	1%	6%	5%	5%	-%
Games player	51	27	24	11	14	14	9	2	1	18	9	11	13	33	18	51	-
	4%	5%	4%	6% g	6% g	5%	5%	1%	1%	5%	3%	5%	6%	6% n	3%	4%	-%
Digital Media player	50	29	22	7	13	14	6	8	2	25	13	6	6	29	21	50	-
	4%	5%	4%	3%	5%	5%	4%	6%	2%	7%	4%	3%	3%	5%	4%	4%	-%
Tablet	35	20	15	6	10	13	4	2	1	16	10	7	2	18	17	35	-
	3%	4%	3%	3%	4%	5%	2%	2%	*%	4% l	3%	3%	1%	3%	3%	3%	-%
Blu-ray player	27	15	12	6	11	4	3	3	-	11	11	2	3	13	14	27	-
	2%	3%	2%	3%	5% h	1%	2%	2%	-%	3%	3%	1%	1%	2%	2%	2%	-%
Smartphone	12	6	6	3	5	3	2	-	-	3	2	7	-	10	3	12	-
	1%	1%	1%	1%	2%	1%	1%	-%	-%	1%	1%	3% jl	-%	2%	*%	1%	-%
E-reader	1	-	1	1	-	-	-	-	-	-	-	-	1	1	-	1	-
	*%	-%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 61

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
ANY OF THESE DEVICES	448	222	226	85	115	116	66	44	21	156	137	86	68	249	199	448	-
	39%	40%	39%	43%	46%	43%	37%	32%	21%	42%	42%	39%	32%	44%	35%	39%	-%
				h	gh	gh	h			l	l			n			
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	688	329	359	114	134	151	114	93	81	215	194	135	143	311	377	688	-
	61%	60%	61%	57%	54%	57%	63%	68%	79%	58%	58%	61%	68%	56%	65%	61%	-%
								de	cdef				ij		m		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 61

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	o	p	q
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
TV service	345	257	88	298	**	**	**	**	51	**	**	**	**	**	**	44	295	51
	30%	34%	23%	31%	**	**	**	**	27%	**	**	**	**	**	**	32%	30%	34%
		b																
Smart TV	96	79	17	87	**	**	**	**	12	**	**	**	**	**	**	8	83	13
	8%	10%	5%	9%	**	**	**	**	6%	**	**	**	**	**	**	6%	8%	9%
		b																
Desktop/ laptop	59	45	13	49	**	**	**	**	14	**	**	**	**	**	**	8	48	10
	5%	6%	4%	5%	**	**	**	**	7%	**	**	**	**	**	**	6%	5%	7%
Games player	51	36	15	41	**	**	**	**	8	**	**	**	**	**	**	8	40	11
	4%	5%	4%	4%	**	**	**	**	4%	**	**	**	**	**	**	6%	4%	7%
Digital Media player	50	35	15	46	**	**	**	**	6	**	**	**	**	**	**	9	43	7
	4%	5%	4%	5%	**	**	**	**	3%	**	**	**	**	**	**	6%	4%	5%
Tablet	35	30	5	28	**	**	**	**	6	**	**	**	**	**	**	1	24	11
	3%	4%	1%	3%	**	**	**	**	3%	**	**	**	**	**	**	1%	2%	8%
		b															p	
Blu-ray player	27	20	7	24	**	**	**	**	6	**	**	**	**	**	**	4	20	7
	2%	3%	2%	3%	**	**	**	**	3%	**	**	**	**	**	**	3%	2%	5%
Smartphone	12	11	1	12	**	**	**	**	3	**	**	**	**	**	**	-	9	3
	1%	1%	*%	1%	**	**	**	**	2%	**	**	**	**	**	**	-%	1%	2%
E-reader	1	-	1	1	**	**	**	**	1	**	**	**	**	**	**	-	1	-
	*%	-%	*%	*%	**	**	**	**	1%	**	**	**	**	**	**	-%	*%	-%
ANY OF THESE DEVICES	448	336	112	386	**	**	**	**	73	**	**	**	**	**	**	52	379	68
	39%	44%	30%	40%	**	**	**	**	38%	**	**	**	**	**	**	38%	38%	46%
		b																

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 61

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	688	424	263	567	**	**	**	**	117	**	**	**	**	**	**	84	607	81
	61%	56%	70%	60%	**	**	**	**	62%	**	**	**	**	**	**	62%	62%	54%
			a															

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 62

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
TV service	165	75	90	29	49	44	24	14	5	56	56	33	19	97	68	165	-
	15%	14%	15%	14% h	20% gh	16% h	13% h	10%	5%	15%	17% l	15%	9%	17% n	12%	15%	-%
Smart TV	60	30	29	11	15	13	9	8	2	29	16	9	5	34	26	60	-
	5%	6%	5%	6%	6%	5%	5%	6%	2%	8% l	5%	4%	3%	6%	4%	5%	-%
Games player	33	23	10	11	8	6	6	1	-	8	9	8	7	18	15	33	-
	3%	4% b	2%	6% gh	3%	2%	3%	1%	-%	2%	3%	4%	3%	3%	3%	3%	-%
Digital Media player	23	12	11	3	5	5	5	3	2	8	6	5	4	9	14	23	-
	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-%
Desktop/ laptop	23	14	9	5	5	7	4	1	1	5	11	4	3	12	11	23	-
	2%	2%	2%	3%	2%	3%	2%	1%	1%	1%	3%	2%	1%	2%	2%	2%	-%
Blu-ray player	16	11	5	3	2	5	4	2	-	8	5	*	3	9	7	16	-
	1%	2%	1%	2%	1%	2%	2%	2%	-%	2%	1%	*%	1%	2%	1%	1%	-%
Tablet	14	11	3	1	2	5	3	2	-	8	4	1	1	4	10	14	-
	1%	2% b	1%	1%	1%	2%	2%	2%	-%	2%	1%	*%	1%	1%	2%	1%	-%
Smartphone	7	5	2	2	-	5	-	-	-	2	2	2	2	6	2	7	-
	1%	1%	*%	1%	-%	2%	-%	-%	-%	*%	1%	1%	1%	1%	*%	1%	-%
ANY OF THESE DEVICES	228	113	115	42	60	59	38	21	9	83	71	41	33	130	97	228	-
	20%	20%	20%	21% h	24% h	22% h	21% h	15%	9%	23%	21%	19%	15%	23% n	17%	20%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 62

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	907	438	469	156	190	208	143	116	94	287	260	181	179	429	479	907	-
	80%	80%	80%	79%	76%	78%	79%	85%	91%	77%	79%	81%	85%	77%	83%	80%	-%
									cdef						m		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 62

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	o	p	q
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
TV service	165	133	32	142	**	**	**	**	35	**	**	**	**	**	**	13	136	29
	15%	18%	9%	15%	**	**	**	**	19%	**	**	**	**	**	**	9%	14%	19%
		b							o									
Smart TV	60	49	10	57	**	**	**	**	11	**	**	**	**	**	**	6	49	10
	5%	7%	3%	6%	**	**	**	**	6%	**	**	**	**	**	**	4%	5%	7%
		b																
Games player	33	23	9	29	**	**	**	**	8	**	**	**	**	**	**	4	26	7
	3%	3%	2%	3%	**	**	**	**	4%	**	**	**	**	**	**	3%	3%	4%
Digital Media player	23	16	7	21	**	**	**	**	7	**	**	**	**	**	**	3	18	5
	2%	2%	2%	2%	**	**	**	**	4%	**	**	**	**	**	**	2%	2%	3%
Desktop/ laptop	23	20	3	23	**	**	**	**	5	**	**	**	**	**	**	3	18	5
	2%	3%	1%	2%	**	**	**	**	3%	**	**	**	**	**	**	2%	2%	3%
		b																
Blu-ray player	16	12	4	16	**	**	**	**	3	**	**	**	**	**	**	3	13	3
	1%	2%	1%	2%	**	**	**	**	2%	**	**	**	**	**	**	2%	1%	2%
Tablet	14	13	1	12	**	**	**	**	2	**	**	**	**	**	**	3	7	7
	1%	2%	*%	1%	**	**	**	**	1%	**	**	**	**	**	**	2%	1%	5%
		b															p	
Smartphone	7	5	2	6	**	**	**	**	5	**	**	**	**	**	**	-	7	1
	1%	1%	1%	1%	**	**	**	**	2%	**	**	**	**	**	**	-%	1%	*%
ANY OF THESE DEVICES	228	179	49	199	**	**	**	**	51	**	**	**	**	**	**	21	185	43
	20%	24%	13%	21%	**	**	**	**	27%	**	**	**	**	**	**	15%	19%	29%
		b							o									p

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 62

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	907	580	326	755	**	**	**	**	139	**	**	**	**	**	**	115	802	106
	80%	76%	87%	79%	**	**	**	**	73%	**	**	**	**	**	**	85% h	81% q	71%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 63

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
TV service	267	120	147	61	79	49	49	22	7	89	80	48	50	146	121	267	-
	23%	22%	25%	31%	32%	18%	27%	16%	7%	24%	24%	22%	24%	26%	21%	23%	-%
				efgh	efgh	h	efgh	h									
Smart TV	122	62	60	25	32	29	25	9	2	51	40	12	19	71	50	122	-
	11%	11%	10%	13%	13%	11%	14%	7%	2%	14%	12%	5%	9%	13%	9%	11%	-%
				h	h	h	h	h		k	k			n			
Games player	115	58	58	44	37	15	14	5	1	35	33	22	25	72	44	115	-
	10%	10%	10%	22%	15%	6%	8%	4%	1%	9%	10%	10%	12%	13%	8%	10%	-%
				efgh	efgh	h	h							n			
Desktop/ laptop	87	44	43	30	25	22	9	-	-	27	33	12	14	43	43	87	-
	8%	8%	7%	15%	10%	8%	5%	-%	-%	7%	10%	5%	7%	8%	8%	8%	-%
				efgh	gh	gh	gh										
Digital Media player	72	35	38	19	17	20	11	5	1	29	20	12	11	38	35	72	-
	6%	6%	6%	10%	7%	7%	6%	3%	1%	8%	6%	6%	5%	7%	6%	6%	-%
				gh	h	h	h										
Tablet	31	15	17	7	9	7	7	1	-	12	8	6	6	18	13	31	-
	3%	3%	3%	4%	4%	3%	4%	1%	-%	3%	2%	3%	3%	3%	2%	3%	-%
					h		h										
Blu-ray player	29	18	12	6	12	2	9	1	-	10	12	3	4	20	10	29	-
	3%	3%	2%	3%	5%	1%	5%	1%	-%	3%	4%	1%	2%	4%	2%	3%	-%
					efgh		efgh										
Smartphone	16	8	8	6	4	4	2	-	-	5	2	5	4	13	4	16	-
	1%	1%	1%	3%	2%	2%	1%	-%	-%	1%	1%	2%	2%	2%	1%	1%	-%
				g										n			
E-reader	1	-	1	1	-	-	-	-	-	-	-	-	1	1	-	1	-
	*%	-%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 63

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
ANY OF THESE DEVICES	429	200	229	109	129	80	70	31	10	143	134	76	76	231	198	429	-
	38%	36%	39%	55%	51%	30%	39%	22%	10%	39%	40%	34%	36%	41%	34%	38%	-%
				efgh	efgh	h	gh	h						n			
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	707	351	356	89	121	187	110	106	93	227	197	146	135	329	378	707	-
	62%	64%	61%	45%	49%	70%	61%	78%	90%	61%	60%	66%	64%	59%	66%	62%	-%
						cd	cd	cdf	cdefg						m		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 63

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	o	p	q
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
TV service	267	189	77	223	**	**	**	**	43	**	**	**	**	**	**	38	235	32
	23%	25%	21%	23%	**	**	**	**	23%	**	**	**	**	**	**	28%	24%	22%
Smart TV	122	96	26	109	**	**	**	**	20	**	**	**	**	**	**	14	108	14
	11%	13%	7%	11%	**	**	**	**	10%	**	**	**	**	**	**	10%	11%	10%
		b																
Games player	115	78	37	94	**	**	**	**	28	**	**	**	**	**	**	17	102	13
	10%	10%	10%	10%	**	**	**	**	15%	**	**	**	**	**	**	13%	10%	9%
Desktop/ laptop	87	59	28	76	**	**	**	**	16	**	**	**	**	**	**	15	77	9
	8%	8%	7%	8%	**	**	**	**	8%	**	**	**	**	**	**	11%	8%	6%
Digital Media player	72	52	20	63	**	**	**	**	11	**	**	**	**	**	**	18	68	4
	6%	7%	5%	7%	**	**	**	**	6%	**	**	**	**	**	**	13%	7%	3%
																c		
Tablet	31	27	5	26	**	**	**	**	9	**	**	**	**	**	**	3	25	7
	3%	4%	1%	3%	**	**	**	**	5%	**	**	**	**	**	**	2%	3%	5%
		b																
Blu-ray player	29	21	8	29	**	**	**	**	10	**	**	**	**	**	**	3	26	3
	3%	3%	2%	3%	**	**	**	**	5%	**	**	**	**	**	**	2%	3%	2%
Smartphone	16	12	5	10	**	**	**	**	4	**	**	**	**	**	**	-	12	4
	1%	2%	1%	1%	**	**	**	**	2%	**	**	**	**	**	**	-%	1%	3%
E-reader	1	-	1	1	**	**	**	**	1	**	**	**	**	**	**	-	1	-
	*%	-%	*%	*%	**	**	**	**	1%	**	**	**	**	**	**	-%	*%	-%
ANY OF THESE DEVICES	429	297	132	361	**	**	**	**	67	**	**	**	**	**	**	62	377	52
	38%	39%	35%	38%	**	**	**	**	35%	**	**	**	**	**	**	46%	38%	35%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 63

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	707	463	243	593	**	**	**	**	123	**	**	**	**	**	**	74	609	97
	62%	61%	65%	62%	**	**	**	**	65%	**	**	**	**	**	**	54%	62%	65%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 64

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play

Base : Those with a connected TV through any device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
TV service	107	60	47	22	34	22	17	7	5	35	36	23	14	57	50	107	-
	9%	11%	8%	11%	14%	8%	9%	5%	4%	9%	11%	10%	7%	10%	9%	9%	-%
Games player	40	26	14	15	12	9	3	-	-	10	10	12	7	25	15	40	-
	4%	5%	2%	8%	5%	3%	2%	-%	-%	3%	3%	5%	3%	4%	3%	4%	-%
		b		fgh	gh	g											
Smart TV	39	21	18	9	13	7	5	4	1	11	15	5	8	23	16	39	-
	3%	4%	3%	5%	5%	3%	3%	3%	1%	3%	5%	2%	4%	4%	3%	3%	-%
					h												
Desktop/ laptop	35	25	10	9	11	9	5	-	2	9	14	7	5	19	16	35	-
	3%	5%	2%	4%	5%	3%	3%	-%	2%	2%	4%	3%	2%	3%	3%	3%	-%
		b		g	g	g											
Digital Media player	25	19	6	3	5	6	7	5	-	14	5	4	2	10	15	25	-
	2%	4%	1%	1%	2%	2%	4%	4%	-%	4%	1%	2%	1%	2%	3%	2%	-%
		b					h	h									
Tablet	25	11	14	3	8	6	5	1	1	7	6	9	3	15	9	25	-
	2%	2%	2%	2%	3%	2%	3%	1%	1%	2%	2%	4%	1%	3%	2%	2%	-%
Blu-ray player	18	11	8	1	4	6	5	2	-	8	7	1	2	10	9	18	-
	2%	2%	1%	1%	2%	2%	3%	2%	-%	2%	2%	1%	1%	2%	1%	2%	-%
Smartphone	9	6	3	3	*	5	-	-	-	-	3	5	1	6	3	9	-
	1%	1%	1%	2%	1%	2%	-%	-%	-%	-%	1%	2%	1%	1%	1%	1%	-%
												i					
ANY OF THESE DEVICES	185	107	78	45	52	43	27	14	5	61	57	36	30	103	82	185	-
	16%	19%	13%	22%	21%	16%	15%	10%	5%	17%	17%	16%	14%	18%	14%	16%	-%
		b		gh	gh	h	h										

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 64

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	950	444	506	154	198	224	153	123	98	309	274	185	181	456	494	950	-
	84%	81%	87%	78%	79%	84%	85%	90%	95%	83%	83%	84%	86%	82%	86%	84%	-%
			a					cd	cdef								

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 64

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
TV service	107	85	21	88	**	**	**	**	13	**	**	**	**	**	**	12	90	17
	9%	11%	6%	9%	**	**	**	**	7%	**	**	**	**	**	**	9%	9%	11%
		b																
Games player	40	29	11	33	**	**	**	**	9	**	**	**	**	**	**	7	36	4
	4%	4%	3%	3%	**	**	**	**	5%	**	**	**	**	**	**	5%	4%	3%
Smart TV	39	31	8	36	**	**	**	**	4	**	**	**	**	**	**	3	33	7
	3%	4%	2%	4%	**	**	**	**	2%	**	**	**	**	**	**	2%	3%	4%
Desktop/ laptop	35	25	10	30	**	**	**	**	7	**	**	**	**	**	**	7	30	5
	3%	3%	3%	3%	**	**	**	**	4%	**	**	**	**	**	**	5%	3%	3%
Digital Media player	25	20	6	20	**	**	**	**	1	**	**	**	**	**	**	6	22	3
	2%	3%	1%	2%	**	**	**	**	1%	**	**	**	**	**	**	4%	2%	2%
Tablet	25	20	5	22	**	**	**	**	8	**	**	**	**	**	**	6	19	5
	2%	3%	1%	2%	**	**	**	**	4%	**	**	**	**	**	**	4%	2%	4%
Blu-ray player	18	15	3	18	**	**	**	**	3	**	**	**	**	**	**	3	14	4
	2%	2%	1%	2%	**	**	**	**	2%	**	**	**	**	**	**	2%	1%	3%
Smartphone	9	8	*	6	**	**	**	**	2	**	**	**	**	**	**	1	6	2
	1%	1%	*%	1%	**	**	**	**	1%	**	**	**	**	**	**	1%	1%	2%
ANY OF THESE DEVICES	185	142	43	148	**	**	**	**	23	**	**	**	**	**	**	22	159	26
	16%	19%	11%	16%	**	**	**	**	12%	**	**	**	**	**	**	16%	16%	18%
		b																
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	950	617	332	805	**	**	**	**	167	**	**	**	**	**	**	115	828	123
	84%	81%	89%	84%	**	**	**	**	88%	**	**	**	**	**	**	84%	84%	82%
			a															

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 65

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch clips through websites such as YouTube or Facebook

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
TV service	257	136	121	56	65	69	32	24	10	86	80	50	41	135	122	257	-
	23%	25%	21%	28%	26%	26%	18%	18%	10%	23%	24%	23%	19%	24%	21%	23%	-%
				fgh	h	h											
Desktop/ laptop	151	93	57	43	39	40	15	8	6	51	61	21	17	76	75	151	-
	13%	17%	10%	21%	16%	15%	9%	6%	6%	14%	18%	10%	8%	14%	13%	13%	-%
		b		fgh	gh	gh				l	kl						
Smart TV	137	74	63	25	32	41	19	17	3	55	39	22	21	86	52	137	-
	12%	13%	11%	13%	13%	15%	10%	13%	3%	15%	12%	10%	10%	15%	9%	12%	-%
				h	h	h	h	h						n			
Games player	94	56	39	34	28	24	5	2	1	22	25	23	24	60	34	94	-
	8%	10%	7%	17%	11%	9%	3%	2%	1%	6%	8%	10%	11%	11%	6%	8%	-%
				efgh	fgh	fgh							i	n			
Tablet	77	41	37	19	17	23	11	3	4	36	19	15	8	40	38	77	-
	7%	7%	6%	10%	7%	9%	6%	2%	4%	10%	6%	7%	4%	7%	7%	7%	-%
				g		g				l							
Digital Media player	68	38	31	16	18	16	8	7	3	29	20	10	9	34	34	68	-
	6%	7%	5%	8%	7%	6%	5%	5%	3%	8%	6%	5%	4%	6%	6%	6%	-%
Smartphone	60	35	25	12	11	22	12	2	-	27	18	9	6	36	23	60	-
	5%	6%	4%	6%	4%	8%	7%	1%	-%	7%	5%	4%	3%	6%	4%	5%	-%
				gh	h	gh	gh			l							
Blu-ray player	25	19	6	1	6	9	6	2	1	12	6	2	5	14	10	25	-
	2%	3%	1%	1%	2%	3%	3%	2%	1%	3%	2%	1%	2%	3%	2%	2%	-%
		b															
E-reader	3	-	3	3	-	-	-	-	-	-	2	-	1	3	-	3	-
	*%	-%	1%	2%	-%	-%	-%	-%	-%	-%	1%	-%	1%	1%	-%	*%	-%
ANY OF THESE DEVICES	477	253	224	109	129	122	61	39	17	167	146	86	78	264	213	477	-
	42%	46%	38%	55%	52%	46%	34%	29%	16%	45%	44%	39%	37%	47%	37%	42%	-%
		b		fgh	fgh	fgh	h	h						n			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 65

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch clips through websites such as YouTube or Facebook

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	658	298	361	90	121	145	120	98	86	204	185	136	133	295	363	658	-
	58%	54%	62%	45%	48%	54%	66%	71%	84%	55%	56%	61%	63%	53%	63%	58%	-%
			a				cde	cde	cdefg						m		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 65

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch clips through websites such as YouTube or Facebook

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	o	p	q
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
TV service	257	197	60	216	**	**	**	**	19	**	**	**	**	**	**	31	220	36
	23%	26%	16%	23%	**	**	**	**	10%	**	**	**	**	**	**	23%	22%	24%
		b		h												h		
Desktop/ laptop	151	109	41	130	**	**	**	**	35	**	**	**	**	**	**	13	131	19
	13%	14%	11%	14%	**	**	**	**	18%	**	**	**	**	**	**	9%	13%	13%
Smart TV	137	108	30	122	**	**	**	**	18	**	**	**	**	**	**	16	124	13
	12%	14%	8%	13%	**	**	**	**	9%	**	**	**	**	**	**	12%	13%	9%
		b																
Games player	94	58	36	76	**	**	**	**	20	**	**	**	**	**	**	10	85	9
	8%	8%	10%	8%	**	**	**	**	10%	**	**	**	**	**	**	8%	9%	6%
Tablet	77	58	19	64	**	**	**	**	10	**	**	**	**	**	**	7	63	14
	7%	8%	5%	7%	**	**	**	**	5%	**	**	**	**	**	**	5%	6%	10%
Digital Media player	68	46	23	62	**	**	**	**	9	**	**	**	**	**	**	9	60	8
	6%	6%	6%	7%	**	**	**	**	5%	**	**	**	**	**	**	6%	6%	6%
Smartphone	60	53	6	50	**	**	**	**	6	**	**	**	**	**	**	7	49	11
	5%	7%	2%	5%	**	**	**	**	3%	**	**	**	**	**	**	5%	5%	7%
		b																
Blu-ray player	25	19	5	23	**	**	**	**	7	**	**	**	**	**	**	3	20	4
	2%	3%	1%	2%	**	**	**	**	4%	**	**	**	**	**	**	2%	2%	3%
E-reader	3	2	1	3	**	**	**	**	1	**	**	**	**	**	**	-	3	-
	*%	*%	*%	*%	**	**	**	**	1%	**	**	**	**	**	**	-%	*%	-%
ANY OF THESE DEVICES	477	342	135	404	**	**	**	**	72	**	**	**	**	**	**	47	414	63
	42%	45%	36%	42%	**	**	**	**	38%	**	**	**	**	**	**	35%	42%	43%
		b																

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Watch clips through websites such as YouTube or Facebook

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	658	417	240	549	**	**	**	**	118	**	**	**	**	**	**	89	573	86
	58%	55%	64%	58%	**	**	**	**	62%	**	**	**	**	**	**	65%	58%	57%
			a															

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 66

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
TV service	208	109	99	37	60	48	30	21	11	73	61	40	33	102	106	208	-
	18%	20%	17%	19%	24% h	18%	17%	15%	10%	20%	18%	18%	16%	18%	18%	18%	-%
Desktop/ laptop	154	79	75	36	33	45	19	10	10	59	56	21	18	69	84	154	-
	14%	14%	13%	18% g	13%	17% g	11%	8%	9%	16% l	17% kl	10%	9%	12%	15%	14%	-%
Tablet	80	41	40	18	15	20	16	5	6	38	17	17	8	38	43	80	-
	7%	7%	7%	9%	6%	7%	9%	4%	5%	10% jl	5%	7%	4%	7%	7%	7%	-%
Smart TV	78	44	34	17	17	24	11	9	1	32	23	9	13	35	43	78	-
	7%	8%	6%	8% h	7% h	9% h	6%	7% h	1%	9%	7%	4%	6%	6%	8%	7%	-%
Games player	77	48	29	24	25	21	5	1	1	16	17	25	20	52	26	77	-
	7%	9% b	5%	12% fgh	10% fgh	8% fgh	3%	1%	1%	4%	5%	11% ij	10% ij	9% n	4%	7%	-%
Smartphone	62	35	27	14	11	20	14	3	-	29	16	9	7	33	29	62	-
	5%	6%	5%	7% h	5% h	7% h	8% h	3%	-%	8% l	5%	4%	3%	6%	5%	5%	-%
Digital Media player	34	22	12	3	13	10	5	2	1	16	6	6	6	19	16	34	-
	3%	4%	2%	2%	5%	4%	3%	2%	1%	4%	2%	3%	3%	3%	3%	3%	-%
Blu-ray player	13	11	3	2	2	3	6	-	-	8	3	*	2	8	6	13	-
	1%	2% b	*%	1%	1%	1%	3% g	-%	-%	2%	1%	*%	1%	1%	1%	1%	-%
E-reader	2	-	2	2	-	-	-	-	-	-	1	-	1	2	-	2	-
	*%	-%	*%	1%	-%	-%	-%	-%	-%	-%	*%	-%	1%	*%	-%	*%	-%
ANY OF THESE DEVICES	413	214	200	88	105	105	57	37	21	150	124	66	73	213	200	413	-
	36%	39%	34%	44% fgh	42% fgh	39% gh	32% h	27%	20%	40% k	37%	30%	35%	38%	35%	36%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 66

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	722	337	385	111	144	162	123	100	82	221	207	155	138	346	376	722	-
	64%	61%	66%	56%	58%	61%	68%	73%	80%	60%	63%	70%	65%	62%	65%	64%	-%
							cd	cde	cdef			i					

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	h	~i	~j	~k	~l	~m	~n	o	p	q
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
TV service	208	154	54	173	**	**	**	**	18	**	**	**	**	**	**	29	184	24
	18%	20%	14%	18%	**	**	**	**	9%	**	**	**	**	**	**	22%	19%	16%
		b		h												h		
Desktop/ laptop	154	113	41	124	**	**	**	**	31	**	**	**	**	**	**	16	133	21
	14%	15%	11%	13%	**	**	**	**	16%	**	**	**	**	**	**	12%	13%	14%
Tablet	80	60	20	65	**	**	**	**	12	**	**	**	**	**	**	4	68	13
	7%	8%	5%	7%	**	**	**	**	7%	**	**	**	**	**	**	3%	7%	9%
Smart TV	78	60	19	67	**	**	**	**	5	**	**	**	**	**	**	14	70	8
	7%	8%	5%	7%	**	**	**	**	2%	**	**	**	**	**	**	10%	7%	6%
																h		
Games player	77	60	18	62	**	**	**	**	13	**	**	**	**	**	**	4	69	8
	7%	8%	5%	7%	**	**	**	**	7%	**	**	**	**	**	**	3%	7%	5%
Smartphone	62	52	9	46	**	**	**	**	6	**	**	**	**	**	**	6	54	8
	5%	7%	2%	5%	**	**	**	**	3%	**	**	**	**	**	**	5%	5%	5%
		b																
Digital Media player	34	26	9	32	**	**	**	**	3	**	**	**	**	**	**	7	31	3
	3%	3%	2%	3%	**	**	**	**	2%	**	**	**	**	**	**	5%	3%	2%
Blu-ray player	13	12	1	12	**	**	**	**	4	**	**	**	**	**	**	1	12	1
	1%	2%	*%	1%	**	**	**	**	2%	**	**	**	**	**	**	1%	1%	1%
E-reader	2	1	1	2	**	**	**	**	1	**	**	**	**	**	**	-	2	-
	*%	*%	*%	*%	**	**	**	**	1%	**	**	**	**	**	**	-%	*%	-%
ANY OF THESE DEVICES	413	294	119	337	**	**	**	**	52	**	**	**	**	**	**	48	359	54
	36%	39%	32%	35%	**	**	**	**	27%	**	**	**	**	**	**	35%	36%	37%
		b																

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 66

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
HAVE CONNECTED TV BUT NOT USED FOR THIS PURPOSE	722	466	255	617	**	**	**	**	138	**	**	**	**	**	**	88	628	94
	64%	61%	68% a	65%	**	**	**	**	73%	**	**	**	**	**	**	65%	64%	63%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 67

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

SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	777 68%	371 67%	406 70%	137 69%	174 70%	186 70%	120 66%	95 70%	65 64%	286 77% jkl	224 68%	140 63%	128 60%	383 68%	394 68%	777 68%	- -%
Watch clips through websites such as YouTube or Facebook	477 42%	253 46% b	224 38%	109 55% fgh	129 52% fgh	122 46% fgh	61 34% h	39 29% h	17 16%	167 45%	146 44%	86 39%	78 37%	264 47% n	213 37%	477 42%	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	448 39%	222 40%	226 39%	85 43% h	115 46% gh	116 43% gh	66 37% h	44 32%	21 21%	156 42% l	137 42% l	86 39%	68 32%	249 44% n	199 35%	448 39%	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	429 38%	200 36%	229 39%	109 55% efgh	129 51% efgh	80 30% h	70 39% gh	31 22% h	10 10%	143 39%	134 40%	76 34%	76 36%	231 41% n	198 34%	429 38%	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 67

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : Those with a connected TV through any device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1087	516	571	186	220	241	172	151	117	276	377	205	228	520	567	1087	-
Effective Weighted Sample	941	449	492	161	194	209	148	132	104	249	337	181	201	449	493	941	-
Total	1135	551	584	199	250	267	180	137	103	370	331	222	211	559	576	1135	-
Browse the internet - such as shopping, emails or social media	413 36%	214 39%	200 34%	88 44% fgh	105 42% fgh	105 39% gh	57 32% h	37 27%	21 20%	150 40% k	124 37%	66 30%	73 35%	213 38%	200 35%	413 36%	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	228 20%	113 20%	115 20%	42 21% h	60 24% h	59 22% h	38 21% h	21 15%	9 9%	83 23%	71 21%	41 19%	33 15%	130 23% n	97 17%	228 20%	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	185 16%	107 19% b	78 13%	45 22% gh	52 21% gh	43 16% h	27 15% h	14 10%	5 5%	61 17%	57 17%	36 16%	30 14%	103 18%	82 14%	185 16%	- -%
MADE ANY OF THESE USES	988 87%	473 86%	515 88%	173 87% h	232 93% gh	239 90% gh	158 88% h	111 81%	74 72%	337 91% kl	291 88% l	188 85%	172 81%	502 90% n	486 84%	988 87%	- -%
HAVE CONNECTED TV BUT NOT MADE ANY OF THESE USES	148 13%	78 14%	70 12%	26 13%	17 7%	28 10%	22 12%	26 19% de	29 28% cdef	33 9%	40 12%	34 15% i	39 19% ij	57 10%	90 16% m	148 13%	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	777 68%	538 71% b	240 64%	647 68%	** **	** **	** **	** **	129 68%	** **	** **	** **	** **	** **	** **	103 75%	682 69%	95 64%
Watch clips through websites such as YouTube or Facebook	477 42%	342 45% b	135 36%	404 42%	** **	** **	** **	** **	72 38%	** **	** **	** **	** **	** **	** **	47 35%	414 42%	63 43%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	448 39%	336 44% b	112 30%	386 40%	** **	** **	** **	** **	73 38%	** **	** **	** **	** **	** **	** **	52 38%	379 38%	68 46%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	429 38%	297 39%	132 35%	361 38%	** **	** **	** **	** **	67 35%	** **	** **	** **	** **	** **	** **	62 46%	377 38%	52 35%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : Those with a connected TV through any device

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1087	683	403	828	88	81	90	63	123	96	99	96	81	83	80	107	900	187
Effective Weighted Sample	941	597	349	750	83	79	90	61	119	89	92	89	76	79	78	103	789	161
Total	1135	759	375	954	95	53	34	88	190	108	117	93	88	86	47	136	986	149
Browse the internet - such as shopping, emails or social media	413 36%	294 39% b	119 32%	337 35%	** **	** **	** **	** **	52 27%	** **	** **	** **	** **	** **	** **	48 35%	359 36%	54 37%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	228 20%	179 24% b	49 13%	199 21%	** **	** **	** **	** **	51 27% o	** **	** **	** **	** **	** **	** **	21 15%	185 19%	43 29% p
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	185 16%	142 19% b	43 11%	148 16%	** **	** **	** **	** **	23 12%	** **	** **	** **	** **	** **	** **	22 16%	159 16%	26 18%
MADE ANY OF THESE USES	988 87%	671 88%	316 84%	826 87%	** **	** **	** **	** **	162 85%	** **	** **	** **	** **	** **	** **	124 91%	861 87%	127 85%
HAVE CONNECTED TV BUT NOT MADE ANY OF THESE USES	148 13%	88 12%	59 16%	128 13%	** **	** **	** **	** **	28 15%	** **	** **	** **	** **	** **	** **	12 9%	126 13%	22 15%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 68

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	777 37%	371 37%	406 37%	137 44% gh	174 47% fgh	186 45% gh	120 38% h	95 32% h	65 17%	286 50% jkl	224 40% kl	140 32% l	128 24%	383 49% n	394 30%	777 46% p	- -%
Watch clips through websites such as YouTube or Facebook	477 23%	253 25% b	224 20%	109 35% fgh	129 35% fgh	122 30% fgh	61 19% h	39 13% h	17 4%	167 29% kl	146 26% kl	86 19%	78 15%	264 34% n	213 16%	477 28% p	- -%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	448 21%	222 22%	226 21%	85 27% gh	115 31% fgh	116 28% fgh	66 21% h	44 15% h	21 5%	156 27% kl	137 24% l	86 20% l	68 13%	249 32% n	199 15%	448 27% p	- -%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	429 20%	200 20%	229 21%	109 35% efgh	129 35% efgh	80 20% gh	70 22% gh	31 10% h	10 3%	143 25% kl	134 24% kl	76 17%	76 14%	231 29% n	198 15%	429 26% p	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Browse the internet - such as shopping, emails or social media	413 20%	214 21%	200 18%	88 28% fgh	105 28% fgh	105 26% fgh	57 18% h	37 12% h	21 5%	150 26% kl	124 22% kl	66 15%	73 14%	213 27% n	200 15%	413 25% p	- -%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	228 11%	113 11%	115 11%	42 13% gh	60 16% gh	59 14% gh	38 12% gh	21 7% h	9 2%	83 15% kl	71 13% l	41 9%	33 6%	130 17% n	97 7%	228 14% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	185 9%	107 11% b	78 7%	45 14% fgh	52 14% fgh	43 10% gh	27 9% h	14 5% h	5 1%	61 11% l	57 10% l	36 8%	30 6%	103 13% n	82 6%	185 11% p	- -%
MADE ANY OF THESE USES	988 47%	473 47%	515 47%	173 55% gh	232 63% fgh	239 58% fgh	158 50% gh	111 37% h	74 19%	337 59% jkl	291 52% kl	188 42% l	172 33%	502 64% n	486 37%	988 59% p	- -%
HAVE CONNECTED TV BUT NOT MADE ANY OF THESE USES	148 7%	78 8%	70 6%	26 8%	17 5%	28 7%	22 7%	26 9%	29 7%	33 6%	40 7%	34 8%	39 7%	57 7%	90 7%	148 9% p	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
NO DEVICES CONNECTED TO TV SET AND HOME BROADBAND	972	459	513	117	122	144	138	160	291	199	233	221	316	224	747	540	429
	46%	45%	47%	37%	33%	35%	43%	54%	74%	35%	41%	50%	60%	29%	56%	32%	100%
							de	cdef	cdefg		i	ij	ijk		m		o
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	777 37%	538 46% b	240 26%	647 37% fg	75 41% fgm	40 39% fg	16 27% g	47 18%	129 44% fglm	83 46% cfglm	80 42% fgm	56 38% fg	61 34% g	53 29% g	35 39% fg	103 44% cfglm	682 37%	95 34%
Watch clips through websites such as YouTube or Facebook	477 23%	342 29% b	135 15%	404 23% f	43 24%	20 19%	9 16%	52 20%	72 25% f	57 32% cefgkmno	46 24%	31 21%	46 25% f	33 18%	19 21%	47 20%	414 23%	63 23%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	448 21%	336 29% b	112 12%	386 22% efg	40 22% eg	14 13%	8 14%	36 14%	73 25% efg	40 22% eg	56 29% cefgl	42 28% efgl	34 19%	36 20%	18 20%	52 22% efg	379 21%	68 25%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	429 20%	297 25% b	132 14%	361 20% g	37 20% g	15 15%	15 26% eglm	33 12%	67 23% g	48 26% eglm	40 21% g	34 23% g	30 17%	28 16%	18 20% g	62 27% ceglm	377 21%	52 19%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Browse the internet - such as shopping, emails or social media	413 20%	294 25% b	119 13%	337 19%	39 21%	23 22%	15 26% cgmn	43 16%	52 18%	44 24%	42 22%	31 21%	33 18%	29 16%	15 17%	48 21%	359 20%	54 20%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	228 11%	179 15% b	49 5%	199 11% f	21 11% f	6 6%	2 4%	17 7%	51 17% cefglmo	26 15% efgm	25 13% ef	21 14% efgm	15 8%	12 7%	10 12% f	21 9%	185 10%	43 16% p
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	185 9%	142 12% b	43 5%	148 8%	25 14% ceg	6 6%	6 10%	15 6%	23 8%	23 13% eg	16 8%	12 8%	15 8%	15 8%	7 7%	22 9%	159 9%	26 9%
MADE ANY OF THESE USES	988 47%	671 57% b	316 34%	826 47% gm	88 48% g	45 43% g	29 50% gm	77 29%	162 55% ceglm	101 56% ceglm	100 52% glm	77 52% glm	73 40% g	69 38%	42 47% g	124 54% glm	861 47%	127 46%
HAVE CONNECTED TV BUT NOT MADE ANY OF THESE USES	148 7%	88 7%	59 6%	128 7%	7 4%	8 8%	5 9%	11 4%	28 9% dgi	7 4%	17 9%	16 11% dgi	14 8%	17 9% dg	5 6%	12 5%	126 7%	22 8%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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SUMMARY - USE OF CONNECTED TV IN THE LAST 12 MONTHS

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NO DEVICES CONNECTED TO TV SET AND HOME BROADBAND	972	417	554	808	89	51	24	176	104	72	75	54	95	94	42	96	843	128
	46%	35%	60%	46%	48%	49%	41%	67%	35%	40%	39%	37%	52%	52%	47%	41%	46%	46%
			a	hk	hk	hk		cdefhijklmno					hijko	fhijko	h			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 69

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

Q16 You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services for?

IF NECESSARY - Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE)

Base : Those using broadcaster catch-up services through Connected TV

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ ~h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	724	344	380	129	151	161	110	100	73	209	255	126	134	346	378	724	-
Effective Weighted Sample	634	300	333	112	135	143	95	88	65	192	230	113	119	303	331	634	-
Total	777	371	406	137	174	186	120	95	65	286	224	140	128	383	394	777	-
I missed the programme/ film when it was on TV and I use it to catch up	586 75%	273 74%	312 77%	109 80%	120 69%	135 73%	94 79%	73 77%	** **	211 74%	166 74%	107 76%	102 80%	279 73%	307 78%	586 75%	- -%
I use it when there is nothing on 'normal' TV that I want to watch	255 33%	124 33%	131 32%	41 30%	73 42% cfg	67 36%	30 25%	26 27%	** **	103 36%	73 33%	40 28%	38 30%	119 31%	135 34%	255 33%	- -%
I want to watch the programme/ film at a time that suits me	223 29%	109 29%	114 28%	48 35% e	64 37% e	42 23%	32 27%	24 25%	** **	85 30%	73 33% k	29 21%	36 28%	123 32%	100 25%	223 29%	- -%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	101 13%	50 13%	51 13%	18 13%	26 15%	20 11%	14 11%	12 13%	** **	40 14%	26 12%	19 13%	16 13%	58 15%	43 11%	101 13%	- -%
Just to pass some time/ relax	89 11%	43 12%	46 11%	27 20% efg	19 11%	18 10%	11 9%	5 5%	** **	38 13%	24 11%	14 10%	14 11%	53 14%	37 9%	89 11%	- -%
The programme/ film was recommended to me by someone I know	81 10%	41 11%	40 10%	16 12%	20 12%	21 11%	13 11%	6 6%	** **	34 12%	28 13%	10 7%	8 7%	46 12%	35 9%	81 10%	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

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Q16 You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services for?

IF NECESSARY - Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE)

Base : Those using broadcaster catch-up services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Unweighted total	724	344	380	129	151	161	110	100	73	209	255	126	134	346	378	724	-
Effective Weighted Sample	634	300	333	112	135	143	95	88	65	192	230	113	119	303	331	634	-
Total	777	371	406	137	174	186	120	95	65	286	224	140	128	383	394	777	-
There is a good choice of programmes/ films	57 7%	23 6%	33 8%	10 8%	9 5%	19 10%	7 6%	7 8%	** **	27 9% kl	25 11% kl	4 3%	1 1%	21 6%	35 9%	57 7%	- -%
I thought I had recorded it	25 3%	11 3%	14 4%	3 2%	6 4%	8 4%	5 4%	3 3%	** **	12 4%	9 4%	1 1%	3 2%	15 4%	10 3%	25 3%	- -%
There are older programmes (such as classic TV shows) or films available that I want to watch	24 3%	15 4%	8 2%	3 2%	6 3%	6 3%	2 2%	4 4%	** **	11 4%	8 4%	2 2%	2 2%	13 3%	11 3%	24 3%	- -%
It didn't record properly/ cut the beginning/ cut the end of the programme	16 2%	8 2%	9 2%	1 1%	5 3%	2 1%	6 5% ce	2 2%	** **	7 2%	9 4% k	- -%	1 *%	11 3%	6 1%	16 2%	- -%
Other reasons	32 4%	13 4%	19 5%	7 5%	3 2%	4 2%	8 6%	7 7% de	** **	14 5%	9 4%	1 1%	8 6% k	12 3%	20 5%	32 4%	- -%
Don't know	6 1%	3 1%	2 1%	- -%	- -%	2 1%	2 2%	2 2%	** **	- -%	1 *%	1 1%	4 3% ij	1 *%	4 1%	6 1%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 69

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

Q16 You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services for?

IF NECESSARY - Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE)

Base : Those using broadcaster catch-up services through Connected TV

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	724	475	249	556	67	60	41	34	83	72	63	54	57	52	61	80	612	112
Effective Weighted Sample	634	419	218	503	63	58	41	33	80	67	60	51	53	49	60	77	541	97
Total	777	538	240	647	75	40	16	47	129	83	80	56	61	53	35	103	682	95
I missed the programme/ film when it was on TV and I use it to catch up	586 75%	404 75%	181 76%	483 75%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	513 75%	73 77%
I use it when there is nothing on 'normal' TV that I want to watch	255 33%	193 36% b	62 26%	196 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	217 32%	38 40%
I want to watch the programme/ film at a time that suits me	223 29%	164 30%	59 25%	182 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	197 29%	26 28%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	101 13%	69 13%	31 13%	79 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	92 13%	9 9%
Just to pass some time/ relax	89 11%	62 12%	27 11%	73 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	78 11%	11 12%
The programme/ film was recommended to me by someone I know	81 10%	60 11%	21 9%	62 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	63 9%	18 19%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 69

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

Q16 You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services for?

IF NECESSARY - Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE)

Base : Those using broadcaster catch-up services through Connected TV

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	724	475	249	556	67	60	41	34	83	72	63	54	57	52	61	80	612	112
Effective Weighted Sample	634	419	218	503	63	58	41	33	80	67	60	51	53	49	60	77	541	97
Total	777	538	240	647	75	40	16	47	129	83	80	56	61	53	35	103	682	95
There is a good choice of programmes/ films	57 7%	45 8%	11 5%	40 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	47 7%	10 10%
I thought I had recorded it	25 3%	18 3%	7 3%	19 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 3%	3 3%
There are older programmes (such as classic TV shows) or films available that I want to watch	24 3%	16 3%	7 3%	18 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 3%	6 7% p
It didn't record properly/ cut the beginning/ cut the end of the programme	16 2%	11 2%	5 2%	12 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 2%	5 5% p
Other reasons	32 4%	16 3%	16 6% a	29 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	28 4%	3 3%
Don't know	6 1%	* *%	5 2% a	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	* *%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 70

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

Q17 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster catch-up services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Unweighted total	724	344	380	129	151	161	110	100	73	209	255	126	134	346	378	724	-
Effective Weighted Sample	634	300	333	112	135	143	95	88	65	192	230	113	119	303	331	634	-
Total	777	371	406	137	174	186	120	95	65	286	224	140	128	383	394	777	-
I missed the programme/ film when it was on TV and I use it to catch up	450	211	239	79	86	106	74	58	**	162	123	84	81	211	239	450	-
	58%	57%	59%	58%	49%	57%	62%	60%	**	57%	55%	60%	63%	55%	61%	58%	-%
I use it when there is nothing on 'normal' TV that I want to watch	129	64	65	15	46	34	16	8	**	52	35	28	13	63	66	129	-
	17%	17%	16%	11%	26% cfg	18% g	13%	9%	**	18%	16%	20% l	10%	16%	17%	17%	-%
I want to watch the programme/ film at a time that suits me	89	42	47	21	26	15	9	11	**	31	32	12	14	47	41	89	-
	11%	11%	11%	15%	15%	8%	8%	12%	**	11%	14%	9%	11%	12%	10%	11%	-%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	28	11	17	3	6	10	3	5	**	10	5	6	7	20	8	28	-
	4%	3%	4%	2%	3%	5%	3%	5%	**	4%	2%	4%	5%	5% n	2%	4%	-%
Just to pass some time/ relax	19	12	7	10	1	5	1	1	**	8	5	4	3	15	5	19	-
	2%	3%	2%	7% df	1%	3%	1%	2%	**	3%	2%	3%	2%	4% n	1%	2%	-%
There is a good choice of programmes/ films	17	8	9	5	1	9	1	1	**	6	11	-	-	5	13	17	-
	2%	2%	2%	4%	1%	5% d	1%	1%	**	2%	5% kl	-%	-%	1%	3%	2%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 70

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

Q17 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster catch-up services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	724	344	380	129	151	161	110	100	73	209	255	126	134	346	378	724	-
Effective Weighted Sample	634	300	333	112	135	143	95	88	65	192	230	113	119	303	331	634	-
Total	777	371	406	137	174	186	120	95	65	286	224	140	128	383	394	777	-
The programme/ film was recommended to me by someone I know	15	7	8	1	4	4	6	1	**	4	6	3	2	10	5	15	-
	2%	2%	2%	1%	2%	2%	5%	1%	**	1%	3%	2%	1%	3%	1%	2%	-%
Other reasons	25	13	12	3	3	2	8	8	**	13	7	2	4	11	14	25	-
	3%	3%	3%	2%	2%	1%	6%	9%	**	4%	3%	2%	3%	3%	4%	3%	-%
							e	cde									
Don't know	6	3	2	-	-	2	2	2	**	-	1	1	4	1	4	6	-
	1%	1%	1%	-%	-%	1%	2%	2%	**	-%	*%	1%	3%	*%	1%	1%	-%
													ij				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 70

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Q17 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster catch-up services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	724	475	249	556	67	60	41	34	83	72	63	54	57	52	61	80	612	112
Effective Weighted Sample	634	419	218	503	63	58	41	33	80	67	60	51	53	49	60	77	541	97
Total	777	538	240	647	75	40	16	47	129	83	80	56	61	53	35	103	682	95
I missed the programme/ film when it was on TV and I use it to catch up	450 58%	304 57%	146 61%	380 59%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	396 58%	54 56%
I use it when there is nothing on 'normal' TV that I want to watch	129 17%	100 19%	29 12%	97 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	110 16%	18 19%
I want to watch the programme/ film at a time that suits me	89 11%	65 12%	24 10%	69 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	80 12%	8 9%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	28 4%	18 3%	9 4%	26 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	28 4%	- -%
Just to pass some time/ relax	19 2%	11 2%	8 3%	18 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	15 2%	4 4%
There is a good choice of programmes/ films	17 2%	13 2%	4 2%	15 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	16 2%	1 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 70

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

Q17 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster catch-up services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	724	475	249	556	67	60	41	34	83	72	63	54	57	52	61	80	612	112
Effective Weighted Sample	634	419	218	503	63	58	41	33	80	67	60	51	53	49	60	77	541	97
Total	777	538	240	647	75	40	16	47	129	83	80	56	61	53	35	103	682	95
The programme/ film was recommended to me by someone I know	15 2%	13 2%	3 1%	15 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 2%	4 4%
Other reasons	25 3%	14 3%	11 5%	21 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 3%	6 6%
Don't know	6 1%	* *%	5 2%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	* *%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 71

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

**Q18 You said you use the free Video On Demand services from your TV service provider. What would you say are the reasons that you use the free Video On-demand content available through your TV service provider?
IF NECESSARY - Services such as Virgin On Demand, Sky On Demand (MULTI CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 e	45-54 ~f	55-64 ~g	65+ ~h	AB i	C1 j	C2 ~k	DE ~l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	405	199	206	76	98	101	61	45	24	111	147	76	71	220	185	405	-
Effective Weighted Sample	359	178	181	67	89	90	52	41	21	103	135	69	63	197	162	359	-
Total	448	222	226	85	115	116	66	44	21	156	137	86	68	249	199	448	-
I missed the programme/ film when it was on TV and I use it to catch up	226 51%	106 48%	121 54%	** **	** **	55 48%	** **	** **	** **	75 48%	71 52%	** **	** **	124 50%	102 51%	226 51%	- -%
I use it when there is nothing on 'normal' TV that I want to watch	152 34%	72 33%	80 36%	** **	** **	41 36%	** **	** **	** **	63 40%	49 35%	** **	** **	82 33%	70 35%	152 34%	- -%
I want to watch the programme/ film at a time that suits me	121 27%	64 29%	57 25%	** **	** **	27 23%	** **	** **	** **	37 24%	44 32%	** **	** **	57 23%	64 32%	121 27%	- -%
Just to pass some time/ relax	57 13%	24 11%	33 15%	** **	** **	17 14%	** **	** **	** **	25 16%	15 11%	** **	** **	37 15%	20 10%	57 13%	- -%
The programme/ film was recommended to me by someone I know	49 11%	20 9%	29 13%	** **	** **	13 11%	** **	** **	** **	20 13%	24 17%	** **	** **	25 10%	24 12%	49 11%	- -%
There is a good choice of programmes/ films	42 9%	17 8%	25 11%	** **	** **	10 8%	** **	** **	** **	11 7%	16 11%	** **	** **	23 9%	19 10%	42 9%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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**Q18 You said you use the free Video On Demand services from your TV service provider. What would you say are the reasons that you use the free Video On-demand content available through your TV service provider?
IF NECESSARY - Services such as Virgin On Demand, Sky On Demand (MULTI CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 ~c	25-34 ~d	35-44 e	45-54 ~f	55-64 ~g	65+ ~h	AB i	C1 j	C2 ~k	DE ~l	YES m	NO n	YES o	NO ~p
Significance Level: 95%																	
Unweighted total	405	199	206	76	98	101	61	45	24	111	147	76	71	220	185	405	-
Effective Weighted Sample	359	178	181	67	89	90	52	41	21	103	135	69	63	197	162	359	-
Total	448	222	226	85	115	116	66	44	21	156	137	86	68	249	199	448	-
Somebody was watching something else on the TV at the time it was on so I used it to catch up	38 9%	17 8%	21 10%	** **	** **	14 12%	** **	** **	** **	7 4%	19 14% i	** **	** **	22 9%	17 8%	38 9%	- -%
There are older programmes (such as classic TV shows) or films available that I want to watch	10 2%	7 3%	3 1%	** **	** **	4 4%	** **	** **	** **	2 1%	6 4%	** **	** **	7 3%	3 1%	10 2%	- -%
I thought I had recorded it	9 2%	5 2%	5 2%	** **	** **	2 2%	** **	** **	** **	5 3%	4 3%	** **	** **	4 2%	5 3%	9 2%	- -%
It didn't record properly/ cut the beginning/ cut the end of the programme	3 1%	2 1%	1 1%	** **	** **	1 1%	** **	** **	** **	3 2%	- -%	** **	** **	2 1%	1 1%	3 1%	- -%
Other reasons	11 2%	7 3%	4 2%	** **	** **	4 3%	** **	** **	** **	4 3%	3 2%	** **	** **	6 2%	5 2%	11 2%	- -%
Don't know	11 2%	6 3%	5 2%	** **	** **	3 3%	** **	** **	** **	3 2%	2 1%	** **	** **	5 2%	6 3%	11 2%	- -%

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

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Table 71

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

**Q18 You said you use the free Video On Demand services from your TV service provider. What would you say are the reasons that you use the free Video On-demand content available through your TV service provider?
IF NECESSARY - Services such as Virgin On Demand, Sky On Demand (MULTI CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	405	296	109	329	35	20	21	27	47	34	45	42	30	34	30	40	331	74
Effective Weighted Sample	359	264	96	300	33	20	21	25	46	32	43	39	29	32	29	39	296	65
Total	448	336	112	386	40	14	8	36	73	40	56	42	34	36	18	52	379	68
I missed the programme/ film when it was on TV and I use it to catch up	226 51%	169 50%	58 52%	194 50%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	189 50%	** **
I use it when there is nothing on 'normal' TV that I want to watch	152 34%	121 36%	31 28%	122 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	126 33%	** **
I want to watch the programme/ film at a time that suits me	121 27%	100 30%	22 19%	104 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	101 27%	** **
Just to pass some time/ relax	57 13%	47 14%	10 9%	48 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	50 13%	** **
The programme/ film was recommended to me by someone I know	49 11%	38 11%	10 9%	41 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	44 12%	** **
There is a good choice of programmes/ films	42 9%	31 9%	12 11%	33 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	36 9%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 71

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

**Q18 You said you use the free Video On Demand services from your TV service provider. What would you say are the reasons that you use the free Video On-demand content available through your TV service provider?
IF NECESSARY - Services such as Virgin On Demand, Sky On Demand (MULTI CODE)**

Base : Those using broadcaster free Video On Demand services through Connected TV

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	405	296	109	329	35	20	21	27	47	34	45	42	30	34	30	40	331	74
Effective Weighted Sample	359	264	96	300	33	20	21	25	46	32	43	39	29	32	29	39	296	65
Total	448	336	112	386	40	14	8	36	73	40	56	42	34	36	18	52	379	68
Somebody was watching something else on the TV at the time it was on so I used it to catch up	38 9%	27 8%	12 10%	33 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	31 8%	** **
There are older programmes (such as classic TV shows) or films available that I want to watch	10 2%	7 2%	3 2%	10 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 2%	** **
I thought I had recorded it	9 2%	6 2%	3 3%	9 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 2%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	3 1%	3 1%	- -%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	** **
Other reasons	11 2%	6 2%	5 4%	10 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 3%	** **
Don't know	11 2%	8 2%	3 3%	11 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 3%	** **

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 72

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

Q19 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster free Video On Demand services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Unweighted total	405	199	206	76	98	101	61	45	24	111	147	76	71	220	185	405	-
Effective Weighted Sample	359	178	181	67	89	90	52	41	21	103	135	69	63	197	162	359	-
Total	448	222	226	85	115	116	66	44	21	156	137	86	68	249	199	448	-
I missed the programme/ film when it was on TV and I use it to catch up	179	80	99	**	**	44	**	**	**	61	51	**	**	98	80	179	-
	40%	36%	44%	**	**	38%	**	**	**	39%	37%	**	**	40%	40%	40%	-%
I use it when there is nothing on 'normal' TV that I want to watch	103	57	46	**	**	30	**	**	**	42	28	**	**	55	48	103	-
	23%	26%	20%	**	**	26%	**	**	**	27%	20%	**	**	22%	24%	23%	-%
I want to watch the programme/ film at a time that suits me	78	46	31	**	**	17	**	**	**	20	33	**	**	40	38	78	-
	17%	21%	14%	**	**	15%	**	**	**	13%	24%	**	**	16%	19%	17%	-%
Just to pass some time/ relax	27	12	15	**	**	8	**	**	**	16	3	**	**	19	8	27	-
	6%	5%	7%	**	**	7%	**	**	**	10%	2%	**	**	7%	4%	6%	-%
There is a good choice of programmes/ films	15	7	8	**	**	3	**	**	**	3	6	**	**	11	4	15	-
	3%	3%	4%	**	**	3%	**	**	**	2%	4%	**	**	5%	2%	3%	-%
The programme/ film was recommended to me by someone I know	15	5	10	**	**	3	**	**	**	6	7	**	**	8	6	15	-
	3%	2%	4%	**	**	3%	**	**	**	4%	5%	**	**	3%	3%	3%	-%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 72

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

Q19 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster free Video On Demand services through Connected TV

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	405	199	206	76	98	101	61	45	24	111	147	76	71	220	185	405	-
Effective Weighted Sample	359	178	181	67	89	90	52	41	21	103	135	69	63	197	162	359	-
Total	448	222	226	85	115	116	66	44	21	156	137	86	68	249	199	448	-
Somebody was watching something else on the TV at the time it was on so I used it to catch up	8 2%	2 1%	6 3%	** **	** **	2 2%	** **	** **	** **	2 1%	4 3%	** **	** **	5 2%	3 1%	8 2%	- -%
Other reasons	12 3%	7 3%	5 2%	** **	** **	4 4%	** **	** **	** **	4 3%	5 3%	** **	** **	6 2%	6 3%	12 3%	- -%
Don't know	11 2%	6 3%	5 2%	** **	** **	3 3%	** **	** **	** **	3 2%	2 1%	** **	** **	5 2%	6 3%	11 2%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 72

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

Q19 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster free Video On Demand services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	405	296	109	329	35	20	21	27	47	34	45	42	30	34	30	40	331	74
Effective Weighted Sample	359	264	96	300	33	20	21	25	46	32	43	39	29	32	29	39	296	65
Total	448	336	112	386	40	14	8	36	73	40	56	42	34	36	18	52	379	68
I missed the programme/ film when it was on TV and I use it to catch up	179 40%	132 39%	47 42%	156 40%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	151 40%	** **
I use it when there is nothing on 'normal' TV that I want to watch	103 23%	78 23%	25 22%	83 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	89 23%	** **
I want to watch the programme/ film at a time that suits me	78 17%	65 19%	12 11%	65 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	66 17%	** **
Just to pass some time/ relax	27 6%	21 6%	6 5%	25 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 5%	** **
There is a good choice of programmes/ films	15 3%	12 3%	4 4%	13 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 3%	** **
The programme/ film was recommended to me by someone I know	15 3%	10 3%	5 4%	15 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 3%	** **
Somebody was watching something else on the TV at the time it was on so I used it to catch up	8 2%	5 1%	3 3%	8 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 2%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 72

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

Q19 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster free Video On Demand services through Connected TV

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	405	296	109	329	35	20	21	27	47	34	45	42	30	34	30	40	331	74
Effective Weighted Sample	359	264	96	300	33	20	21	25	46	32	43	39	29	32	29	39	296	65
Total	448	336	112	386	40	14	8	36	73	40	56	42	34	36	18	52	379	68
Other reasons	12	5	7	10	**	**	**	**	**	**	**	**	**	**	**	**	10	**
	3%	2%	6%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
			a															
Don't know	11	8	3	11	**	**	**	**	**	**	**	**	**	**	**	**	11	**
	2%	2%	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 73

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

Q20 Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Improved	353	171	182	76	78	79	49	33	37	120	107	63	62	174	178	308	44
	17%	17%	17%	26%	22%	20%	16%	11%	10%	22%	20%	14%	12%	22%	14%	19%	11%
				fgh	gh	gh	h			kl	kl			n		p	
Got worse	610	266	344	57	94	97	94	97	171	131	152	145	181	191	419	446	163
	30%	27%	32%	19%	27%	24%	30%	34%	44%	24%	28%	33%	36%	25%	33%	27%	40%
			a		c		c	ce	cdefg			i	ij		m		o
Stayed about the same	1023	503	520	151	171	215	155	157	173	273	271	227	248	393	630	829	193
	50%	51%	49%	51%	48%	53%	49%	54%	45%	50%	50%	51%	49%	51%	50%	51%	47%
						h		h									
Don't know	62	37	24	15	10	14	15	2	7	24	17	6	14	16	45	53	9
	3%	4%	2%	5%	3%	3%	5%	1%	2%	4%	3%	1%	3%	2%	4%	3%	2%
				gh	g	g	gh			k							

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 73

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

Q20 Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Improved	353	228	125	313	17	13	9	77	55	36	26	18	28	32	12	30	314	39
	17%	20%	14%	18%	10%	14%	15%	31%	19%	21%	13%	12%	16%	18%	14%	13%	18%	14%
		b		d			cdefhijklm	no	d	dk				d				
Got worse	610	282	325	502	59	34	15	44	86	53	60	55	49	53	28	75	519	90
	30%	25%	36%	29%	34%	35%	25%	18%	30%	31%	31%	38%	27%	30%	32%	33%	29%	33%
			a	g	g	g			g	g	g	cfgl	g	g	g	g		
Stayed about the same	1023	590	433	847	95	48	34	113	140	76	97	70	98	90	45	119	886	137
	50%	52%	48%	49%	54%	48%	58%	46%	49%	44%	51%	48%	54%	51%	51%	52%	50%	51%
							cgi											
Don't know	62	40	22	53	5	3	1	11	6	6	8	3	6	4	2	6	57	5
	3%	4%	2%	3%	3%	3%	1%	5%	2%	3%	4%	2%	3%	2%	3%	3%	3%	2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 74

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

Q21 In what ways do you think that television programmes have improved over the past year? What else? (MULTI CODE)

Base : Those with any TV sets who feel that television programmes have improved over the past year

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	320	153	167	65	65	66	45	36	43	86	112	53	69	148	172	275	45
Effective Weighted Sample	279	134	144	57	58	59	39	31	37	79	99	48	59	132	147	241	38
Total	353	171	182	76	78	79	49	33	37	120	107	63	62	174	178	308	44
Improved quality	176	83	93	**	**	**	**	**	**	**	59	**	**	86	90	154	**
	50%	49%	51%	**	**	**	**	**	**	**	56%	**	**	49%	50%	50%	**
Wider range/ type of programmes	167	79	88	**	**	**	**	**	**	**	52	**	**	80	87	147	**
	47%	46%	48%	**	**	**	**	**	**	**	49%	**	**	46%	49%	48%	**
More/ better dramas	114	54	59	**	**	**	**	**	**	**	25	**	**	53	61	101	**
	32%	32%	33%	**	**	**	**	**	**	**	24%	**	**	31%	34%	33%	**
More interesting/ entertaining	106	48	59	**	**	**	**	**	**	**	39	**	**	58	48	87	**
	30%	28%	32%	**	**	**	**	**	**	**	36%	**	**	33%	27%	28%	**
More/ better films	64	29	35	**	**	**	**	**	**	**	21	**	**	31	32	54	**
	18%	17%	19%	**	**	**	**	**	**	**	20%	**	**	18%	18%	18%	**
More up to date	41	18	22	**	**	**	**	**	**	**	17	**	**	24	17	36	**
	12%	11%	12%	**	**	**	**	**	**	**	15%	**	**	14%	10%	12%	**
More content aimed at specific groups (children, young people, ethnic minorities etc.)	34	19	15	**	**	**	**	**	**	**	9	**	**	21	13	30	**
	10%	11%	8%	**	**	**	**	**	**	**	9%	**	**	12%	7%	10%	**
Better actors	17	10	7	**	**	**	**	**	**	**	5	**	**	8	9	9	**
	5%	6%	4%	**	**	**	**	**	**	**	4%	**	**	4%	5%	3%	**
Don't know	6	1	6	**	**	**	**	**	**	**	-	**	**	3	3	4	**
	2%	*%	3%	**	**	**	**	**	**	**	-%	**	**	2%	2%	1%	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 74

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

Q21 In what ways do you think that television programmes have improved over the past year? What else? (MULTI CODE)

Base : Those with any TV sets who feel that television programmes have improved over the past year

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	320	191	129	259	17	21	23	55	36	29	21	18	27	28	21	24	274	46	
Effective Weighted Sample	279	170	111	237	16	21	23	53	35	27	19	17	25	27	21	23	241	40	
Total	353	228	125	313	17	13	9	77	55	36	26	18	28	32	12	30	314	39	
Improved quality	176	121	55	163	**	**	**	**	**	**	**	**	**	**	**	**	153	**	
	50%	53%	44%	52%	**	**	**	**	**	**	**	**	**	**	**	**	49%	**	
Wider range/ type of programmes	167	105	61	148	**	**	**	**	**	**	**	**	**	**	**	**	145	**	
	47%	46%	49%	47%	**	**	**	**	**	**	**	**	**	**	**	**	46%	**	
More/ better dramas	114	79	34	103	**	**	**	**	**	**	**	**	**	**	**	**	99	**	
	32%	35%	28%	33%	**	**	**	**	**	**	**	**	**	**	**	**	32%	**	
More interesting/ entertaining	106	67	39	94	**	**	**	**	**	**	**	**	**	**	**	**	91	**	
	30%	29%	32%	30%	**	**	**	**	**	**	**	**	**	**	**	**	29%	**	
More/ better films	64	45	19	58	**	**	**	**	**	**	**	**	**	**	**	**	55	**	
	18%	20%	15%	19%	**	**	**	**	**	**	**	**	**	**	**	**	18%	**	
More up to date	41	30	10	37	**	**	**	**	**	**	**	**	**	**	**	**	36	**	
	12%	13%	8%	12%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	
More content aimed at specific groups (children, young people, ethnic minorities etc.)	34	22	12	32	**	**	**	**	**	**	**	**	**	**	**	**	31	**	
	10%	10%	9%	10%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	
Better actors	17	11	6	16	**	**	**	**	**	**	**	**	**	**	**	**	13	**	
	5%	5%	5%	5%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	
Don't know	6	6	1	6	**	**	**	**	**	**	**	**	**	**	**	**	6	**	
	2%	3%	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 75

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

Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)

Base : Those with any TV sets who feel that television programmes have got worse over the past year

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	~i	j	k	l	m	n	o	p
Unweighted total	646	281	365	56	83	91	95	118	203	99	181	147	218	180	466	447	198
Effective Weighted Sample	564	245	319	50	74	80	83	103	181	91	165	128	197	158	410	389	179
Total	610	266	344	57	94	97	94	97	171	131	152	145	181	191	419	446	163
More repeats	398	172	227	**	**	**	**	63	123	**	108	93	120	111	287	275	122
	65%	65%	66%	**	**	**	**	65%	72%	**	71%	64%	66%	58%	68% m	62%	75% o
Lack of variety	238	112	126	**	**	**	**	31	56	**	64	52	66	84	154	188	49
	39%	42%	37%	**	**	**	**	32%	33%	**	42%	36%	36%	44%	37%	42% p	30%
General lack of quality	195	88	107	**	**	**	**	28	50	**	52	41	50	60	135	154	41
	32%	33%	31%	**	**	**	**	28%	29%	**	34%	28%	27%	31%	32%	35% p	25%
Too many reality shows	173	79	94	**	**	**	**	33	45	**	46	45	36	43	130	138	35
	28%	30%	27%	**	**	**	**	34%	26%	**	30% l	31% l	20%	23%	31% m	31% p	21%
More bad language	75	19	56	**	**	**	**	10	24	**	23	22	16	26	49	53	22
	12%	7%	16% a	**	**	**	**	11%	14%	**	15%	15%	9%	14%	12%	12%	14%
More violence	58	18	41	**	**	**	**	7	20	**	16	17	12	23	35	38	20
	10%	7%	12% a	**	**	**	**	7%	12%	**	11%	12%	7%	12%	8%	9%	12%
More sex/ content with sexual connotations/ sexually explicit content	42	12	30	**	**	**	**	7	18	**	8	13	13	13	29	27	15
	7%	5%	9%	**	**	**	**	8%	10%	**	5%	9%	7%	7%	7%	6%	9%
More antisocial behaviour	40	14	26	**	**	**	**	7	10	**	11	10	11	17	23	31	9
	7%	5%	8%	**	**	**	**	7%	6%	**	7%	7%	6%	9%	6%	7%	5%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 75

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

Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	~i	j	k	l	m	n	o	p
Unweighted total	646	281	365	56	83	91	95	118	203	99	181	147	218	180	466	447	198
Effective Weighted Sample	564	245	319	50	74	80	83	103	181	91	165	128	197	158	410	389	179
Total	610	266	344	57	94	97	94	97	171	131	152	145	181	191	419	446	163
More nakedness/ naked bodies/ body parts	23 4%	7 2%	16 5%	** **	** **	** **	** **	4 4%	8 5%	** **	4 3%	11 7% l	4 2%	9 5%	14 3%	16 3%	7 4%
Invasion of privacy/ not respecting people's privacy	14 2%	7 3%	7 2%	** **	** **	** **	** **	1 1%	4 2%	** **	4 2%	1 1%	4 2%	7 4%	7 2%	9 2%	6 3%
Race - Discriminatory treatment or portrayal of people based on race	9 2%	2 1%	8 2%	** **	** **	** **	** **	- -%	2 1%	** **	3 2%	1 1%	2 1%	4 2%	5 1%	9 2%	1 *%
Age - Discriminatory treatment or portrayal of people based on age	7 1%	1 *%	6 2%	** **	** **	** **	** **	1 1%	2 1%	** **	1 1%	1 1%	1 *%	2 1%	5 1%	6 1%	1 *%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	5 1%	1 *%	4 1%	** **	** **	** **	** **	- -%	2 1%	** **	- -%	3 2%	1 *%	3 1%	2 1%	5 1%	- -%
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	5 1%	1 *%	4 1%	** **	** **	** **	** **	- -%	2 1%	** **	- -%	* *%	2 1%	- -%	5 1%	4 1%	1 *%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 75

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

Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	~i	j	k	l	m	n	o	p
Unweighted total	646	281	365	56	83	91	95	118	203	99	181	147	218	180	466	447	198
Effective Weighted Sample	564	245	319	50	74	80	83	103	181	91	165	128	197	158	410	389	179
Total	610	266	344	57	94	97	94	97	171	131	152	145	181	191	419	446	163
Religion - Discriminatory treatment or portrayal of people based on religion	4	1	3	**	**	**	**	-	-	**	1	-	1	2	2	4	-
	1%	*%	1%	**	**	**	**	-%	-%	**	1%	-%	*%	1%	*%	1%	-%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	3	1	3	**	**	**	**	-	1	**	1	-	1	1	3	3	1
	1%	*%	1%	**	**	**	**	-%	*%	**	1%	-%	*%	*%	1%	1%	*%
Other ways	33	20	13	**	**	**	**	5	11	**	6	10	7	11	22	24	9
	5%	7%	4%	**	**	**	**	5%	6%	**	4%	7%	4%	6%	5%	5%	5%
Don't know	2	-	2	**	**	**	**	-	1	**	-	-	2	-	2	1	1
	*%	-%	*%	**	**	**	**	-%	*%	**	-%	-%	1%	-%	*%	*%	*%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 75

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

Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	646	265	379	490	60	56	40	37	61	52	56	61	51	59	50	63	523	123
Effective Weighted Sample	564	232	337	441	56	55	40	35	59	49	52	56	47	56	49	60	463	107
Total	610	282	325	502	59	34	15	44	86	53	60	55	49	53	28	75	519	90
More repeats	398	181	216	318	**	**	**	**	**	**	**	**	**	**	**	**	340	58
	65%	64%	66%	63%	**	**	**	**	**	**	**	**	**	**	**	**	65%	65%
Lack of variety	238	128	110	191	**	**	**	**	**	**	**	**	**	**	**	**	204	34
	39%	45%	34%	38%	**	**	**	**	**	**	**	**	**	**	**	**	39%	38%
		b																
General lack of quality	195	101	94	160	**	**	**	**	**	**	**	**	**	**	**	**	169	26
	32%	36%	29%	32%	**	**	**	**	**	**	**	**	**	**	**	**	32%	29%
Too many reality shows	173	84	89	129	**	**	**	**	**	**	**	**	**	**	**	**	148	26
	28%	30%	27%	26%	**	**	**	**	**	**	**	**	**	**	**	**	28%	28%
More bad language	75	33	42	66	**	**	**	**	**	**	**	**	**	**	**	**	63	13
	12%	12%	13%	13%	**	**	**	**	**	**	**	**	**	**	**	**	12%	14%
More violence	58	24	34	46	**	**	**	**	**	**	**	**	**	**	**	**	47	11
	10%	9%	10%	9%	**	**	**	**	**	**	**	**	**	**	**	**	9%	12%
More sex/ content with sexual connotations/ sexually explicit content	42	13	29	32	**	**	**	**	**	**	**	**	**	**	**	**	31	11
	7%	4%	9%	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	12%
			a															p
More antisocial behaviour	40	20	20	30	**	**	**	**	**	**	**	**	**	**	**	**	32	9
	7%	7%	6%	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	10%
More nakedness/ naked bodies/ body parts	23	6	16	18	**	**	**	**	**	**	**	**	**	**	**	**	15	8
	4%	2%	5%	4%	**	**	**	**	**	**	**	**	**	**	**	**	3%	8%
																		p

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	646	265	379	490	60	56	40	37	61	52	56	61	51	59	50	63	523	123
Effective Weighted Sample	564	232	337	441	56	55	40	35	59	49	52	56	47	56	49	60	463	107
Total	610	282	325	502	59	34	15	44	86	53	60	55	49	53	28	75	519	90
Invasion of privacy/ not respecting people's privacy	14 2%	6 2%	8 2%	14 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 2%	2 2%
Race - Discriminatory treatment or portrayal of people based on race	9 2%	6 2%	4 1%	9 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	3 3%
Age - Discriminatory treatment or portrayal of people based on age	7 1%	5 2%	2 1%	6 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	3 4% p
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	5 1%	- -%	5 2%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	1 1%
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	5 1%	2 1%	2 1%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	3 3% p

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

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Table 75

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

Q22 In what ways do you think that television programmes have got worse over the past year? What else? (MULTI CODE)

Base : Those with any TV sets who feel that television programmes have got worse over the past year

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total	646	265	379	490	60	56	40	37	61	52	56	61	51	59	50	63	523	123
Effective Weighted Sample	564	232	337	441	56	55	40	35	59	49	52	56	47	56	49	60	463	107
Total	610	282	325	502	59	34	15	44	86	53	60	55	49	53	28	75	519	90
Religion - Discriminatory treatment or portrayal of people based on religion	4 1%	3 1%	1 *%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	2 2% p
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	3 1%	2 1%	1 *%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	2 2% p
Other ways	33 5%	11 4%	21 7%	28 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	30 6%	4 4%
Don't know	2 *%	- -%	2 1%	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	- -%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 76

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

Q23 (SHOWCARD WITH PRODUCT PLACEMENT LOGO) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?

IF YES - Do you know what this symbol is used for? (MULTI CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Product placement/ company has paid for product to be featured in the programme	301	143	157	41	62	79	53	31	36	101	96	55	49	137	164	259	42
	15%	15%	15%	14%	18%	19%	17%	11%	9%	18%	18%	12%	10%	18%	13%	16%	10%
				gh	gh	gh	gh			kl	kl			n		p	
Other response	24	15	9	5	9	4	2	4	1	3	6	7	8	11	14	18	6
	1%	2%	1%	2%	3%	1%	1%	1%	*%	1%	1%	2%	2%	1%	1%	1%	1%
				h	h												
Aware of symbol, don't know what it is used for	372	164	208	77	67	77	53	47	51	83	107	84	97	148	223	306	66
	18%	17%	19%	26%	19%	19%	17%	16%	13%	15%	20%	19%	19%	19%	18%	19%	16%
				fgh	h	h											
No, not aware of symbol	1350	655	696	176	215	245	206	207	302	362	338	294	352	479	871	1052	296
	66%	67%	65%	59%	61%	60%	66%	72%	78%	66%	62%	67%	69%	62%	68%	64%	72%
								cde	cdef				j		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 76

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

Q23 (SHOWCARD WITH PRODUCT PLACEMENT LOGO) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?
IF YES - Do you know what this symbol is used for? (MULTI CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Product placement/ company has paid for product to be featured in the programme	301 15%	198 17% b	103 11%	274 16% defi	14 8%	8 8% i	4 8% cdefhijklm no	79 32%	51 18% defik	5 3%	40 21% defiklno	14 10% i	21 12% i	25 14% i	11 12% i	28 12% i	268 15%	33 12%
Other response	24 1%	17 2%	7 1%	21 1%	2 1%	1 1%	* 1%	- -%	3 1%	3 2%	1 1%	2 1%	1 1%	5 3% g	2 2%	4 2%	23 1%	2 1%
Aware of symbol, don't know what it is used for	372 18%	225 20%	147 16%	308 18% h	32 18% h	15 15%	16 28% cdehiko	50 20% h	31 11%	31 18%	35 18% h	26 18%	34 19% h	42 24% h	19 22% h	41 18%	336 19% q	36 13%
No, not aware of symbol	1350 66%	701 61%	647 72% a	1112 65% g	127 72% gjm	74 75% cfgjmn	37 64% g	116 47%	202 71% gjm	132 77% cfgjmn	115 60% g	104 72% gjm	124 69% g	105 59% g	55 64% g	158 69% g	1149 65%	201 74% p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 77

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

Q24 (SHOWCARD) Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Trailers or promotions for particular TV programmes	1466 72%	726 74% b	740 69%	209 70%	242 68%	303 75%	224 72%	219 76% dh	269 69%	435 79% kl	417 76% kl	298 68%	315 62%	547 71%	919 72%	1210 74% p	255 62%
Programme sponsorship announcements	1258 61%	633 65% b	625 58%	176 59%	196 55%	280 69% cdh	201 64% d	182 63%	222 57%	384 70% kl	356 65% l	271 62% l	245 48%	476 61%	782 61%	1035 63% p	222 54%
Trailers or promotions for particular TV channels	1180 58%	591 60% b	590 55%	176 59% h	195 55%	251 62% h	199 64% dh	162 56%	197 51%	344 63% l	335 61% l	253 57% l	247 49%	453 58%	727 57%	989 60% p	190 46%
Trailers or promotions for websites or other online services provided by TV channels	804 39%	420 43% b	384 36%	138 46% h	153 43% h	164 41% h	129 41% h	110 38% h	111 28%	246 45% kl	247 45% kl	159 36%	151 30%	322 42%	482 38%	702 43% p	101 25%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	676 33%	343 35%	333 31%	111 37% h	132 37% gh	142 35% h	123 39% gh	85 30% h	82 21%	234 43% jkl	196 36% kl	124 28%	122 24%	268 35%	408 32%	607 37% p	68 17%
ANY OF THESE	1738 85%	849 87% b	889 83%	244 82%	300 85%	358 88% ch	270 86%	247 86%	319 82%	497 91% kl	486 89% kl	368 83% l	386 76%	660 85%	1077 85%	1418 87% p	319 78%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 77

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

Q24 (SHOWCARD) Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
None of these	243	98	145	38	39	38	35	32	61	44	44	56	96	83	160	164	79
	12%	10%	14%	13%	11%	9%	11%	11%	16%	8%	8%	13%	19%	11%	13%	10%	19%
			a						e			ij	ijk				o
Don't know	66	30	36	16	15	9	8	9	9	8	17	17	24	31	35	54	11
	3%	3%	3%	5%	4%	2%	3%	3%	2%	1%	3%	4%	5%	4%	3%	3%	3%
				eh								i	i				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 77

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

Q24 (SHOWCARD) Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Trailers or promotions for particular TV programmes	1466 72%	831 73%	634 70%	1219 71% fgkl	147 84% cefgjklo	72 73% fgkl	29 50%	132 54%	238 83% cefgjklo	147 86% cefgjklmo	137 72% fgkl	89 61%	99 55%	136 77% fgkl	80 92% cdefghijklm	162 70% fgl	1269 71%	198 73%
Programme sponsorship announcements	1258 61%	747 66% b	509 56%	1066 62% fk	109 62% fk	60 61% fk	23 39%	157 64% fk	210 73% cdefklmo	112 66% fk	123 65% fk	55 38%	99 55% fk	107 61% fk	56 65% fk	146 63% fk	1098 62%	159 59%
Trailers or promotions for particular TV channels	1180 58%	708 62% b	471 52%	971 57% fgl	121 69% cfgklmo	60 61% fgkl	28 48%	107 44%	195 68% cfgklo	112 66% cfgklo	124 65% cfgklo	72 49%	82 45%	103 58% gl	58 67% cfgklo	118 51%	1035 58%	145 53%
Trailers or promotions for websites or other online services provided by TV channels	804 39%	502 44% b	302 33%	675 39% gl	76 43% fgl	34 35% l	19 32% l	72 29% l	145 51% cefgklo	82 48% cefgklo	83 43% fgl	52 36% l	32 18%	79 45% fgl	44 51% cefgklo	85 37% l	711 40%	93 34%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	676 33%	441 39% b	234 26%	572 33% fl	63 36% fgl	32 33% fl	8 15%	64 26% f	117 41% cfglo	72 42% cfgklo	70 37% fgl	45 31% fl	37 21%	72 40% fglo	28 32% fl	67 29% f	597 34%	79 29%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 77

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

Q24 (SHOWCARD) Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
ANY OF THESE	1738	1006	731	1451	158	81	47	187	263	157	161	112	135	154	82	200	1506	232
	85%	88%	81%	85%	90%	83%	81%	76%	92%	92%	84%	77%	75%	87%	94%	87%	85%	85%
		b		gkl	fgkl				cefgjkl	cefgjkl	l			gkl	cefgjklmo	gkl		
None of these	243	107	135	206	16	14	7	47	16	8	26	25	35	19	4	25	212	31
	12%	9%	15%	12%	9%	14%	12%	19%	6%	5%	14%	17%	19%	10%	5%	11%	12%	11%
			a	hin		hin	hin	cdhimno			hin	dhin	cdhimno					
Don't know	66	28	38	58	1	4	4	11	8	5	4	8	11	5	1	6	58	9
	3%	2%	4%	3%	1%	4%	7%	4%	3%	3%	2%	6%	6%	3%	1%	3%	3%	3%
			a				cdjn	dn				dn	dn					

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 78

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

Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
No, do not have any concerns	1213	574	639	215	225	257	180	152	184	328	319	255	309	485	728	978	233
	59%	59%	60%	72% defgh	64% gh	63% gh	57% h	53%	47%	60%	58%	58%	61%	63% n	57%	60%	57%
CONCERNS MENTIONED																	
Too many advertising breaks	481	240	241	43	73	73	81	81	130	111	123	117	129	145	336	365	116
	23%	25%	22%	14%	21%	18%	26% ce	28% cde	34% cdef	20%	23%	26% i	25%	19%	26% m	22%	28% o
Advertising breaks go on for too long	235	124	112	25	31	30	43	43	63	58	57	61	59	73	162	183	51
	12%	13%	10%	8%	9%	7%	14% ce	15% cde	16% cde	11%	11%	14%	12%	9%	13% m	11%	13%
Loans/ credit	118	56	61	13	24	29	28	10	14	39	50	14	16	53	65	102	16
	6%	6%	6%	4%	7% h	7% h	9% cgh	4%	4%	7% kl	9% kl	3%	3%	7%	5%	6%	4%
Gambling	102	48	53	7	18	25	24	12	16	41	33	19	9	53	48	89	13
	5%	5%	5%	2%	5%	6% c	8% ch	4%	4%	7% l	6% l	4% l	2%	7% n	4%	5%	3%
Inappropriate advertising in children's programming/ before the watershed	95	33	62	9	20	32	9	9	16	29	33	16	16	61	34	86	8
	5%	3%	6% a	3%	6%	8% cfgh	3%	3%	4%	5%	6% l	4%	3%	8% n	3%	5% p	2%
Junk food	83	35	49	4	22	25	17	5	11	29	34	9	11	47	37	77	6
	4%	4%	5%	1%	6% cgh	6% cgh	5% cg	2%	3%	5% kl	6% kl	2%	2%	6% n	3%	5% p	1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 78

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

Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)

Base : Those with any TV sets

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Encourages children to pester parents	77 4%	36 4%	41 4%	4 1%	16 4%	29 7%	10 3%	9 3%	10 3%	28 5%	23 4%	15 3%	10 2%	50 6%	27 2%	68 4%	9 2%
					c	cfgh				l	l			n		p	
Adverts are noisier/ louder than the programmes	74 4%	34 3%	40 4%	3 1%	13 4%	22 5%	14 5%	5 2%	18 5%	23 4%	29 5%	7 2%	15 3%	32 4%	42 3%	61 4%	13 3%
						cg	cg		cg	k	kl						
Irritating/ annoying sponsorship messages	65 3%	37 4%	29 3%	4 1%	11 3%	14 3%	11 4%	9 3%	16 4%	17 3%	27 5%	6 1%	15 3%	28 4%	38 3%	55 3%	10 2%
											k						
Poor quality/ poor production standards	56 3%	28 3%	29 3%	2 1%	7 2%	10 3%	13 4%	11 4%	13 3%	6 1%	19 4%	13 3%	16 3%	21 3%	35 3%	40 2%	16 4%
							c	c	c		i		i				
Antisocial behaviour in adverts	35 2%	11 1%	24 2%	1 *%	5 1%	8 2%	8 2%	1 *%	14 4%	14 3%	11 2%	4 1%	7 1%	13 2%	22 2%	28 2%	8 2%
						g	cg		cg								
Other concerns	108 5%	50 5%	58 5%	14 5%	11 3%	16 4%	12 4%	21 7%	34 9%	35 6%	31 6%	20 5%	22 4%	30 4%	78 6%	86 5%	22 5%
								d	def						m		
ANY CONCERNS	806 39%	393 40%	413 39%	79 26%	125 35%	142 35%	131 42%	130 45%	200 51%	210 38%	223 41%	182 41%	189 37%	279 36%	527 41%	635 39%	170 42%
					c	c	c	cde	cdef						m		
Don't know	28 1%	10 1%	18 2%	5 2%	4 1%	6 1%	2 1%	7 2%	5 1%	10 2%	6 1%	4 1%	8 2%	10 1%	18 1%	22 1%	6 2%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 78

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Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
No, do not have any concerns	1213	706	507	1012	113	46	41	162	162	100	100	93	105	109	52	129	1071	142
	59%	62%	56%	59%	64%	47%	71%	66%	56%	58%	53%	64%	58%	62%	60%	56%	60%	52%
		b		e	ej		cehijlno	ejo		e		ej	e	e	e		q	
CONCERNS MENTIONED																		
Too many advertising breaks	481	241	239	389	45	35	12	49	65	44	44	28	45	36	18	61	403	78
	23%	21%	26%	23%	25%	35%	21%	20%	23%	26%	23%	19%	25%	20%	21%	26%	23%	29%
		a				cfghijklmn											p	
Advertising breaks go on for too long	235	120	113	186	20	22	7	32	36	14	25	16	17	14	12	20	184	52
	12%	11%	13%	11%	12%	23%	11%	13%	13%	8%	13%	11%	9%	8%	13%	9%	10%	19%
						cd fghijklm no											p	
Loans/ credit	118	83	35	106	4	7	2	17	28	14	8	12	10	11	1	5	91	26
	6%	7%	4%	6%	2%	7%	3%	7%	10%	8%	4%	8%	5%	6%	1%	2%	5%	10%
		b		dno		dno		dno	dfjno	dfno		dfno		dno			p	
Gambling	102	71	30	87	5	8	2	19	25	11	4	7	12	5	1	2	79	23
	5%	6%	3%	5%	3%	8%	3%	8%	9%	7%	2%	5%	7%	3%	1%	1%	4%	9%
		b		no		dfjmno		dfjmno	cdfjmno	jno		no	jno				p	
Inappropriate advertising in children's programming/ before the watershed	95	56	38	82	3	5	5	17	16	9	11	7	7	5	2	8	77	17
	5%	5%	4%	5%	2%	5%	9%	7%	5%	5%	6%	5%	4%	3%	3%	3%	4%	6%
							cdmno	d										
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 78

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

Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Junk food	83 4%	63 6% b	21 2%	77 5% d	1 *% d	5 5% d	1 1% cdfhijmno	24 10%	13 5% d	5 3%	8 4% d	8 6% dfn	10 5% d	4 2%	1 1%	5 2%	65 4%	19 7% p
Encourages children to pester parents	77 4%	50 4%	27 3%	61 4%	4 2%	7 7% k	5 9% cdgkno	7 3%	11 4%	8 5%	8 4%	2 1%	7 4%	9 5%	2 2%	7 3%	58 3%	19 7% p
Adverts are noisier/ louder than the programmes	74 4%	47 4%	27 3%	65 4% o	3 2%	4 4% o	1 2%	15 6% do	19 7% dkno	8 5% o	5 2%	3 2%	7 4% o	6 3%	2 2%	1 1%	60 3%	14 5%
Irritating/ annoying sponsorship messages	65 3%	34 3%	31 3%	54 3%	3 2%	6 6% cdlo	2 3%	14 6% lo	13 5% l	6 3%	5 2%	6 4%	2 1%	4 2%	2 2%	3 1%	47 3%	18 7% p
Poor quality/ poor production standards	56 3%	28 2%	27 3%	47 3%	5 3%	4 4% l	1 2%	16 7% cfjln	9 3%	5 3%	3 2%	3 2%	1 *% o	4 2%	2 2%	4 2%	51 3%	5 2%
Antisocial behaviour in adverts	35 2%	18 2%	17 2%	30 2%	4 2%	1 1%	1 1%	10 4% cjmno	12 4% cjmno	3 2%	- -%	1 1%	2 1%	1 *% o	- -%	1 1%	27 2%	8 3%
Other concerns	108 5%	41 4%	68 7% a	95 6% fg	8 5% fg	5 5% fg	- -%	2 1%	22 8% fgj	18 10% cfgijkl	5 3% f	5 3% f	7 4% f	13 7% fg	6 7% fg	18 8% fgj	101 6% q	8 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 78

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

Q25 Do you have any concerns about advertising on television? IF YES - What do you have concerns about? (MULTI CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
ANY CONCERNS	806	421	383	678	62	49	17	82	122	71	79	53	75	68	31	97	678	128
	39%	37%	42%	40%	36%	50%	29%	33%	42%	42%	41%	36%	41%	38%	36%	42%	38%	47%
		a	f			cd	fg	k	m	n			f		f		p	
Don't know	28	14	15	25	-	4	-	1	3	-	11	-	1	-	4	4	26	2
	1%	1%	2%	1%	-	4%	-	1%	1%	-	6%	-	1%	-	5%	2%	1%	1%
						cd	fg	i	k	l	m		cd	fg	i	k	l	m

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 79

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

Q26 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial TV channels - so channels other than BBC channels. Without income from advertising, free-to-air commercial channels like ITV1 or Channel 5 may not exist, while other commercial channels like Sky 1 or More4 might have fewer new programmes.

Please think about the frequency of advertising breaks - so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
MAIN COMMERCIAL CHANNELS																	
There could be quite a few more advertising breaks in an hour before it bothered me	71	35	36	12	23	16	7	5	10	13	18	17	23	40	31	64	7
	3%	4%	3%	4%	6% fgh	4%	2%	2%	3%	2%	3%	4%	5%	5% n	2%	4% p	2%
A small increase in the number of advertising breaks would not bother me	117	51	65	24	30	14	17	13	19	34	31	17	35	48	69	93	24
	6%	5%	6%	8% e	8% e	3%	5%	5%	5%	6%	6%	4%	7%	6%	5%	6%	6%
The present number of advertising breaks doesn't bother me, but I would not want any more	772	370	402	130	132	165	110	107	129	212	209	159	191	294	479	606	164
	38%	38%	38%	43% h	37%	41% h	35%	37%	33%	39%	38%	36%	38%	38%	38%	37%	40%
There are already more advertising breaks in an hour than I am really happy with	1038	493	546	117	166	200	177	158	221	273	277	239	246	381	657	834	203
	51%	50%	51%	39%	47%	49% c	56% cd	55% c	57% cde	50%	51%	54%	49%	49%	52%	51%	50%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 79

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

Q26 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial TV channels - so channels other than BBC channels. Without income from advertising, free-to-air commercial channels like ITV1 or Channel 5 may not exist, while other commercial channels like Sky 1 or More4 might have fewer new programmes.

Please think about the frequency of advertising breaks - so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Don't know	49	27	21	16	4	11	3	6	10	16	12	9	11	12	37	39	10
	2%	3%	2%	5%	1%	3%	1%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%
				dfg													

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q26 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial TV channels - so channels other than BBC channels. Without income from advertising, free-to-air commercial channels like ITV1 or Channel 5 may not exist, while other commercial channels like Sky 1 or More4 might have fewer new programmes.

Please think about the frequency of advertising breaks - so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
MAIN COMMERCIAL CHANNELS																		
There could be quite a few more advertising breaks in an hour before it bothered me	71 3%	43 4%	28 3%	61 4% o	7 4% o	1 1%	2 3%	14 6% eino	7 3%	2 1%	13 7% ceino	9 6% eino	6 3%	9 5% ino	1 1%	1 1%	54 3%	17 6% p
A small increase in the number of advertising breaks would not bother me	117 6%	69 6%	48 5%	110 6% ef	5 3%	2 2%	* 1%	20 8% def	22 8% def	6 4%	12 6% f	14 10% defi	11 6% f	8 4% f	3 4%	13 6% f	96 5%	21 8%
The present number of advertising breaks doesn't bother me, but I would not want any more	772 38%	441 39%	331 37%	624 36% l	83 47% chijkl	39 40% l	26 44% kl	97 40% l	99 34% l	60 35% l	68 36% l	45 31%	43 24% ceghijklno	93 52% l	32 37% l	88 38% l	672 38%	101 37%
There are already more advertising breaks in an hour than I am really happy with	1038 51%	559 49%	478 53%	875 51% gm	79 45%	55 56% gm	30 51% gm	95 39%	150 52% gm	101 59% dgjm	90 47%	75 51% gm	122 67% cdefghjkm o	66 37%	50 57% dgm	127 55% gm	908 51%	130 48%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 79

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Q26 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial TV channels - so channels other than BBC channels. Without income from advertising, free-to-air commercial channels like ITV1 or Channel 5 may not exist, while other commercial channels like Sky 1 or More4 might have fewer new programmes.

Please think about the frequency of advertising breaks - so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels.

Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Don't know	49	29	20	45	2	1	1	19	9	2	7	3	-	3	1	1	46	3
	2%	3%	2%	3%	1%	1%	1%	8%	3%	1%	4%	2%	-%	2%	1%	*%	3%	1%
				I				cdefhiklmn	I		lo							
								o										

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 80

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

Q27 (SHOWCARD) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?

IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
OTHER COMMERCIAL CHANNELS																	
There could be quite a few more advertising breaks in an hour before it bothered me	66 3%	35 4%	32 3%	10 3%	18 5% gh	16 4%	10 3%	4 2%	8 2%	16 3%	15 3%	15 3%	20 4%	39 5% n	27 2%	60 4% p	6 2%
A small increase in the number of advertising breaks would not bother me	112 5%	44 5%	68 6%	24 8% g	27 8% g	20 5%	14 4%	7 3%	21 5%	34 6%	28 5%	16 4%	35 7% k	48 6%	64 5%	91 6%	21 5%
The present number of advertising breaks doesn't bother me, but I would not want any more	715 35%	356 36%	360 34%	132 44% defgh	119 34%	144 36%	102 33%	102 35%	116 30%	194 35%	205 37%	140 32%	175 35%	276 36%	440 35%	565 35%	150 37%
There are already more advertising breaks in an hour than I am really happy with	1070 52%	506 52%	565 53%	120 40%	181 51% c	205 51% c	183 59% c	164 57% c	217 56% c	275 50%	278 51%	258 59% ijl	258 51%	391 50%	679 53%	862 53%	208 51%
Don't know	83 4%	37 4%	46 4%	13 4% f	8 2%	21 5% f	4 1%	11 4%	27 7% df	29 5%	21 4%	13 3%	18 3%	21 3%	62 5% m	58 4%	24 6% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 80

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

Q27 (SHOWCARD) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?

IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
OTHER COMMERCIAL CHANNELS																		
There could be quite a few more advertising breaks in an hour before it bothered me	66 3%	42 4%	25 3%	57 3% o	7 4% o	2 2%	1 1%	12 5% no	9 3%	4 2%	13 7% cefn	4 3%	5 3%	8 4% no	1 1%	1 1%	56 3%	11 4%
A small increase in the number of advertising breaks would not bother me	112 5%	63 6%	49 5%	107 6% def	3 2%	1 1%	1 1%	24 10% defmn	19 7% def	8 5%	10 5% f	12 8% defn	9 5%	8 4%	2 3%	15 7% def	90 5%	23 8% p
The present number of advertising breaks doesn't bother me, but I would not want any more	715 35%	406 36%	309 34%	583 34% l	74 42% chjl	32 33%	26 45% cehijklo	94 38% l	87 30%	57 33%	59 31%	47 32%	44 24%	83 47% cehijklo	35 40% l	78 34%	628 35%	88 32%
There are already more advertising breaks in an hour than I am really happy with	1070 52%	583 51%	487 54%	891 52% gm	88 50% g	62 62% cdfgjm	30 51% g	95 39%	153 53% g	92 54% g	95 50% g	81 55% gm	121 67% cdfghijkm no	76 43%	47 54% g	131 57% gm	932 52%	139 51%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 80

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

Q27 (SHOWCARD) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?

IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Don't know	83	47	35	77	4	2	1	21	18	10	13	3	1	2	2	6	71	12
	4%	4%	4%	4%	2%	2%	1%	8%	6%	6%	7%	2%	1%	1%	3%	2%	4%	4%
				I				cdefklmno	eflm	flm	eflm							

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 81

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

Q28 (SHOWCARD) SAY TO RESPONDENT - Now please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels.
Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
MAIN COMMERCIAL CHANNELS																	
There could be quite a few more minutes of advertising in an hour before it bothered me	63 3%	35 4%	28 3%	11 4%	17 5% gh	14 4%	7 2%	5 2%	7 2%	15 3%	13 2%	17 4%	17 3%	38 5% n	24 2%	57 4% p	6 1%
A small increase in the number of minutes of advertising would not bother me	103 5%	46 5%	57 5%	21 7% e	23 7% e	11 3%	16 5%	10 3%	22 6% e	28 5%	34 6% k	13 3%	28 5%	35 4%	68 5%	81 5%	21 5%
The present amount of advertising doesn't bother me, but I would not want any more	780 38%	378 39%	402 38%	133 45% fh	136 38%	168 41% h	107 34%	111 38%	125 32%	213 39%	210 38%	158 36%	197 39%	305 39%	475 37%	612 37%	166 41%
There are already more minutes of advertising in an hour than I am really happy with	1048 51%	492 50%	557 52%	121 41%	174 49%	196 48%	180 58% ce	155 54% c	221 57% cde	271 49%	277 51%	243 55%	255 50%	382 49%	667 52%	843 52%	204 50%
Don't know	53 3%	27 3%	27 3%	11 4% df	3 1%	16 4% df	3 1%	7 3%	12 3%	21 4% l	12 2%	9 2%	9 2%	15 2%	38 3%	41 3%	12 3%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 81

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

Q28 (SHOWCARD) SAY TO RESPONDENT - Now please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels.
Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
MAIN COMMERCIAL CHANNELS																		
There could be quite a few more minutes of advertising in an hour before it bothered me	63 3%	38 3%	25 3%	58 3% fo	5 3% f	1 1%	- -%	10 4% efno	9 3% f	3 2% c	16 8% defhi	5 4% f	5 3% f	7 4% efo	1 1%	1 1%	51 3%	12 4%
A small increase in the number of minutes of advertising would not bother me	103 5%	54 5%	49 5%	93 5% ei	7 4%	1 1%	2 3%	20 8% efin	27 10% cefijlmn	3 2%	7 4%	8 5%	7 4%	7 4%	2 2%	12 5%	87 5%	16 6%
The present amount of advertising doesn't bother me, but I would not want any more	780 38%	452 40%	328 36%	645 38% l	74 42% l	34 34%	27 46% cehijkl	106 43% kl	100 35%	59 35%	64 34%	46 32%	50 27%	89 50% cehijkl	34 40% l	97 42% l	683 38%	96 35%
There are already more minutes of advertising in an hour than I am really happy with	1048 51%	561 49%	486 54%	869 51% gm	89 51% g	61 62% cdfghjmo	29 50% g	88 36%	146 51% g	103 60% cgjm	91 48% g	83 57% gm	117 65% cdfghjmo	73 41%	49 56% gm	119 52% gm	906 51%	142 52%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 81

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

Q28 (SHOWCARD) SAY TO RESPONDENT - Now please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels - that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Don't know	53	36	17	51	1	1	1	21	4	4	12	4	2	2	1	1	49	4
	3%	3%	2%	3%	*%	1%	1%	9%	1%	2%	6%	3%	1%	1%	1%	*%	3%	2%
				o				cdefhiklmn			cdefhlmno							
								o										

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 82

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

Q29 (SHOWCARD) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels?

IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
OTHER COMMERCIAL CHANNELS																	
There could be quite a few more minutes of advertising in an hour before it bothered me	60 3%	28 3%	32 3%	12 4%	13 4%	12 3%	7 2%	6 2%	10 3%	18 3%	14 3%	12 3%	16 3%	35 5% n	25 2%	54 3%	6 2%
A small increase in the number of minutes of advertising would not bother me	108 5%	53 5%	55 5%	17 6%	26 7%	18 4%	14 5%	12 4%	21 6%	25 5%	29 5%	19 4%	35 7%	39 5%	69 5%	85 5%	24 6%
The present amount of advertising doesn't bother me, but I would not want any more	737 36%	341 35%	396 37%	142 48% defgh	126 36% h	155 38% h	98 31%	104 36% h	111 29%	202 37%	208 38%	146 33%	179 35%	296 38%	441 35%	590 36%	145 36%
There are already more minutes of advertising in an hour than I am really happy with	1039 51%	501 51%	538 50%	119 40%	176 50% c	194 48%	185 59% cde	150 52% c	215 55% ce	266 48%	278 51%	241 55%	254 50%	374 48%	665 52%	832 51%	206 50%
Don't know	103 5%	54 6%	49 5%	8 3%	13 4%	26 6% cf	9 3%	17 6%	31 8% cdf	37 7% j	19 4%	22 5%	22 4%	31 4%	72 6%	75 5%	28 7%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 82

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

Q29 (SHOWCARD) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels?

IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
OTHER COMMERCIAL CHANNELS																		
There could be quite a few more minutes of advertising in an hour before it bothered me	60 3%	34 3%	26 3%	54 3%	4 2%	1 1%	* 1%	11 4% fno	7 2%	3 2%	14 7% cdefhino	5 4%	5 3%	8 4% fno	1 1%	1 1%	44 2%	16 6% p
A small increase in the number of minutes of advertising would not bother me	108 5%	58 5%	50 6%	101 6% ef	4 2%	2 2%	1 2%	21 9% defim	20 7% def	5 3%	10 5%	14 10% defimn	10 6%	6 3%	3 3%	11 5%	85 5%	24 9% p
The present amount of advertising doesn't bother me, but I would not want any more	737 36%	428 38%	308 34%	604 35% kl	75 42% jkl	32 33%	26 45% cejkl	90 37% kl	100 35% l	58 34%	58 30%	39 27%	45 25%	88 50% ceghijkl	34 39% kl	91 39% kl	655 37% q	82 30%
There are already more minutes of advertising in an hour than I am really happy with	1039 51%	558 49%	481 53%	863 50% gm	87 49%	60 61% cdghjm	29 50%	99 40%	142 50%	94 55% gm	91 48%	80 55% gm	118 65% cdfghjmno	73 41%	47 54% gm	120 52% gm	907 51%	133 49%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 82

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

Q29 (SHOWCARD) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels?

IF NECESSARY - 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Don't know	103	63	39	93	6	3	1	25	18	10	17	8	3	2	2	7	85	18
	5%	5%	4%	5%	4%	3%	2%	10%	6%	6%	9%	5%	2%	1%	3%	3%	5%	7%
Columns Tested:				lm				cdeflmno	lm	lm	deflmno	m						

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 83

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

Q30 As far as you know, are TV programmes regulated?

IF NECESSARY - Are there rules or guidelines about what can and can't be shown? (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Yes	1675	829	846	221	273	341	281	264	295	504	485	343	339	621	1053	1384	289
	79%	82%	77%	70%	73%	83%	88%	89%	75%	89%	86%	77%	64%	79%	80%	83%	67%
		b				cdh	cdh	cdeh		kl	kl	l				p	
No	196	87	109	41	41	33	21	18	42	24	39	45	88	78	118	141	55
	9%	9%	10%	13%	11%	8%	7%	6%	11%	4%	7%	10%	17%	10%	9%	8%	13%
				fg	g			g				i	ijk				o
Don't know	237	95	142	54	57	38	16	15	58	41	41	55	100	84	152	151	86
	11%	9%	13%	17%	15%	9%	5%	5%	15%	7%	7%	12%	19%	11%	12%	9%	20%
			a	efg	efg	g		efg				ij	ijk				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 83

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

Q30 As far as you know, are TV programmes regulated?

IF NECESSARY - Are there rules or guidelines about what can and can't be shown? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes	1675	974	699	1408	147	81	38	179	251	147	148	114	158	136	71	203	1448	227
	79%	83%	75%	80%	80%	78%	65%	68%	85%	81%	77%	77%	86%	76%	80%	88%	79%	82%
		b		fg	fg	fg			fgjm	fg	f	f	cefgjkm	f	fg	cefgjkm		
No	196	94	101	167	16	6	7	63	14	8	25	14	9	16	10	8	172	24
	9%	8%	11%	9%	8%	6%	12%	24%	5%	4%	13%	10%	5%	9%	11%	3%	9%	9%
			a	hilo	o		hilo	cdefhijklm			ehilo	o		o	hio			
Don't know	237	108	128	186	20	16	14	21	28	25	19	19	16	27	9	21	211	26
	11%	9%	14%	11%	11%	16%	23%	8%	10%	14%	10%	13%	9%	15%	10%	9%	12%	9%
			a			cgl	cdghijklno							g				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 84

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

Q31 Who do you think is responsible for regulating TV programmes? (SINGLE CODE - FIRST MENTION)

Base : Those who believe that/ are unsure whether TV programmes are regulated

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1908	915	993	255	292	338	287	320	416	420	608	370	507	654	1254	1475	431
Effective Weighted Sample	1656	791	866	225	258	297	251	280	368	379	546	330	447	571	1090	1287	376
Total	1911	923	988	275	330	378	297	279	352	545	526	398	439	706	1206	1534	374
Ofcom/ Office of Communications	681	366	315	64	114	165	129	110	97	272	200	114	93	251	430	600	81
	36%	40%	32%	23%	35%	44%	43%	40%	28%	50%	38%	29%	21%	36%	36%	39%	22%
		b			c	cdh	cdh	ch		jkl	kl	l				p	
TV channels themselves	91	38	53	15	21	14	14	6	20	16	22	21	32	39	52	66	25
	5%	4%	5%	6%	6%	4%	5%	2%	6%	3%	4%	5%	7%	6%	4%	4%	7%
					g			g					ij				
BBC	91	45	46	15	16	23	15	13	9	14	21	28	26	39	51	57	33
	5%	5%	5%	5%	5%	6%	5%	5%	3%	3%	4%	7%	6%	6%	4%	4%	9%
						h						i	i				o
The Government (Including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	90	47	44	18	12	17	14	9	20	21	31	19	20	37	54	78	12
	5%	5%	4%	7%	4%	4%	5%	3%	6%	4%	6%	5%	5%	5%	4%	5%	3%
BSC/ Broadcasting Standards Commission	79	51	28	5	9	19	16	14	16	21	23	20	15	24	55	65	14
	4%	6%	3%	2%	3%	5%	5%	5%	5%	4%	4%	5%	3%	3%	5%	4%	4%
		b					c										
ASA/ Advertising Standards Authority	64	32	31	5	10	15	15	12	7	25	14	15	10	22	41	57	6
	3%	4%	3%	2%	3%	4%	5%	4%	2%	5%	3%	4%	2%	3%	3%	4%	2%
						h											
ITC/ Independent Television Commission	23	14	9	3	3	7	4	5	2	7	5	8	3	12	12	21	3
	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 84

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

Q31 Who do you think is responsible for regulating TV programmes? (SINGLE CODE - FIRST MENTION)

Base : Those who believe that/ are unsure whether TV programmes are regulated

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1908	915	993	255	292	338	287	320	416	420	608	370	507	654	1254	1475	431
Effective Weighted Sample	1656	791	866	225	258	297	251	280	368	379	546	330	447	571	1090	1287	376
Total	1911	923	988	275	330	378	297	279	352	545	526	398	439	706	1206	1534	374
BBFC/ British Board of Film Classification	17	11	6	1	3	3	2	3	4	4	4	6	3	7	9	12	5
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other response	61	35	26	7	4	12	8	15	16	15	13	15	19	16	45	47	14
	3%	4%	3%	2%	1%	3%	3%	5%	5%	3%	3%	4%	4%	2%	4%	3%	4%
								d	d								
Don't know	714	285	429	141	138	104	80	91	160	151	192	152	219	259	456	531	181
	37%	31%	43%	51%	42%	28%	27%	33%	45%	28%	37%	38%	50%	37%	38%	35%	48%
			a	defg	efg			efg	efg		i	i	ijk				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 84

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

Q31 Who do you think is responsible for regulating TV programmes? (SINGLE CODE - FIRST MENTION)

Base : Those who believe that/ are unsure whether TV programmes are regulated

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1908	972	934	1453	163	154	138	153	191	159	149	142	173	165	139	182	1586	322
Effective Weighted Sample	1656	857	818	1312	152	150	137	146	184	148	138	132	160	155	136	174	1391	281
Total	1911	1082	827	1595	168	97	51	201	280	173	167	133	173	163	80	225	1658	253
Ofcom/ Office of Communications	681	444	236	580	57	28	16	94	126	58	69	48	39	56	27	63	577	104
	36%	41%	29%	36%	34%	29%	31%	47%	45%	34%	41%	36%	23%	34%	34%	28%	35%	41%
		b		lo	l			cdefilmno	cdefilmo	l	elo	l		l	l			p
TV channels themselves	91	42	49	77	9	3	1	6	11	5	4	7	19	5	4	16	83	8
	5%	4%	6%	5%	5%	3%	3%	3%	4%	3%	3%	5%	11%	3%	5%	7%	5%	3%
			a										cefg hijm					
BBC	91	54	37	73	10	5	3	13	6	4	5	5	18	11	4	7	83	8
	5%	5%	4%	5%	6%	5%	5%	6%	2%	2%	3%	4%	10%	7%	5%	3%	5%	3%
													chijko	h				
The Government (Including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	90	47	43	82	4	3	1	25	12	7	6	5	6	8	3	10	80	10
	5%	4%	5%	5%	3%	4%	1%	12%	4%	4%	3%	4%	3%	5%	4%	5%	5%	4%
								cdefhijklmno										
BSC/ Broadcasting Standards Commission	79	53	25	62	9	6	2	17	7	5	4	5	12	2	2	9	65	14
	4%	5%	3%	4%	5%	6%	4%	9%	2%	3%	2%	4%	7%	1%	3%	4%	4%	6%
						m		chijmn					hm					
ASA/ Advertising Standards Authority	64	40	23	44	16	3	-	3	13	7	5	6	4	2	2	2	52	12
	3%	4%	3%	3%	10%	3%	-%	1%	5%	4%	3%	4%	2%	1%	2%	1%	3%	5%
				f	cefgijlmno	f		fmo	fo	f	f	f						

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 84

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

Q31 Who do you think is responsible for regulating TV programmes? (SINGLE CODE - FIRST MENTION)

Base : Those who believe that/ are unsure whether TV programmes are regulated

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1908	972	934	1453	163	154	138	153	191	159	149	142	173	165	139	182	1586	322
Effective Weighted Sample	1656	857	818	1312	152	150	137	146	184	148	138	132	160	155	136	174	1391	281
Total	1911	1082	827	1595	168	97	51	201	280	173	167	133	173	163	80	225	1658	253
ITC/ Independent Television Commission	23 1%	14 1%	10 1%	19 1%	3 2%	1 1%	* 1%	1 1%	2 1%	- -%	2 1%	2 1%	6 3% ci	3 2%	2 2%	2 1%	16 1%	7 3% p
BBFC/ British Board of Film Classification	17 1%	8 1%	8 1%	15 1%	1 1%	1 1%	- -%	3 2%	- -%	1 1%	1 *%	1 1%	4 2%	2 1%	- -%	3 1%	14 1%	2 1%
Other response	61 3%	25 2%	36 4% a	54 3% fg	5 3% fg	2 2%	- -%	- -%	7 2%	9 5% fg	5 3% fg	3 3%	7 4% fg	7 4% fg	1 1%	14 6% fgn	58 4% q	3 1%
Don't know	714 37%	355 33%	359 43% a	588 37% g	54 32% g	44 45% cdghl	28 55% cdghijklmo	39 19%	96 34% g	76 44% dg	66 40% g	51 39% g	60 34% g	68 42% g	35 43% dg	98 44% dg	630 38%	85 33%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 85

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

Q32A (SHOWCARD) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Too much	100	63	37	15	25	20	12	14	13	14	37	23	25	44	56	80	19
	5%	6%	3%	5%	7%	5%	4%	5%	3%	2%	7%	5%	5%	6%	4%	5%	5%
		b			h						i	i					
Too little	344	149	195	18	52	63	60	53	98	85	94	80	84	130	214	275	69
	16%	15%	18%	6%	14%	15%	19%	18%	25%	15%	17%	18%	16%	17%	16%	16%	16%
					c	c	c	c	cdeg								
About the right amount	1320	648	673	213	226	268	216	188	209	369	357	281	311	486	834	1083	234
	63%	64%	61%	67%	61%	65%	68%	63%	53%	65%	63%	63%	59%	62%	63%	65%	55%
				h	h	h	h	h								p	
Don't know	343	151	192	69	68	60	30	42	74	101	76	58	107	123	220	237	106
	16%	15%	18%	22%	18%	15%	10%	14%	19%	18%	14%	13%	20%	16%	17%	14%	25%
				efg	f				f				jk				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 85

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

Q32A (SHOWCARD) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	100 5%	59 5%	40 4%	89 5% e	7 4%	1 1%	3 4%	17 7% e	14 5% e	7 4%	9 4%	9 6% e	5 3%	12 7% e	5 5% e	10 4%	89 5%	11 4%
Too little	344 16%	165 14%	179 19% a	302 17% ef	27 15% f	11 11%	4 7%	50 19% ef	58 20% ef	29 16% f	32 17% f	28 19% ef	31 17% f	27 15% f	16 18% f	30 13%	289 16%	55 20%
About the right amount	1320 63%	774 66% b	545 59%	1112 63% n	115 63% n	59 57%	34 58%	163 62% n	186 63% n	113 63% n	117 61%	81 55%	122 67% kn	115 64% n	46 51%	169 73% cefgjkn	1160 63%	160 58%
Don't know	343 16%	178 15%	164 18%	260 15%	34 18% o	32 31% cdghijklm o	18 31% cdghijklm o	33 13%	35 12%	32 17%	35 18% o	28 19% o	24 13%	26 14%	23 26% cghlmo	24 10%	292 16%	51 18%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 86

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

Q32B (SHOWCARD) And what about the amount of regulation for BBC television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Too much	122	86	36	16	26	28	19	22	11	32	33	29	28	47	75	109	13
	6%	9%	3%	5%	7%	7%	6%	8%	3%	6%	6%	7%	5%	6%	6%	6%	3%
		b			h	h	h	h								p	
Too little	245	108	137	10	33	51	44	38	69	63	64	60	57	88	157	199	46
	12%	11%	12%	3%	9%	12%	14%	13%	18%	11%	11%	14%	11%	11%	12%	12%	11%
					c	c	c	c	cd								
About the right amount	1396	671	725	221	240	284	216	196	239	390	383	289	331	526	870	1130	263
	66%	66%	66%	70%	65%	69%	68%	66%	61%	69%	68%	65%	63%	67%	66%	67%	61%
				h		h										p	
Don't know	344	145	199	68	71	48	40	42	75	84	84	63	111	123	221	238	106
	16%	14%	18%	21%	19%	12%	12%	14%	19%	15%	15%	14%	21%	16%	17%	14%	25%
			a	efg	ef			ef					ijk				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 86

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

Q32B (SHOWCARD) And what about the amount of regulation for BBC television? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	122 6%	79 7% b	43 5%	109 6%	8 4%	3 3%	3 4%	9 3%	20 7%	9 5%	14 7%	9 6%	10 6%	11 6%	10 12% cdefgi	17 7%	103 6%	19 7%
Too little	245 12%	128 11%	117 13%	212 12% fo	19 10% fo	11 11%	4 6%	33 13% o	44 15% fo	17 9%	27 14% fo	21 15% fo	19 10%	25 14% fo	11 12%	15 6%	203 11%	42 15% p
About the right amount	1396 66%	807 69% b	588 63%	1174 67% jn	124 67% jn	62 59% n	36 62% n	207 78% cdefhijkmn	198 67% jn	122 67% n	109 57%	89 61% n	127 70% ejn	109 61% n	43 48%	170 73% efjkmn	1232 67% q	164 59%
Don't know	344 16%	162 14%	181 19% a	267 15% g	33 18% g	28 27% cdghlo	16 27% cghlo	15 6%	32 11%	33 18% gh	43 22% cgho	28 19% gh	26 14% g	35 19% gh	25 28% cdghilo	31 13% g	291 16%	52 19%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 87

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

Q32C (SHOWCARD) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Too much	69	53	16	9	20	9	6	15	10	9	22	15	22	31	38	57	12
	3%	5%	1%	3%	5%	2%	2%	5%	2%	2%	4%	3%	4%	4%	3%	3%	3%
		b			efh			f			i		i				
Too little	336	148	189	27	44	67	52	57	90	90	101	73	71	122	214	266	70
	16%	15%	17%	8%	12%	16%	16%	19%	23%	16%	18%	17%	14%	16%	16%	16%	16%
						c	c	cd	cdef		l						
About the right amount	1318	648	669	212	233	270	216	177	210	365	351	287	313	494	823	1078	238
	63%	64%	61%	67%	63%	66%	68%	60%	53%	64%	62%	65%	59%	63%	62%	64%	55%
				h	h	h	gh									p	
Don't know	384	162	222	68	73	65	44	48	85	105	91	67	121	136	248	274	110
	18%	16%	20%	22%	20%	16%	14%	16%	22%	18%	16%	15%	23%	17%	19%	16%	26%
			a	f				ef					jk				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 87

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

Q32C (SHOWCARD) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	69 3%	40 3%	29 3%	59 3%	6 3%	2 2%	2 4%	2 1%	14 5% g	5 3%	8 4%	6 4%	6 3%	6 3%	5 6% g	7 3%	59 3%	10 4%
Too little	336 16%	180 15%	156 17%	294 17% ef	29 16% f	9 9%	4 7%	51 19% ef	57 19% ef	26 14% f	29 15% f	29 19% ef	28 16% f	29 16% f	16 18% ef	31 13%	286 16%	50 18%
About the right amount	1318 63%	772 66% b	545 59%	1110 63% n	115 63% n	59 57%	34 58%	177 67% n	183 62% n	107 59% n	112 58%	85 58%	122 67% n	115 64% n	43 48%	167 72% cefhijkn	1157 63%	161 58%
Don't know	384 18%	184 16%	199 21% a	300 17%	33 18%	34 32% cdghklmo	18 31% cdghklmo	33 13%	41 14%	43 24% cghlo	44 23% ghlo	28 19%	26 14%	31 17%	26 29% cdghklmo	28 12%	328 18%	56 20%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 88

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

Q32D (SHOWCARD) And what about the amount of regulation for all other TV channels? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Too much	73 3%	56 6%	17 2%	14 4%	20 5%	8 2%	5 2%	16 5%	9 2%	10 2%	21 4%	14 3%	28 5%	27 4%	46 3%	58 3%	15 3%
		b			efh			efh					i				
Too little	344 16%	146 14%	199 18%	28 9%	46 12%	72 18%	59 19%	54 18%	85 22%	100 18%	92 16%	76 17%	75 14%	132 17%	212 16%	277 17%	67 16%
		a				c	cd	c	cd								
About the right amount	1257 60%	630 62%	628 57%	197 63%	222 60%	270 66%	201 63%	172 58%	195 50%	338 59%	341 60%	275 62%	301 57%	473 60%	784 59%	1031 62%	224 52%
		b		h	h	gh	h	h								p	
Don't know	432 21%	179 18%	253 23%	76 24%	83 22%	61 15%	52 16%	56 19%	104 26%	120 21%	110 19%	78 18%	123 23%	151 19%	282 21%	309 18%	123 29%
			a	ef	e			efg					k				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 88

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

Q32D (SHOWCARD) And what about the amount of regulation for all other TV channels? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	73 3%	38 3%	35 4%	60 3%	6 3%	4 4%	2 4%	4 2%	11 4%	6 3%	6 3%	7 5%	5 3%	5 3%	4 5%	12 5%	63 3%	10 4%
Too little	344 16%	183 16%	162 17%	301 17%	30 17%	8 8%	5 8%	53 20%	60 21%	24 13%	31 16%	24 17%	28 15%	33 18%	17 19%	31 13%	295 16%	50 18%
				ef	ef			ef	ef		ef	ef	ef	ef	ef			
About the right amount	1257 60%	746 63%	510 55%	1062 60%	109 60%	53 51%	33 57%	159 60%	181 61%	99 55%	107 56%	88 60%	121 66%	110 61%	40 45%	157 68%	1095 60%	162 58%
		b		en	n		n	n	n			n	eijn	n		efijn		
Don't know	432 21%	210 18%	222 24%	339 19%	37 20%	38 36%	18 32%	47 18%	42 14%	52 29%	49 25%	28 19%	29 16%	31 17%	28 31%	33 14%	377 21%	55 20%
			a			cdghjklmo	cdghklmo			cghlmo	hlo				cdghklmo			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 89

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

Q33A 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?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Protect children/ young people	982 47%	440 44%	541 49% a	148 47%	192 52% h	190 46%	143 45%	142 48%	166 42%	265 47%	247 44%	219 50%	250 47%	413 53% n	569 43%	794 47%	187 44%
Protect everybody/ the public/ viewers/ the audience	571 27%	283 28%	289 26%	78 25%	82 22%	124 30% d	102 32% d	79 27%	107 27%	169 30% kl	178 32% kl	103 23%	118 22%	184 24%	387 29% m	458 27%	113 26%
To maintain standards of decency/ broadcasting standards	140 7%	80 8% b	61 6%	20 6%	24 7%	23 6%	27 8%	21 7%	26 7%	27 5%	29 5%	25 6%	58 11% ijk	55 7%	85 6%	120 7%	20 5%
Provides restrictions on offensive content	84 4%	36 4%	48 4%	13 4%	12 3%	24 6%	10 3%	13 4%	12 3%	16 3%	32 6% il	21 5%	15 3%	34 4%	50 4%	60 4%	24 6%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	61 3%	29 3%	32 3%	9 3%	14 4%	16 4%	6 2%	8 3%	8 2%	23 4% l	17 3%	13 3%	9 2%	28 4%	33 3%	51 3%	10 2%
Provides restrictions on violence/ antisocial behaviour	33 2%	14 1%	19 2%	6 2%	10 3% h	6 1%	5 2%	3 1%	2 *%	9 2%	10 2%	7 2%	7 1%	14 2%	19 1%	28 2%	5 1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 89

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

Q33A 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?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Provides restrictions on swearing/ bad language	30 1%	16 2%	14 1%	6 2%	5 1%	2 1%	4 1%	4 1%	10 2% e	7 1%	7 1%	8 2%	9 2%	10 1%	21 2%	26 2%	5 1%
Timing of programmes/ the watershed	30 1%	17 2%	14 1%	7 2%	2 1%	5 1%	4 1%	4 1%	8 2%	11 2%	7 1%	6 1%	7 1%	6 1%	25 2% m	21 1%	8 2%
Provides restrictions on sexual content/ nakedness	19 1%	12 1%	7 1%	2 *%	4 1%	2 1%	2 1%	3 1%	6 2%	2 *%	8 1%	7 1%	2 *%	5 1%	14 1%	16 1%	3 1%
Other reason	38 2%	25 2% b	13 1%	5 2%	5 1%	3 1%	6 2%	6 2%	13 3% e	9 2%	9 2%	8 2%	12 2%	9 1%	29 2%	30 2%	7 2%
Don't know	118 6%	59 6%	59 5%	22 7% f	20 6%	16 4%	9 3%	14 5%	36 9% efg	32 6%	19 3%	26 6%	40 8% j	26 3%	92 7% m	71 4%	47 11% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 89

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

Q33A 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?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Protect children/ young people	982	536	444	821	84	45	30	42	123	106	117	79	82	86	52	135	859	123
	47%	46%	48%	47%	46%	44%	52%	16%	42%	59%	61%	53%	45%	48%	59%	58%	47%	44%
				g	g	g	g		g	cdeghl	cdeghlm	gh	g	g	cdeghl	cdeghl		
Protect everybody/ the public/ viewers/ the audience	571	343	228	477	55	29	10	107	99	40	37	28	63	35	19	51	488	83
	27%	29%	25%	27%	30%	28%	18%	41%	34%	22%	19%	19%	34%	20%	21%	22%	27%	30%
		b		fjkm	fjkm	f		cdefijkmno	fijkmno				cfijkmno					
To maintain standards of decency/ broadcasting standards	140	75	66	131	3	5	2	64	15	10	3	2	8	20	2	8	135	6
	7%	6%	7%	7%	2%	4%	4%	24%	5%	5%	2%	1%	5%	11%	2%	3%	7%	2%
				djkno				cdefhijklmno	k	k				defhijklno			q	
Provides restrictions on offensive content	84	55	28	61	19	2	3	21	11	3	1	5	3	5	1	10	76	8
	4%	5%	3%	3%	10%	2%	4%	8%	4%	2%	1%	3%	2%	3%	1%	4%	4%	3%
				j	cefhijklmno		j	ceijlmn	j							j		
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	61	37	25	52	2	5	3	12	7	7	1	4	8	6	1	7	52	10
	3%	3%	3%	3%	1%	4%	4%	4%	2%	4%	1%	3%	4%	3%	1%	3%	3%	3%
						jn	djn	djn					jn					

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 89

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

Q33A 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?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (SINGLE CODE - FIRST MENTION)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Provides restrictions on violence/ antisocial behaviour	33 2%	22 2%	11 1%	28 2%	1 *%	3 3%	1 2%	8 3%	3 1%	3 2%	1 1%	4 3%	1 *%	3 1%	2 2%	3 1%	27 1%	6 2%
Provides restrictions on swearing/ bad language	30 1%	10 1%	20 2% a	25 1%	1 *%	4 4% cdgij	1 1%	1 *%	8 3% o	1 *%	1 *%	8 5% cdfgijmno	4 2% o	2 1%	1 1%	- -%	21 1%	10 4% p
Timing of programmes/ the watershed	30 1%	21 2%	10 1%	24 1%	3 2%	2 2%	1 2%	3 1%	6 2%	1 1%	- -%	1 *%	5 3% j	3 1%	1 1%	6 2% j	24 1%	6 2%
Provides restrictions on sexual content/ nakedness	19 1%	10 1%	9 1%	15 1%	1 *%	1 1% cdghjmo	2 4%	- -%	2 1%	1 1%	- -%	6 4% cdgjo	2 1%	1 1%	2 2%	- -%	12 1%	7 2% p
Other reason	38 2%	14 1%	24 3% a	34 2%	2 1%	1 1%	- -%	- -%	8 3% fg	7 4% fg	3 2%	3 2% g	3 2%	2 1%	2 3% fg	6 3% fg	33 2%	5 2%
Don't know	118 6%	55 5%	63 7%	93 5% il	13 7% gil	8 7% gil	4 8% gil	6 2%	11 4%	2 1%	29 15% cdefghiklo	10 7% gil	3 1%	17 10% cghilo	8 9% gilo	7 3%	104 6%	14 5%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 90

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

Q33B 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?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (MULTI CODE - ALL MENTIONS)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Protect children/ young people	1541	708	832	212	285	308	239	217	281	427	423	325	364	606	935	1249	290
	73%	70%	76%	67%	77%	75%	75%	73%	71%	75%	75%	73%	69%	77%	71%	75%	68%
			a		c	c	c			l	l			n		p	
Protect everybody/ the public/ viewers/ the audience	1138	561	577	160	198	238	199	149	194	322	336	221	257	414	724	907	231
	54%	56%	53%	51%	53%	58%	62%	50%	49%	57%	60%	50%	49%	53%	55%	54%	54%
						h	cdgh			l	kl						
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	507	242	265	67	92	106	95	64	84	166	159	93	88	193	314	431	76
	24%	24%	24%	21%	25%	26%	30%	21%	21%	29%	28%	21%	17%	25%	24%	26%	18%
							cgh			kl	kl					p	
Provides restrictions on swearing/ bad language	430	196	234	50	80	107	64	48	81	118	129	92	89	179	250	347	83
	20%	19%	21%	16%	21%	26%	20%	16%	21%	21%	23%	21%	17%	23%	19%	21%	19%
						cg					l			n			
To maintain standards of decency/ broadcasting standards	405	204	201	56	70	86	68	63	62	119	114	71	100	145	261	340	66
	19%	20%	18%	18%	19%	21%	22%	21%	16%	21%	20%	16%	19%	18%	20%	20%	15%
																p	
Provides restrictions on offensive content	395	182	212	51	78	98	59	48	61	107	124	74	86	163	232	311	83
	19%	18%	19%	16%	21%	24%	18%	16%	16%	19%	22%	17%	16%	21%	18%	19%	19%
						cgh					l						

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 90

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Q33B 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?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (MULTI CODE - ALL MENTIONS)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Provides restrictions on violence/ antisocial behaviour	391	189	202	53	73	87	61	53	65	115	127	64	84	160	231	315	76
	19%	19%	18%	17%	20%	21%	19%	18%	16%	20% k	23% kl	14%	16%	20%	17%	19%	18%
Provides restrictions on sexual content/ nakedness	384	178	206	43	70	86	61	51	73	119	114	69	81	144	240	314	70
	18%	18%	19%	14%	19%	21% c	19%	17%	18%	21% l	20% l	16%	15%	18%	18%	19%	16%
Timing of programmes/ the watershed	229	107	122	26	44	56	37	25	41	76	74	36	43	94	135	189	39
	11%	11%	11%	8%	12%	14% cg	12%	8%	10%	13% kl	13% kl	8%	8%	12%	10%	11%	9%
Other reason	103	54	49	15	9	20	19	12	28	34	24	21	23	34	69	88	14
	5%	5%	4%	5%	2%	5%	6% d	4%	7% d	6%	4%	5%	4%	4%	5%	5%	3%
Don't know	118	59	59	22	20	16	9	14	36	32	19	26	40	26	92	71	47
	6%	6%	5%	7% f	6%	4%	3%	5%	9% efg	6%	3%	6%	8% j	3%	7% m	4%	11% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 90

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Q33B 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?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (MULTI CODE - ALL MENTIONS)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Protect children/ young people	1541	860	678	1277	140	76	47	158	206	149	154	105	126	131	68	181	1330	210
	73%	73%	73%	73%	76%	74%	81%	60%	70%	82%	80%	71%	69%	73%	76%	78%	73%	76%
				g	g	g	cghl		g	cghklm	cghl	g		g	g	g		
Protect everybody/ the public/ viewers/ the audience	1138	672	464	950	106	56	27	196	166	90	99	68	109	91	35	98	1001	137
	54%	57%	50%	54%	58%	54%	47%	74%	56%	50%	51%	46%	60%	50%	39%	42%	55%	50%
		b		no	fkno	no	cdefhijklm no		no		n		fkno	n				
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	507	311	196	440	28	27	12	100	74	53	44	22	37	53	18	39	424	84
	24%	26%	21%	25%	15%	26%	21%	38%	25%	29%	23%	15%	20%	29%	20%	17%	23%	30%
		b		dko		dko	cdefhijklno		dko	dko				dko				p
Provides restrictions on swearing/ bad language	430	243	186	369	28	22	10	95	75	19	23	30	40	30	11	46	354	75
	20%	21%	20%	21%	16%	21%	17%	36%	26%	11%	12%	20%	22%	17%	12%	20%	19%	27%
				ijn		ijn	cdefhijklm no		dijmn			ij	ijn			ij		p
To maintain standards of decency/ broadcasting standards	405	242	163	351	31	16	7	129	50	26	20	11	35	46	5	29	363	42
	19%	21%	18%	20%	17%	15%	12%	49%	17%	14%	10%	8%	19%	26%	6%	13%	20%	15%
				fjkno	kn	kn	n cdefhijklm no		kn	n			jkn	efhijkno		n		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 90

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

Q33B 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?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? (MULTI CODE - ALL MENTIONS)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Provides restrictions on offensive content	395 19%	244 21% b	150 16%	310 18% jln	59 32% cehijklmno	13 12%	13 23% ejln	108 41% cefhijklmno	46 16% j	27 15%	15 8%	23 15% j	17 9%	27 15% j	10 11%	38 16% j	344 19%	51 18%
Provides restrictions on violence/ antisocial behaviour	391 19%	235 20%	157 17%	338 19% jlm	28 15%	18 18% j	7 13% cdefhijklmno	124 47% no	59 20% jlm	28 16%	18 10%	22 15%	20 11%	22 12%	13 14%	33 14%	343 19%	48 17%
Provides restrictions on sexual content/ nakedness	384 18%	216 18%	168 18%	328 19% ij	27 14%	17 16%	13 22% ijn	83 32% cdehijklmno	62 21% ij	18 10%	20 10%	34 23% ijn	31 17%	27 15%	12 13%	41 18%	318 17%	66 24% p
Timing of programmes/ the watershed	229 11%	141 12%	88 9%	184 10% jn	25 13% jkn	12 11% j	9 15% jkn	57 21% cdehijklmno	35 12% jn	16 9% j	6 3%	9 6%	19 10% j	17 10% j	5 5%	21 9% j	188 10%	42 15% p
Other reason	103 5%	49 4%	53 6%	93 5% efgm	8 5% fg	1 1%	* 1% o	2 1%	18 6% efgm	24 14% cdefghijklm	6 3%	8 6% efg	6 3%	3 2%	6 7% efgm	20 9% efgjlm	94 5%	9 3%
Don't know	118 6%	55 5%	63 7%	93 5% il	13 7% gil	8 7% gil	4 8% gil	6 2%	11 4%	2 1% n	29 15% cdefghiklo	10 7% gil	3 1%	17 10% cgghilo	8 9% gilo	7 3%	104 6%	14 5%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 91

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

Q34 I'd now like to ask you about radio. As far as you know, is the radio regulated in terms of what can be broadcast?

IF NECESSARY - By regulation I mean rules or guidelines about what can and can't be broadcast. (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Yes	1317	676	641	175	229	277	233	195	208	424	378	247	265	504	813	1110	207
	63%	67%	58%	55%	62%	67%	73%	66%	53%	75%	67%	56%	50%	64%	61%	66%	48%
		b			h	ch	cdgh	ch		jkl	kl					p	
No	262	110	152	53	52	38	32	40	47	38	69	65	90	90	172	193	69
	12%	11%	14%	17%	14%	9%	10%	13%	12%	7%	12%	15%	17%	11%	13%	12%	16%
				ef							i	i	ij				o
Don't know	528	224	304	87	91	96	53	62	139	106	118	130	172	190	339	372	154
	25%	22%	28%	28%	24%	23%	17%	21%	35%	19%	21%	29%	33%	24%	26%	22%	36%
			a	f	f	f		cdefg				ij	ij				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 91

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

Q34 I'd now like to ask you about radio. As far as you know, is the radio regulated in terms of what can be broadcast?

IF NECESSARY - By regulation I mean rules or guidelines about what can and can't be broadcast. (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes	1317	806	509	1113	105	67	31	155	208	125	115	90	118	101	48	153	1150	167
	63%	69%	55%	63%	57%	65%	54%	59%	71%	69%	60%	61%	65%	56%	54%	66%	63%	60%
		b		fn		fn			cdfgjmn	dfgmn			fn			fn		
No	262	130	132	218	24	12	8	70	30	14	30	22	10	15	13	15	225	37
	12%	11%	14%	12%	13%	11%	13%	27%	10%	8%	15%	15%	5%	8%	15%	6%	12%	13%
			a	lo	lo		lo	cdefhijklm			ilmo	lo			ilo			
								no										
Don't know	528	241	288	430	55	24	19	39	56	42	48	35	54	64	28	64	455	73
	25%	20%	31%	24%	30%	24%	33%	15%	19%	23%	25%	24%	30%	36%	31%	28%	25%	26%
			a	g	gh	g	cgh			g	g	g	gh	ceghijk	gh	g		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 92

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

Q35 Who do you think is responsible for regulating radio? (SINGLE CODE - FIRST RESPONSE)

Base : Those who believe that/ are unsure whether radio broadcasts programmes are regulated

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1840	887	953	243	280	331	276	299	411	410	574	353	499	635	1205	1422	416
Effective Weighted Sample	1598	769	829	215	249	292	240	262	364	370	515	314	441	557	1047	1243	362
Total	1845	900	945	262	319	373	286	258	347	531	496	378	437	694	1151	1483	360
Ofcom/ Office of Communications	537	306	231	42	91	126	104	91	83	223	156	88	67	191	345	469	67
	29%	34%	24%	16%	28%	34%	36%	35%	24%	42%	31%	23%	15%	28%	30%	32%	19%
		b			c	ch	ch	ch	c	jkl	kl	l				p	
BBC	108	56	52	22	17	20	12	14	23	21	28	27	32	31	77	72	36
	6%	6%	5%	8%	5%	5%	4%	5%	7%	4%	6%	7%	7%	4%	7%	5%	10%
																	o
BSC/ Broadcasting Standards Commission	83	43	40	6	12	21	18	14	12	27	28	16	12	31	52	71	12
	4%	5%	4%	2%	4%	6%	6%	5%	3%	5%	6%	4%	3%	4%	4%	5%	3%
							c				l						
Radio stations themselves	77	34	43	16	13	17	8	7	15	15	17	22	23	31	46	61	16
	4%	4%	5%	6%	4%	5%	3%	3%	4%	3%	4%	6%	5%	4%	4%	4%	4%
Radio Authority	76	40	36	12	22	15	17	4	5	19	19	17	18	40	35	63	13
	4%	4%	4%	5%	7%	4%	6%	2%	2%	4%	4%	5%	4%	6%	3%	4%	4%
				h	gh	h	gh							n			
The Government (Including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	70	31	39	23	8	11	9	7	12	17	25	14	13	31	40	61	9
	4%	3%	4%	9%	2%	3%	3%	3%	4%	3%	5%	4%	3%	4%	3%	4%	3%
				defgh													
ASA/ Advertising Standards Authority	26	15	10	3	3	6	5	6	2	9	4	8	5	10	15	21	5
	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 92

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

Q35 Who do you think is responsible for regulating radio? (SINGLE CODE - FIRST RESPONSE)

Base : Those who believe that/ are unsure whether radio broadcasts programmes are regulated

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1840	887	953	243	280	331	276	299	411	410	574	353	499	635	1205	1422	416
Effective Weighted Sample	1598	769	829	215	249	292	240	262	364	370	515	314	441	557	1047	1243	362
Total	1845	900	945	262	319	373	286	258	347	531	496	378	437	694	1151	1483	360
MediaWatch/ National Viewers and Listeners Association	10	5	5	-	1	6	-	2	1	3	4	3	-	6	5	8	2
	1%	1%	1%	-%	*%	2%	-%	1%	*%	1%	1%	1%	-%	1%	*%	1%	1%
Other response	33	18	16	4	-	3	6	6	14	9	7	6	11	11	22	27	6
	2%	2%	2%	1%	-%	1%	2%	2%	4%	2%	1%	2%	2%	2%	2%	2%	2%
							d	d	de								
Don't know	826	352	474	134	152	147	107	106	179	188	207	176	255	311	515	628	195
	45%	39%	50%	51%	48%	39%	37%	41%	51%	35%	42%	47%	58%	45%	45%	42%	54%
			a	efg	f				efg			i	ijk				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 92

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

Q35 Who do you think is responsible for regulating radio? (SINGLE CODE - FIRST RESPONSE)

Base : Those who believe that/ are unsure whether radio broadcasts programmes are regulated

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1840	940	898	1406	155	143	136	148	180	153	144	134	172	165	132	178	1536	304
Effective Weighted Sample	1598	828	788	1270	145	139	135	141	174	143	133	124	159	155	130	169	1347	265
Total	1845	1047	796	1543	159	92	51	193	264	167	163	126	172	165	76	217	1605	240
Ofcom/ Office of Communications	537	352	184	458	41	25	13	71	107	47	49	39	29	42	23	52	458	79
	29%	34%	23%	30%	26%	27%	25%	36%	41%	28%	30%	31%	17%	25%	30%	24%	29%	33%
		b		l		l		filmo	cdefilmo	l	l	l			l			
BBC	108	52	56	92	7	9	1	9	4	7	5	7	34	8	5	13	98	10
	6%	5%	7%	6%	4%	10%	1%	5%	1%	4%	3%	6%	20%	5%	6%	6%	6%	4%
				fh		fhj						h	cdefghijklm		fh	fh		
													no					
BSC/ Broadcasting Standards Commission	83	55	28	69	5	7	2	16	12	5	6	5	12	3	2	8	69	14
	4%	5%	3%	4%	3%	8%	4%	8%	4%	3%	4%	4%	7%	2%	2%	4%	4%	6%
						mn		mn					mn					
Radio stations themselves	77	43	34	60	10	6	1	5	11	6	4	2	10	4	2	15	71	6
	4%	4%	4%	4%	6%	6%	3%	2%	4%	4%	3%	2%	6%	2%	3%	7%	4%	3%
					k											k		
Radio Authority	76	49	26	66	8	1	1	11	13	2	1	6	19	8	1	6	66	10
	4%	5%	3%	4%	5%	1%	2%	5%	5%	1%	1%	5%	11%	5%	1%	3%	4%	4%
				j	j			ij	ij			j	cdefhijmno	j				
The Government (Including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	70	38	33	66	3	1	*	27	12	6	2	2	1	8	2	5	63	8
	4%	4%	4%	4%	2%	2%	1%	14%	5%	4%	1%	2%	1%	5%	3%	2%	4%	3%
				fi			cdefhijklmno		fi	l			*	l				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 92

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

Q35 Who do you think is responsible for regulating radio? (SINGLE CODE - FIRST RESPONSE)

Base : Those who believe that/ are unsure whether radio broadcasts programmes are regulated

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1840	940	898	1406	155	143	136	148	180	153	144	134	172	165	132	178	1536	304
Effective Weighted Sample	1598	828	788	1270	145	139	135	141	174	143	133	124	159	155	130	169	1347	265
Total	1845	1047	796	1543	159	92	51	193	264	167	163	126	172	165	76	217	1605	240
ASA/ Advertising Standards Authority	26	15	10	17	8	1	*	-	6	4	1	-	3	-	-	3	22	3
	1%	1%	1%	1%	5%	1%	1%	-%	2%	2%	1%	-%	2%	-%	-%	1%	1%	1%
				cefgijkmn														
MediaWatch/ National Viewers and Listeners Association	10	8	2	10	1	-	-	3	-	2	2	-	2	1	-	-	10	-
	1%	1%	*%	1%	*%	-%	-%	2%	-%	1%	1%	-%	1%	1%	-%	-%	1%	-%
Other response	33	12	21	32	1	1	-	6	3	5	-	-	4	2	1	10	30	3
	2%	1%	3%	2%	*%	1%	-%	3%	1%	3%	-%	-%	2%	1%	1%	5%	2%	1%
			a					fjk		fj						cdefjk		
Don't know	826	423	403	676	77	42	32	46	95	83	93	65	58	89	40	106	718	108
	45%	40%	51%	44%	48%	45%	63%	24%	36%	50%	57%	52%	34%	54%	53%	49%	45%	45%
			a	gl	ghl	gl	cdeghilo		g	ghl	cghl	ghl		cghl	cghl	ghl		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 93

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

Q36 (SHOWCARD) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Too much	52 2%	34 3%	19 2%	9 3%	15 4%	9 2%	6 2%	7 3%	5 1%	18 3%	16 3%	10 2%	9 2%	19 2%	34 3%	44 3%	8 2%
		b			h												
Too little	86 4%	43 4%	43 4%	3 1%	17 4%	15 4%	29 9%	10 3%	13 3%	20 3%	21 4%	17 4%	28 5%	42 5%	44 3%	74 4%	13 3%
					c	c	cdegh		c					n			
About the right amount	1322 63%	663 66%	659 60%	195 62%	228 61%	275 67%	205 65%	188 63%	231 59%	379 67%	369 65%	282 64%	290 55%	496 63%	826 62%	1081 64%	239 56%
		b				h				l	l	l				p	
Don't know	646 31%	271 27%	376 34%	108 34%	111 30%	113 27%	77 24%	92 31%	144 37%	152 27%	158 28%	134 30%	200 38%	226 29%	420 32%	477 28%	169 39%
			a	f					ef				ijk				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 93

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

Q36 (SHOWCARD) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Too much	52 2%	39 3% b	13 1%	47 3%	3 2%	2 2%	1 1%	4 2%	6 2%	8 5%	4 2%	6 4%	3 2%	4 2%	4 4%	6 3%	47 3%	5 2%
Too little	86 4%	48 4%	39 4%	75 4%	7 4%	3 2%	2 3%	24 9% cdefhilmn o	5 2%	6 4%	12 6% h	9 6% h	4 2%	5 3%	3 3%	7 3%	70 4%	17 6%
About the right amount	1322 63%	791 67% b	530 57%	1114 63% jkn	117 64% jkn	58 56% j	33 57% j	158 60% j	231 79% cdefgijkmn o	110 61% jk	86 44%	73 49%	132 73% cefgijkn	118 66% jkn	46 51%	160 69% efjkn	1158 63%	164 59%
Don't know	646 31%	298 25%	347 37% a	526 30% h	56 30% h	41 40% cghlmo	22 39% chlo	77 29% h	52 18%	56 31% h	91 47% cdghilmo	59 40% cghlmo	43 23%	53 29% h	37 42% cdghlmo	59 25%	555 30%	91 33%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 94

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

Q37 (SHOWCARD) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable (television) programmes? (SINGLE CODE)

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Mainly parents	739	340	399	113	126	131	104	99	167	189	206	165	179	269	470	594	145
	36%	35%	37%	38%	36%	32%	33%	34%	43% efg	34%	38%	37%	35%	35%	37%	36%	35%
Mainly broadcasters	116	67	48	23	20	18	15	16	23	33	35	22	26	38	77	86	29
	6%	7% b	5%	8%	6%	5%	5%	6%	6%	6%	6%	5%	5%	5%	6%	5%	7%
Both equally	1177	559	619	159	205	252	194	174	193	324	303	251	295	464	713	944	232
	58%	57%	58%	53%	58% h	62% ch	62% ch	60% h	50%	59%	55%	57%	58%	60%	56%	58%	57%
Don't know	15	11	4	4	3	4	-	-	5	3	2	4	6	3	12	11	4
	1%	1%	*%	1% g	1%	1%	-%	-%	1%	1%	*%	1%	1%	*%	1%	1%	1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 94

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

Q37 (SHOWCARD) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable (television) programmes? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Mainly parents	739	397	342	613	81	33	13	46	108	55	89	50	74	86	27	79	631	108
	36%	35%	38%	36%	46%	33%	22%	19%	38%	32%	47%	34%	41%	48%	31%	34%	36%	40%
				fg	cefgikno	fg			fg	fg	cefgikno	fg	fg	cefgikno	g	fg		
Mainly broadcasters	116	62	53	104	8	2	1	25	15	7	8	20	5	11	6	7	105	11
	6%	5%	6%	6%	5%	2%	2%	10%	5%	4%	4%	14%	3%	6%	6%	3%	6%	4%
				e				cefgijlo				cdefhijlmno						
Both equally	1177	673	502	986	85	63	44	173	160	108	93	74	100	80	55	143	1028	149
	58%	59%	56%	57%	48%	64%	76%	71%	56%	63%	49%	50%	55%	45%	63%	62%	58%	55%
				djm		djkm	cdehijklmn	cdhijklm		djkm					djkm	djkm		
							o											
Don't know	15	9	7	13	1	1	-	1	5	1	-	2	2	1	-	1	12	3
	1%	1%	1%	1%	1%	1%	-%	*%	2%	1%	-%	2%	1%	1%	-%	1%	1%	1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 95

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

Q38 Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Yes	1836	863	973	239	312	374	286	275	350	521	496	398	416	692	1144	1492	342
	90%	88%	91%	80%	88%	92%	91%	95%	90%	95%	91%	90%	82%	89%	90%	91%	83%
					c	c	c	cdh	c	jkl	l	l				p	
No	184	96	88	51	38	28	26	12	30	22	44	41	76	76	108	126	58
	9%	10%	8%	17%	11%	7%	8%	4%	8%	4%	8%	9%	15%	10%	8%	8%	14%
				defgh	g		g				i	i	ijk				o
Don't know	27	18	9	8	4	3	1	2	9	5	7	1	14	6	20	17	10
	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	2%
				f				f					k				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 95

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

Q38 Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Yes	1836	1045	789	1534	161	90	50	175	268	163	176	130	165	152	83	223	1589	247
	90%	92%	87%	89%	92%	92%	87%	71%	94%	96%	92%	89%	91%	86%	95%	97%	89%	91%
		b		g	g	g	g		fgm	cfgkm	g	g	g	g	cfgm	cfgklm		
No	184	85	100	157	13	8	6	68	15	5	14	15	11	18	3	7	164	21
	9%	7%	11%	9%	8%	8%	11%	28%	5%	3%	7%	10%	6%	10%	4%	3%	9%	8%
			a	ino			ino	cdefhijklm no				ino		ino				
Don't know	27	11	16	24	1	1	2	3	3	3	1	1	5	7	1	1	23	4
	1%	1%	2%	1%	*%	1%	3%	1%	1%	1%	1%	*%	3%	4%	1%	*%	1%	1%
														cdejko				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 96

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

Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)

Base : Those with any TV sets

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Any time given before 6pm	12 1%	3 *%	9 1%	1 *%	7 2% fgh	4 1%	- -%	- -%	- -%	- -%	7 1% il	4 1%	1 *%	8 1%	3 *%	11 1%	1 *%
6pm	16 1%	7 1%	8 1%	2 1%	3 1%	6 2% g	1 *%	- -%	3 1%	6 1%	2 *%	1 *%	6 1%	13 2% n	3 *%	12 1%	4 1%
6.30pm	3 *%	1 *%	2 *%	2 1%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%	2 *%	2 *%	1 *%
7pm	57 3%	20 2%	37 3%	15 5% fgh	17 5% fg	10 2%	4 1%	4 1%	8 2%	15 3%	13 2%	13 3%	16 3%	31 4% n	26 2%	44 3%	13 3%
7.30pm	8 *%	3 *%	5 *%	1 *%	1 *%	1 *%	1 *%	- -%	4 1%	3 *%	1 *%	1 *%	4 1%	4 1%	4 *%	5 *%	3 1%
8pm	130 6%	65 7%	65 6%	33 11% efgh	30 8% fgh	24 6%	13 4%	13 4%	17 4%	27 5%	36 7%	35 8%	30 6%	53 7%	77 6%	99 6%	31 8%
8.30pm	23 1%	11 1%	11 1%	3 1%	4 1%	4 1%	3 1%	4 1%	4 1%	5 1%	2 *%	10 2% j	5 1%	6 1%	17 1%	16 1%	7 2%
9pm	1595 78%	766 78%	830 78%	189 63%	258 73% c	311 77% c	274 87% cdeh	254 88% cdeh	310 80% cd	447 82% l	440 80% l	334 76%	371 73%	578 75%	1017 80% m	1293 79% p	300 73%
9.30pm	36 2%	16 2%	20 2%	8 3%	5 1%	5 1%	4 1%	7 2%	6 2%	13 2%	5 1%	10 2%	7 1%	12 1%	24 2%	28 2%	8 2%
10pm	52 3%	33 3%	19 2%	14 5% fgh	11 3% g	14 4% g	5 2%	2 1%	7 2%	12 2%	16 3%	8 2%	17 3%	20 3%	32 3%	43 3%	10 2%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 96

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

Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
10.30pm	2	2	-	-	-	-	2	-	-	2	-	-	-	2	-	2	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%
11pm	5	5	-	1	1	2	1	-	-	2	1	-	2	3	2	5	-
	*%	1%	-%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%
		b															
Any time given after 11pm	5	-	5	2	1	-	1	-	1	2	1	2	1	2	3	4	1
	*%	-%	*%	1%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
			a														
ANY TIME BEFORE 9PM	248	110	138	57	62	49	21	20	37	57	62	65	63	116	132	189	59
	12%	11%	13%	19%	18%	12%	7%	7%	10%	10%	11%	15%	12%	15%	10%	12%	14%
				efgh	fgh	fg								n			
ANY TIME AFTER 9PM	100	56	44	25	18	21	13	9	14	30	23	20	27	38	62	82	18
	5%	6%	4%	9%	5%	5%	4%	3%	3%	6%	4%	4%	5%	5%	5%	5%	4%
				fgh													
There isn't a time	4	2	3	1	-	-	1	1	1	-	-	*	4	2	2	1	3
	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	1%	*%	*%	*%	1%
													j			o	
Other response	2	2	-	-	-	1	-	1	-	-	-	1	1	-	2	1	1
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%
Don't know	98	42	56	25	15	22	4	4	27	14	22	21	41	41	57	70	28
	5%	4%	5%	8%	4%	6%	1%	1%	7%	3%	4%	5%	8%	5%	5%	4%	7%
				fg	fg	fg			fg				ij				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Any time given before 6pm	12 1%	12 1%	- -%	10 1%	1 1%	1 1%	- -%	10 4%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	10 1%	2 1%
		b					cd	f	h	i	j	k	l	m	n	o	p	q
6pm	16 1%	8 1%	8 1%	14 1%	1 1%	- -%	- -%	4 2%	4 1%	2 1%	2 1%	1 1%	1 1%	- -%	1 1%	- -%	16 1%	- -%
6.30pm	3 *%	1 *%	2 *%	3 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 1%	3 *%	- -%
7pm	57 3%	31 3%	26 3%	53 3%	- -%	2 2%	2 3%	11 4%	6 2%	6 3%	10 5%	6 4%	1 *%	8 4%	2 2%	5 2%	49 3%	7 3%
7.30pm	8 *%	3 *%	5 1%	7 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	2 1%	3 2%	- -%	1 *%	7 *%	1 *%
8pm	130 6%	78 7%	52 6%	119 7%	4 2%	5 5%	2 4%	24 10%	26 9%	3 1%	10 5%	10 7%	10 6%	13 8%	4 5%	19 8%	121 7%	9 3%
8.30pm	23 1%	11 1%	12 1%	17 1%	3 2%	1 1%	1 1%	2 1%	4 1%	- -%	4 2%	1 *%	2 1%	2 1%	1 1%	2 1%	21 1%	2 1%
9pm	1595 78%	901 79%	692 77%	1317 77%	151 86%	80 81%	48 82%	166 68%	222 77%	147 86%	148 77%	116 79%	144 79%	122 69%	73 84%	180 78%	1365 77%	230 85%
9.30pm	36 2%	18 2%	18 2%	29 2%	2 1%	3 3%	1 2%	6 2%	9 3%	1 1%	4 2%	1 1%	2 1%	1 1%	1 1%	4 2%	33 2%	3 1%
10pm	52 3%	30 3%	23 3%	48 3%	3 2%	1 1%	1 3%	13 5%	9 3%	1 1%	3 2%	4 3%	6 3%	5 3%	1 1%	4 2%	47 3%	6 2%
								ein										

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 96

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

Q39 Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
10.30pm	2	2	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2	-
	*%	*%	-%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%
11pm	5	3	2	5	-	-	-	-	2	-	-	-	1	2	-	-	5	-
	*%	*%	*%	*%	-%	-%	-%	-%	1%	-%	-%	-%	1%	1%	-%	-%	*%	-%
Any time given after 11pm	5	1	4	4	-	1	-	2	-	-	-	-	1	-	-	1	3	2
	*%	*%	*%	*%	-%	1%	-%	1%	-%	-%	-%	-%	1%	-%	-%	*%	*%	1%
						c												
ANY TIME BEFORE 9PM	248	144	103	224	10	9	5	51	38	11	26	18	17	27	7	29	227	21
	12%	13%	11%	13%	6%	9%	8%	21%	13%	7%	14%	12%	10%	15%	8%	12%	13%	8%
				di				cdefiklno	di		di			di		d	q	
ANY TIME AFTER 9PM	100	53	47	87	5	5	3	22	21	2	7	5	11	8	2	9	90	10
	5%	5%	5%	5%	3%	5%	4%	9%	7%	1%	4%	4%	6%	5%	2%	4%	5%	4%
				i				cdikn	in				i					
There isn't a time	4	1	3	2	1	-	1	-	-	-	-	-	1	1	1	-	3	1
	*%	*%	*%	*%	*%	-%	2%	-%	-%	-%	-%	-%	1%	*%	1%	-%	*%	*%
							c											
Other response	2	1	1	2	-	-	-	-	-	1	-	-	-	-	-	1	2	-
	*%	*%	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	*%	-%
Don't know	98	39	58	82	9	6	2	6	6	9	10	8	8	20	5	11	88	10
	5%	3%	6%	5%	5%	6%	4%	2%	2%	5%	5%	5%	4%	11%	5%	5%	5%	4%
			a											cdfghlo				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 97

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

**Q40 (SHOWCARD) Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o'clock watershed.
Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children? (SINGLE CODE)**

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Much earlier than 9pm	99 5%	40 4%	58 5%	14 5%	22 6% g	24 6%	11 4%	8 3%	18 5%	28 5%	26 5%	21 5%	24 5%	43 6%	55 4%	72 4%	26 6%
A bit earlier than 9pm	182 9%	71 7%	111 10% a	23 8%	38 11%	32 8%	22 7%	24 8%	43 11%	31 6%	50 9%	53 12% i	47 9% i	77 10%	105 8%	133 8%	49 12% o
TOTAL EARLIER THAN 9PM	281 14%	111 11%	169 16% a	37 12%	61 17% fg	56 14%	33 11%	32 11%	62 16% f	58 11%	76 14%	74 17% i	71 14%	120 16%	160 13%	205 13%	75 18% o
About 9pm	1235 60%	622 64% b	613 57%	192 64% h	212 60%	251 62% h	200 64% h	172 60%	207 53%	357 65% l	332 61%	259 59%	284 56%	471 61%	763 60%	1018 62% p	214 52%
A bit later than 9pm	309 15%	149 15%	160 15%	35 12%	45 13%	65 16%	44 14%	50 17%	70 18% c	69 13%	93 17%	58 13%	87 17%	114 15%	196 15%	235 14%	75 18%
Much later than 9pm	147 7%	55 6%	92 9% a	20 7%	24 7%	23 6%	27 8%	28 10%	26 7%	36 6%	36 7%	32 7%	43 9%	45 6%	102 8%	115 7%	32 8%
TOTAL LATER THAN 9PM	456 22%	204 21%	252 24%	55 18%	70 20%	87 22%	71 23%	78 27% cd	96 25%	105 19%	129 24%	90 21%	131 26% i	159 20%	298 23%	350 21%	107 26% o
Don't know	76 4%	39 4%	37 3%	15 5%	11 3%	10 3%	9 3%	6 2%	25 6% eg	28 5% j	10 2%	17 4%	20 4% j	25 3%	51 4%	63 4%	13 3%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 97

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

Q40 (SHOWCARD) Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o'clock watershed.
Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Much earlier than 9pm	99 5%	58 5%	40 4%	82 5%	6 4%	6 6%	4 6%	28 11%	7 2%	7 4%	4 2%	2 2%	16 9%	13 7%	1 1%	5 2%	86 5%	12 4%
				n		jkno	jkno	cdhijkno					chjkno	hjkno				
A bit earlier than 9pm	182 9%	91 8%	89 10%	159 9%	15 9%	6 6%	2 4%	28 12%	17 6%	9 5%	20 10%	15 11%	23 13%	23 13%	5 5%	19 8%	159 9%	23 8%
				f				fhn			f	f	efhin	efhin				
TOTAL EARLIER THAN 9PM	281 14%	150 13%	129 14%	241 14%	21 12%	12 12%	6 11%	56 23%	23 8%	17 10%	23 12%	18 12%	39 22%	35 20%	6 6%	23 10%	246 14%	35 13%
				hn			cddefhijkno					cddefhijkno	cfhino					
About 9pm	1235 60%	716 63%	518 57%	1020 59%	109 62%	72 73%	34 59%	96 39%	188 65%	103 61%	120 63%	87 60%	90 50%	104 59%	60 69%	171 74%	1074 60%	161 59%
		b		gl	gl	cdfgiklm	g		gl	g	gl	g	g	g	cglm	cdfgijklm		
A bit later than 9pm	309 15%	158 14%	151 17%	276 16%	16 9%	9 9%	8 14%	60 24%	49 17%	35 20%	19 10%	27 18%	32 18%	14 8%	12 14%	29 13%	261 15%	48 18%
				dejm			cddefjmno		dem	dejm		dejm	dejm					
Much later than 9pm	147 7%	79 7%	68 8%	120 7%	19 11%	1 1%	7 12%	33 14%	23 8%	9 5%	6 3%	9 6%	14 8%	15 9%	5 6%	5 2%	129 7%	18 7%
				eo	ejo		ceijo	ceijkno	ejo			e	eo	ejo	e			
TOTAL LATER THAN 9PM	456 22%	237 21%	219 24%	396 23%	35 20%	10 10%	15 27%	93 38%	72 25%	44 26%	25 13%	35 24%	46 25%	30 17%	17 20%	34 15%	390 22%	67 25%
				ejo	e		ejmo	cddefhijklm no	ejo	ejo		ejo	ejo		e			
Don't know	76 4%	37 3%	39 4%	59 3%	10 6%	5 5%	2 4%	- -%	4 1%	7 4%	22 12%	6 4%	6 3%	8 5%	4 5%	3 1%	66 4%	10 3%
				g	gho	g	g			g	cefgghiklmn	g	g	g	g			

o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 98

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

Q41 In the last 12 months, have you personally found anything on television to be offensive? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Yes	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
	19%	16%	22%	11%	14%	17%	21%	22%	28%	22%	20%	18%	17%	19%	20%	19%	21%
			a			c	cd	cd	cde	l							
No	1620	804	816	262	296	327	241	220	276	417	425	359	415	619	1002	1306	312
	79%	82%	76%	88%	84%	81%	77%	76%	71%	76%	78%	82%	82%	80%	79%	80%	76%
		b		efgh	fgh	h							i				
Don't know	34	12	22	3	7	7	6	5	6	11	13	4	7	12	22	24	11
	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	3%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 98

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

Q41 In the last 12 months, have you personally found anything on television to be offensive? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Yes	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56
	19%	17%	21%	19%	16%	26%	7%	14%	17%	28%	18%	18%	20%	20%	26%	21%	19%	21%
		a	f	f	dfg			f	f	cd fghjk	f	f	f	f	dfg	f		
No	1620	928	691	1354	144	69	53	201	233	123	155	120	139	140	63	181	1412	209
	79%	81%	76%	79%	82%	70%	92%	82%	81%	72%	81%	82%	77%	79%	73%	78%	80%	77%
		b		ei	ei		cdeghijklm	ei	ei		ei	ei						
							no											
Don't know	34	15	20	27	2	5	1	9	5	1	1	-	7	1	1	2	28	7
	2%	1%	2%	2%	1%	5%	1%	4%	2%	*%	*%	-%	4%	1%	1%	1%	2%	2%
						cijkmo		cijk					jk					

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q42 What kind of things offended you? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	398	158	240	30	47	62	62	72	125	97	128	72	100	129	269	296	102
Effective Weighted Sample	350	138	212	27	43	54	55	64	111	88	115	65	91	115	238	261	91
Total	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
Sex/ sexually explicit content	148	57	91	**	**	**	**	**	39	**	49	**	32	58	91	115	33
	38%	36%	39%	**	**	**	**	**	36%	**	45%	**	38%	40%	36%	38%	38%
Violence (in general)	144	53	91	**	**	**	**	**	43	**	37	**	27	59	85	105	40
	37%	33%	39%	**	**	**	**	**	40%	**	34%	**	32%	41%	34%	34%	46% o
Bad language	144	57	87	**	**	**	**	**	51	**	44	**	26	57	87	103	41
	37%	35%	38%	**	**	**	**	**	48%	**	40%	**	31%	40%	35%	34%	47% o
Antisocial behaviour	67	27	40	**	**	**	**	**	12	**	21	**	14	38	29	52	15
	17%	17%	17%	**	**	**	**	**	11%	**	19%	**	16%	27% n	12%	17%	17%
Nakedness/ naked bodies/ body parts	61	20	41	**	**	**	**	**	13	**	17	**	17	27	34	38	23
	16%	13%	18%	**	**	**	**	**	12%	**	16%	**	20%	19%	14%	12%	27% o
Invasion of privacy/ not respecting people's privacy	29	12	17	**	**	**	**	**	5	**	11	**	5	13	16	22	7
	7%	7%	8%	**	**	**	**	**	5%	**	11%	**	6%	9%	6%	7%	8%
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	28	13	15	**	**	**	**	**	5	**	10	**	3	13	14	25	2
	7%	8%	6%	**	**	**	**	**	5%	**	9%	**	3%	9%	6%	8%	3%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 99

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Q42 What kind of things offended you? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	398	158	240	30	47	62	62	72	125	97	128	72	100	129	269	296	102
Effective Weighted Sample	350	138	212	27	43	54	55	64	111	88	115	65	91	115	238	261	91
Total	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
Race - Discriminatory treatment or portrayal of people based on race	25 6%	11 7%	15 6%	** **	** **	** **	** **	** **	2 2%	** **	12 11% l	** **	3 3%	13 9%	13 5%	23 8%	2 2%
Religion - Discriminatory treatment or portrayal of people based on religion	24 6%	11 7%	13 5%	** **	** **	** **	** **	** **	3 3%	** **	7 7%	** **	5 6%	9 6%	15 6%	22 7%	1 2%
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	23 6%	7 4%	16 7%	** **	** **	** **	** **	** **	3 3%	** **	8 7%	** **	4 4%	7 5%	16 6%	20 6%	3 3%
Age - Discriminatory treatment or portrayal of people based on age	16 4%	5 3%	11 5%	** **	** **	** **	** **	** **	- -%	** **	5 4%	** **	1 2%	6 4%	10 4%	15 5%	1 1%
Disability - Discriminatory treatment or portrayal of people based on disability	14 4%	4 2%	10 5%	** **	** **	** **	** **	** **	1 1%	** **	4 4%	** **	5 5%	7 5%	7 3%	13 4%	1 1%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 99

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

Q42 What kind of things offended you? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	398	158	240	30	47	62	62	72	125	97	128	72	100	129	269	296	102
Effective Weighted Sample	350	138	212	27	43	54	55	64	111	88	115	65	91	115	238	261	91
Total	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
News reporting/ news content/ news reporting that is too graphic	14 3%	5 3%	8 4%	** **	** **	** **	** **	** **	3 3%	** **	3 2%	** **	3 4%	6 4%	8 3%	11 3%	3 3%
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	11 3%	5 3%	6 3%	** **	** **	** **	** **	** **	1 1%	** **	1 1%	** **	5 5%	8 5% n	3 1%	10 3%	1 1%
Politically biased reporting	9 2%	2 1%	7 3%	** **	** **	** **	** **	** **	- -%	** **	1 1%	** **	- -%	4 3%	5 2%	9 3%	- -%
Politics/ politicians/ politicians lying/ party political broadcasts	6 1%	6 3% b	- -%	** **	** **	** **	** **	** **	1 1%	** **	1 1%	** **	1 2%	- -%	6 2%	5 2%	1 1%
Animal cruelty	4 1%	- -%	4 2%	** **	** **	** **	** **	** **	1 1%	** **	3 3%	** **	- -%	- -%	4 2%	4 1%	1 1%
Advertisements for getting into debt/ gambling/ loans/ pay day loans	4 1%	4 3% b	- -%	** **	** **	** **	** **	** **	- -%	** **	1 1%	** **	- -%	2 1%	2 1%	4 1%	- -%

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

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Q42 What kind of things offended you? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	398	158	240	30	47	62	62	72	125	97	128	72	100	129	269	296	102
Effective Weighted Sample	350	138	212	27	43	54	55	64	111	88	115	65	91	115	238	261	91
Total	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
Gay behaviour/ gay presenters/ homosexuality	3 1%	2 1%	1 *%	** **	** **	** **	** **	** **	1 1%	** **	* *%	** **	- -%	* *%	3 1%	- -%	3 4% o
Bad taste/ vulgar/ smutty comedy	2 1%	1 *%	2 1%	** **	** **	** **	** **	** **	1 1%	** **	- -%	** **	2 2%	- -%	2 1%	2 1%	1 1%
Other things	23 6%	14 9% b	9 4%	** **	** **	** **	** **	** **	8 8%	** **	3 3%	** **	6 7%	7 5%	16 6%	19 6%	5 5%
Don't know	14 4%	9 6%	5 2%	** **	** **	** **	** **	** **	5 5%	** **	4 4%	** **	3 4%	4 2%	11 4%	8 3%	6 7%

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

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Q42 What kind of things offended you? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	398	180	217	317	31	39	11	28	34	42	30	29	40	36	38	40	329	69
Effective Weighted Sample	350	160	193	284	30	38	11	27	33	39	28	27	37	33	37	38	292	60
Total	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56
Sex/ sexually explicit content	148	74	74	126	**	**	**	**	**	**	**	**	**	**	**	**	129	**
	38%	38%	38%	38%	**	**	**	**	**	**	**	**	**	**	**	**	38%	**
Violence (in general)	144	73	71	127	**	**	**	**	**	**	**	**	**	**	**	**	126	**
	37%	37%	37%	38%	**	**	**	**	**	**	**	**	**	**	**	**	38%	**
Bad language	144	70	73	122	**	**	**	**	**	**	**	**	**	**	**	**	126	**
	37%	35%	38%	36%	**	**	**	**	**	**	**	**	**	**	**	**	37%	**
Antisocial behaviour	67	44	23	57	**	**	**	**	**	**	**	**	**	**	**	**	60	**
	17%	22% b	12%	17%	**	**	**	**	**	**	**	**	**	**	**	**	18%	**
Nakedness/ naked bodies/ body parts	61	35	26	54	**	**	**	**	**	**	**	**	**	**	**	**	52	**
	16%	18%	13%	16%	**	**	**	**	**	**	**	**	**	**	**	**	16%	**
Invasion of privacy/ not respecting people's privacy	29	17	11	28	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	7%	9%	6%	8%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**
Sexual orientation - Discriminatory treatment or portrayal of people based on sexual orientation	28	16	11	21	**	**	**	**	**	**	**	**	**	**	**	**	24	**
	7%	8%	6%	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**
Race - Discriminatory treatment or portrayal of people based on race	25	16	9	21	**	**	**	**	**	**	**	**	**	**	**	**	22	**
	6%	8%	5%	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**

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Q42 What kind of things offended you? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	398	180	217	317	31	39	11	28	34	42	30	29	40	36	38	40	329	69
Effective Weighted Sample	350	160	193	284	30	38	11	27	33	39	28	27	37	33	37	38	292	60
Total	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56
Religion - Discriminatory treatment or portrayal of people based on religion	24 6%	14 7%	10 5%	21 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	21 6%	** **
Gender - Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	23 6%	14 7%	9 4%	19 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 5%	** **
Age - Discriminatory treatment or portrayal of people based on age	16 4%	11 6%	5 2%	13 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 3%	** **
Disability - Discriminatory treatment or portrayal of people based on disability	14 4%	10 5%	4 2%	11 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 3%	** **
News reporting/ news content/ news reporting that is too graphic	14 3%	5 2%	9 5%	12 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 3%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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Q42 What kind of things offended you? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	398	180	217	317	31	39	11	28	34	42	30	29	40	36	38	40	329	69
Effective Weighted Sample	350	160	193	284	30	38	11	27	33	39	28	27	37	33	37	38	292	60
Total	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56
Beliefs other than religion - Discriminatory treatment or portrayal of people based on beliefs other than religion	11 3%	6 3%	5 3%	10 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 3%	** **
Politically biased reporting	9 2%	9 4% b	1 *%	8 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	** **
Politics/ politicians/ politicians lying/ party political broadcasts	6 1%	3 2%	3 1%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	** **
Animal cruelty	4 1%	1 *%	3 2%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **
Advertisements for getting into debt/ gambling/ loans/ pay day loans	4 1%	4 2% b	- -%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	** **
Gay behaviour/ gay presenters/ homosexuality	3 1%	1 1%	2 1%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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Q42 What kind of things offended you? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	398	180	217	317	31	39	11	28	34	42	30	29	40	36	38	40	329	69
Effective Weighted Sample	350	160	193	284	30	38	11	27	33	39	28	27	37	33	37	38	292	60
Total	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56
Bad taste/ vulgar/ smutty comedy	2 1%	1 1%	1 1%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **
Other things	23 6%	6 3%	16 8% a	18 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 7%	** **
Don't know	14 4%	6 3%	8 4%	11 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 4%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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Q43 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	398	158	240	30	47	62	62	72	125	97	128	72	100	129	269	296	102
Effective Weighted Sample	350	138	212	27	43	54	55	64	111	88	115	65	91	115	238	261	91
Total	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
Reality programme	103	35	68	**	**	**	**	**	26	**	39	**	20	45	58	87	15
	26%	22%	29%	**	**	**	**	**	24%	**	35%	**	24%	31%	23%	28%	18%
Soap	85	31	54	**	**	**	**	**	23	**	21	**	26	31	54	55	30
	22%	19%	23%	**	**	**	**	**	21%	**	20%	**	31%	21%	22%	18%	34%
Drama	77	31	46	**	**	**	**	**	33	**	18	**	12	23	54	55	23
	20%	19%	20%	**	**	**	**	**	31%	**	17%	**	14%	16%	22%	18%	26%
Documentary	64	29	36	**	**	**	**	**	11	**	19	**	12	31	34	51	13
	16%	18%	15%	**	**	**	**	**	11%	**	18%	**	15%	21%	14%	17%	15%
News programme	59	23	36	**	**	**	**	**	12	**	14	**	15	29	30	48	10
	15%	14%	16%	**	**	**	**	**	12%	**	13%	**	17%	20%	12%	16%	12%
Film	53	24	29	**	**	**	**	**	15	**	21	**	12	24	29	40	13
	13%	15%	13%	**	**	**	**	**	14%	**	19%	**	14%	17%	12%	13%	15%
General entertainment	44	23	22	**	**	**	**	**	16	**	8	**	10	17	27	30	14
	11%	14%	9%	**	**	**	**	**	15%	**	8%	**	12%	12%	11%	10%	17%
Comedy	41	20	21	**	**	**	**	**	9	**	15	**	5	16	24	36	4
	10%	12%	9%	**	**	**	**	**	8%	**	14%	**	6%	11%	10%	12%	5%
Current affairs	33	21	13	**	**	**	**	**	6	**	7	**	4	12	22	29	4
	9%	13%	6%	**	**	**	**	**	6%	**	7%	**	5%	8%	9%	10%	5%
Talent show	30	15	16	**	**	**	**	**	2	**	7	**	4	15	16	27	4
	8%	9%	7%	**	**	**	**	**	2%	**	7%	**	5%	10%	6%	9%	4%
Advertising	17	8	9	**	**	**	**	**	6	**	3	**	1	6	11	14	3
	4%	5%	4%	**	**	**	**	**	6%	**	3%	**	1%	4%	4%	5%	4%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 100

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

Q43 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	398	158	240	30	47	62	62	72	125	97	128	72	100	129	269	296	102
Effective Weighted Sample	350	138	212	27	43	54	55	64	111	88	115	65	91	115	238	261	91
Total	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
Music video (on music channel or general channels)	16 4%	7 4%	9 4%	** **	** **	** **	** **	** **	- -%	** **	8 7% l	** **	1 1%	12 8% n	5 2%	15 5%	1 1%
Children's programme	12 3%	7 4%	6 2%	** **	** **	** **	** **	** **	1 1%	** **	5 5%	** **	2 2%	10 7% n	2 1%	12 4%	1 1%
Game/ quiz show	11 3%	7 4%	4 2%	** **	** **	** **	** **	** **	3 3%	** **	5 4%	** **	1 2%	6 4%	5 2%	9 3%	2 2%
Sports programme	10 3%	6 3%	5 2%	** **	** **	** **	** **	** **	1 1%	** **	4 4%	** **	2 2%	5 3%	5 2%	9 3%	1 2%
Other types of programme	12 3%	6 4%	6 3%	** **	** **	** **	** **	** **	3 3%	** **	1 1%	** **	4 4%	3 2%	9 4%	9 3%	3 4%
Don't know	16 4%	9 6%	7 3%	** **	** **	** **	** **	** **	5 5%	** **	4 4%	** **	4 5%	4 3%	12 5%	12 4%	4 4%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 100

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

Q43 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	398	180	217	317	31	39	11	28	34	42	30	29	40	36	38	40	329	69	
Effective Weighted Sample	350	160	193	284	30	38	11	27	33	39	28	27	37	33	37	38	292	60	
Total	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56	
Reality programme	103	52	50	89	**	**	**	**	**	**	**	**	**	**	**	**	88	**	
	26%	26%	26%	27%	**	**	**	**	**	**	**	**	**	**	**	**	26%	**	
Soap	85	43	42	68	**	**	**	**	**	**	**	**	**	**	**	**	77	**	
	22%	22%	22%	20%	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	
Drama	77	29	49	66	**	**	**	**	**	**	**	**	**	**	**	**	69	**	
	20%	14%	25%	20%	**	**	**	**	**	**	**	**	**	**	**	**	21%	**	
			a																
Documentary	64	36	28	56	**	**	**	**	**	**	**	**	**	**	**	**	55	**	
	16%	18%	15%	17%	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	
News programme	59	31	27	54	**	**	**	**	**	**	**	**	**	**	**	**	45	**	
	15%	16%	14%	16%	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	
Film	53	25	27	49	**	**	**	**	**	**	**	**	**	**	**	**	49	**	
	13%	13%	14%	15%	**	**	**	**	**	**	**	**	**	**	**	**	14%	**	
General entertainment	44	16	28	37	**	**	**	**	**	**	**	**	**	**	**	**	41	**	
	11%	8%	15%	11%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	
Comedy	41	24	16	34	**	**	**	**	**	**	**	**	**	**	**	**	36	**	
	10%	12%	8%	10%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	
Current affairs	33	22	11	32	**	**	**	**	**	**	**	**	**	**	**	**	27	**	
	9%	11%	6%	9%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	
Talent show	30	19	12	29	**	**	**	**	**	**	**	**	**	**	**	**	27	**	
	8%	10%	6%	9%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	
Advertising	17	8	9	14	**	**	**	**	**	**	**	**	**	**	**	**	14	**	
	4%	4%	5%	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 100

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

Q43 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	398	180	217	317	31	39	11	28	34	42	30	29	40	36	38	40	329	69	
Effective Weighted Sample	350	160	193	284	30	38	11	27	33	39	28	27	37	33	37	38	292	60	
Total	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56	
Music video (on music channel or general channels)	16 4%	11 6%	5 3%	14 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 4%	** **	
Children's programme	12 3%	8 4%	4 2%	12 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 3%	** **	
Game/ quiz show	11 3%	6 3%	5 3%	8 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 3%	** **	
Sports programme	10 3%	8 4%	2 1%	7 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 2%	** **	
Other types of programme	12 3%	7 4%	4 2%	9 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 3%	** **	
Don't know	16 4%	9 5%	7 3%	15 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 3%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 101

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

Q44 (SHOWCARD) How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	398	158	240	30	47	62	62	72	125	97	128	72	100	129	269	296	102
Effective Weighted Sample	350	138	212	27	43	54	55	64	111	88	115	65	91	115	238	261	91
Total	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
Switched over	197	78	120	**	**	**	**	**	54	**	60	**	48	76	121	148	50
	50%	48%	52%	**	**	**	**	**	51%	**	55%	**	57%	53%	49%	48%	58%
Discussed it with other people	86	33	54	**	**	**	**	**	16	**	24	**	15	28	58	74	12
	22%	20%	23%	**	**	**	**	**	15%	**	22%	**	18%	20%	23%	24%	14%
Switched off	84	34	50	**	**	**	**	**	24	**	24	**	15	28	56	67	17
	21%	21%	22%	**	**	**	**	**	23%	**	22%	**	18%	20%	22%	22%	19%
Continued watching/ did nothing	63	37	26	**	**	**	**	**	20	**	15	**	12	19	44	52	11
	16%	23%	11%	**	**	**	**	**	18%	**	14%	**	14%	14%	18%	17%	13%
		b															
Complained to the broadcaster (via letter/ phone/ email/ online)	5	1	4	**	**	**	**	**	1	**	1	**	1	4	2	5	-
	1%	1%	2%	**	**	**	**	**	1%	**	1%	**	1%	3%	1%	2%	-%
Complained to the regulator (via letter/ phone/ email/ online)	2	1	1	**	**	**	**	**	2	**	-	**	1	-	2	2	-
	1%	*%	1%	**	**	**	**	**	2%	**	-%	**	1%	-%	1%	1%	-%
TOTAL MADE A COMPLAINT	7	1	5	**	**	**	**	**	2	**	1	**	2	4	3	7	-
	2%	1%	2%	**	**	**	**	**	2%	**	1%	**	2%	3%	1%	2%	-%
Other	17	2	15	**	**	**	**	**	4	**	1	**	1	10	7	12	5
	4%	1%	7%	**	**	**	**	**	4%	**	1%	**	2%	7%	3%	4%	6%
		a												n			
Don't know	6	2	3	**	**	**	**	**	1	**	1	**	1	1	5	5	1
	1%	1%	1%	**	**	**	**	**	1%	**	1%	**	1%	*%	2%	2%	1%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 101

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

Q44 (SHOWCARD) How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do? What else? (MULTI CODE)

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	398	180	217	317	31	39	11	28	34	42	30	29	40	36	38	40	329	69
Effective Weighted Sample	350	160	193	284	30	38	11	27	33	39	28	27	37	33	37	38	292	60
Total	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56
Switched over	197	97	100	168	**	**	**	**	**	**	**	**	**	**	**	**	166	**
	50%	49%	52%	50%	**	**	**	**	**	**	**	**	**	**	**	**	49%	**
Discussed it with other people	86	50	36	78	**	**	**	**	**	**	**	**	**	**	**	**	70	**
	22%	25%	19%	23%	**	**	**	**	**	**	**	**	**	**	**	**	21%	**
Switched off	84	45	39	68	**	**	**	**	**	**	**	**	**	**	**	**	71	**
	21%	23%	20%	20%	**	**	**	**	**	**	**	**	**	**	**	**	21%	**
Continued watching/ did nothing	63	33	31	55	**	**	**	**	**	**	**	**	**	**	**	**	59	**
	16%	17%	16%	17%	**	**	**	**	**	**	**	**	**	**	**	**	18%	**
Complained to the broadcaster (via letter/ phone/ email/ online)	5	5	1	5	**	**	**	**	**	**	**	**	**	**	**	**	5	**
	1%	2%	*%	1%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Complained to the regulator (via letter/ phone/ email/ online)	2	-	2	1	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	1%	-%	1%	*%	**	**	**	**	**	**	**	**	**	**	**	**	*%	**
TOTAL MADE A COMPLAINT	7	5	2	6	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	2%	2%	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Other	17	8	7	15	**	**	**	**	**	**	**	**	**	**	**	**	13	**
	4%	4%	4%	5%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
Don't know	6	4	1	5	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	1%	2%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 102

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

Q45 (SHOWCARD) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months? (SINGLE CODE)

Base : Those with any TV sets who have found something on television to be offensive

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	398	158	240	30	47	62	62	72	125	97	128	72	100	129	269	296	102
Effective Weighted Sample	350	138	212	27	43	54	55	64	111	88	115	65	91	115	238	261	91
Total	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
The things which have personally offended me should not have been shown	114 29%	43 27%	71 31%	** **	** **	** **	** **	** **	38 35%	** **	27 25%	** **	22 26%	36 25%	78 32%	78 25%	36 42% o
Even though I was offended, I accept that others should be allowed to see these things	106 27%	42 26%	64 28%	** **	** **	** **	** **	** **	28 26%	** **	37 34%	** **	24 28%	41 28%	65 26%	89 29%	17 20%
I think that such things should only be shown when viewers are likely to expect them - for example after a clear warning is given on air, or late at night, or on a specific type of channel or programme	161 41%	71 44%	90 39%	** **	** **	** **	** **	** **	36 33%	** **	42 39%	** **	37 43%	65 45%	96 39%	131 43%	30 35%
Don't know	12 3%	5 3%	7 3%	** **	** **	** **	** **	** **	5 5%	** **	3 3%	** **	2 2%	2 2%	9 4%	8 3%	3 4%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 102

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

Q45 (SHOWCARD) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months? (SINGLE CODE)

Base : Those with any TV sets who have found something on television to be offensive

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	398	180	217	317	31	39	11	28	34	42	30	29	40	36	38	40	329	69
Effective Weighted Sample	350	160	193	284	30	38	11	27	33	39	28	27	37	33	37	38	292	60
Total	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56
The things which have personally offended me should not have been shown	114 29%	54 27%	59 31%	88 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	96 29%	** **
Even though I was offended, I accept that others should be allowed to see these things	106 27%	56 29%	49 26%	91 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	94 28%	** **
I think that such things should only be shown when viewers are likely to expect them - for example after a clear warning is given on air, or late at night, or on a specific type of channel or programme	161 41%	82 41%	79 41%	145 43%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	137 41%	** **
Don't know	12 3%	6 3%	6 3%	10 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 3%	** **

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 103

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

Q46A (SHOWCARD) Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Too much	502	179	323	36	78	84	60	86	157	113	133	119	135	174	328	372	130
	25%	18%	30%	12%	22%	21%	19%	30%	40%	21%	24%	27%	27%	23%	26%	23%	32%
			a		c	c	c	cdef	cdefg			i	i				o
Too little	68	46	21	18	15	7	11	6	10	9	21	12	26	22	46	54	14
	3%	5%	2%	6%	4%	2%	4%	2%	3%	2%	4%	3%	5%	3%	4%	3%	3%
		b		egh									i				
An acceptable amount	1195	609	586	203	225	261	186	164	157	342	323	259	270	475	720	996	199
	58%	62%	55%	68%	64%	64%	59%	57%	40%	62%	59%	59%	53%	61%	57%	61%	49%
		b		fgh	h	gh	h	h		l						p	
Don't know	282	143	139	41	35	53	56	32	65	85	70	50	75	104	178	214	67
	14%	15%	13%	14%	10%	13%	18%	11%	17%	16%	13%	11%	15%	13%	14%	13%	16%
							dg	dg									

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 103

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

Q46A (SHOWCARD) Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Too much	502	219	282	431	33	26	12	46	80	44	36	30	54	53	26	62	426	76
	25%	19%	31%	25%	19%	27%	20%	19%	28%	26%	19%	21%	30%	30%	30%	27%	24%	28%
			a						gj				dgj	dgj	dgj			
Too little	68	41	27	59	4	2	3	5	15	2	7	11	7	4	1	7	52	16
	3%	4%	3%	3%	2%	2%	5%	2%	5%	1%	4%	8%	4%	2%	1%	3%	3%	6%
												cdegimn						p
An acceptable amount	1195	724	470	981	123	55	37	115	165	102	114	90	98	107	48	142	1042	153
	58%	63%	52%	57%	70%	56%	64%	47%	57%	60%	60%	62%	54%	60%	56%	61%	59%	56%
		b		g	ceghjln		g		g	g	g	g		g		g		
Don't know	282	156	126	245	16	15	6	79	28	22	34	14	23	14	11	20	256	26
	14%	14%	14%	14%	9%	16%	11%	32%	10%	13%	18%	10%	13%	8%	13%	9%	14%	10%
				mo		m		cdefhijklm			dhkmo						q	
								no										

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 104

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

Q46B (SHOWCARD) And what about the amount of violence on television? (SINGLE CODE)

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Too much	847	329	518	57	98	163	129	149	251	228	242	176	198	289	558	644	202
	41%	34%	48%	19%	28%	40%	41%	51%	65%	42%	44%	40%	39%	37%	44%	39%	49%
			a		c	cd	cd	cdef	cdefg						m		o
Too little	45	28	17	18	11	5	1	4	5	5	14	11	15	23	22	35	10
	2%	3%	2%	6%	3%	1%	*%	1%	1%	1%	3%	3%	3%	3%	2%	2%	3%
				efgh	f								i				
An acceptable amount	1012	546	466	197	228	205	156	119	106	267	255	227	262	413	599	846	166
	49%	56%	44%	66%	64%	51%	50%	41%	27%	49%	47%	51%	52%	53%	47%	52%	41%
		b		efgh	efgh	gh	gh	h						n		p	
Don't know	144	75	69	26	16	31	27	17	27	49	36	26	31	50	93	112	31
	7%	8%	6%	9%	5%	8%	9%	6%	7%	9%	7%	6%	6%	6%	7%	7%	7%

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

Table 104

Q46B (SHOWCARD) And what about the amount of violence on television? (SINGLE CODE)

Base : Those with any TV sets

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 105

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

Q46C (SHOWCARD) And what about the amount of swearing on television? (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Too much	780	320	461	54	91	143	121	143	228	206	225	172	175	264	516	605	174
	38%	33%	43%	18%	26%	35%	39%	50%	59%	38%	41%	39%	35%	34%	41%	37%	43%
			a		c	cd	cd	cdef	cdefg		l				m		o
Too little	43	25	18	10	12	5	3	4	11	2	14	14	13	16	28	31	12
	2%	3%	2%	3%	3%	1%	1%	1%	3%	*%	2%	3%	3%	2%	2%	2%	3%
				f	f						i	i	i				
An acceptable amount	1070	544	526	208	233	218	153	132	126	295	266	219	289	438	633	877	192
	52%	56%	49%	70%	66%	54%	49%	46%	32%	54%	49%	50%	57%	56%	50%	54%	47%
		b		efgh	efgh	gh	h	h					jk	n		p	
Don't know	153	88	65	27	18	38	36	10	24	46	42	35	30	57	96	122	31
	7%	9%	6%	9%	5%	9%	12%	4%	6%	8%	8%	8%	6%	7%	8%	7%	8%
		b		g		dg	dgh										

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 105

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

Q46C (SHOWCARD) And what about the amount of swearing on television? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Too much	780	371	408	677	50	34	20	61	134	73	71	57	82	76	38	85	661	120
	38%	33%	45%	39%	29%	34%	34%	25%	47%	43%	37%	39%	45%	43%	44%	37%	37%	44%
			a	dg					defg	dg	g	g	defg	dg	dg	g		p
Too little	43	26	17	38	2	2	1	9	5	1	8	8	3	3	1	-	36	8
	2%	2%	2%	2%	1%	2%	2%	4%	2%	1%	4%	5%	1%	2%	1%	-%	2%	3%
				o		o		io			io	cdilno						
An acceptable amount	1070	649	420	869	115	54	32	113	131	91	98	76	85	95	43	136	938	132
	52%	57%	46%	51%	66%	55%	55%	46%	46%	53%	51%	52%	47%	54%	49%	59%	53%	49%
		b		cghijklmn												cghl		
Don't know	153	95	58	132	8	8	5	62	16	6	14	5	12	3	5	9	141	12
	7%	8%	6%	8%	5%	8%	9%	25%	6%	4%	7%	3%	6%	2%	6%	4%	8%	5%
				km		m	km	cdefhijklm no	m		m		m		m		q	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 106

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

Q47A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should never be shown on television. (SINGLE CODE)

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Strongly agree	355 17%	130 13%	224 21% a	27 9%	49 14%	55 13%	51 16% c	53 18% c	119 31% cdefg	73 13%	102 19% i	85 19% i	94 19% i	130 17%	224 18%	250 15%	104 25% o
Slightly agree	281 14%	118 12%	163 15%	38 13%	46 13%	44 11%	44 14%	43 15%	67 17% e	69 13%	74 14%	58 13%	81 16%	92 12%	189 15%	216 13%	65 16%
TOTAL AGREE	636 31%	249 25%	387 36% a	65 22%	95 27%	99 24%	95 30% c	96 33% ce	186 48% cdefg	142 26%	176 32% i	142 32% i	175 35% i	223 29%	413 32%	466 28%	169 41% o
Neither/ nor	474 23%	241 25%	233 22%	70 23% h	85 24% h	108 27% h	85 27% h	63 22%	63 16%	133 24%	124 23%	101 23%	113 22%	185 24%	289 23%	386 24%	86 21%
Slightly disagree	485 24%	233 24%	252 24%	65 22%	88 25%	104 26%	65 21%	81 28% h	82 21%	141 26%	126 23%	111 25%	106 21%	188 24%	297 23%	409 25% p	76 19%
Strongly disagree	328 16%	187 19% b	141 13%	76 26% efgh	68 19% gh	64 16% h	55 17% h	35 12%	30 8%	93 17%	97 18%	64 15%	73 14%	133 17%	195 15%	286 18% p	42 10%
TOTAL DISAGREE	813 40%	421 43% b	392 37%	141 47% fh	156 44% h	167 41% h	120 38% h	116 40% h	112 29%	234 43% l	224 41%	175 40%	179 35%	321 41%	492 39%	695 43% p	118 29%
No opinion	124 6%	66 7%	58 5%	22 7%	18 5%	31 8%	13 4%	13 5%	27 7%	40 7%	24 4%	22 5%	39 8% j	46 6%	78 6%	88 5%	36 9% o
TOTAL NEITHER/ NO OPINION	598 29%	308 31% b	290 27%	92 31% h	103 29%	139 34% gh	98 31% h	76 26%	90 23%	173 31%	148 27%	123 28%	152 30%	231 30%	367 29%	474 29%	122 30%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 106

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

Q47A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should never be shown on television. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Strongly agree	355 17%	154 13%	200 22% a	296 17% j	33 19% j	18 18% j	8 14% cfijklmo	64 26%	57 20% j	28 16%	19 10%	23 16%	30 17%	29 16%	17 20% j	29 13%	299 17%	55 20%
Slightly agree	281 14%	145 13%	136 15%	230 13%	19 11%	24 25% cdfhijklmn o	8 13%	40 16%	47 16%	20 12%	19 10%	18 12%	20 11%	27 15%	13 14%	26 11%	237 13%	45 16%
TOTAL AGREE	636 31%	299 26%	336 37% a	526 31% j	52 30% j	42 43% cdfijklmo	16 28% cfijklmo	104 42%	103 36% jo	48 28%	38 20%	41 28%	50 28%	56 32% j	30 35% jo	55 24%	536 30%	100 37% p
Neither/ nor	474 23%	290 25% b	183 20%	383 22%	47 27% im	26 27% im	17 28% himno	85 35% chilmno	53 19%	27 16%	49 26% i	40 28% imno	39 22%	31 18%	16 18%	42 18%	411 23%	63 23%
Slightly disagree	485 24%	286 25%	199 22%	417 24% eg	41 23% g	15 15% g	12 20% g	14 6% g	85 29% egk	56 33% cefgjk	43 22% g	29 20% g	41 23% g	57 32% cefgk	23 27% eg	70 30% efgk	426 24%	59 22%
Strongly disagree	328 16%	201 18% b	127 14%	286 17% eg	25 14% eg	8 8% g	9 16% eg	21 8%	34 12% eg	36 21% egh	35 19% eg	30 21% egh	30 17% eg	24 14% eg	14 16% eg	61 26% cdefghlmn	289 16%	39 14%
TOTAL DISAGREE	813 40%	488 43% b	325 36%	703 41% eg	66 38% eg	23 24% g	21 36% eg	34 14%	118 41% eg	92 54% cdefghijkl	78 41% eg	59 40% eg	71 39% eg	81 46% eg	38 43% eg	130 57% cdefghjklm n	715 40%	98 36%
No opinion	124 6%	64 6%	60 7%	104 6% o	10 5% o	7 7% o	4 7% io	22 9% io	12 4%	4 2% cdehikmno	26 13%	6 4% chikmno	20 11%	8 5%	4 4%	3 1%	113 6%	11 4%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 106

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

Q47A (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should never be shown on television. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
TOTAL NEITHER/ NO OPINION	598	354	243	487	57	33	21	107	65	31	75	46	60	40	19	45	524	74
	29%	31%	27%	28%	32%	34%	36%	44%	23%	18%	39%	32%	33%	22%	22%	19%	30%	27%
				io	himno	himno	himno	cdhiklmno			chimno	io	himno					

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 107

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

Q47B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch sexually explicit programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Strongly agree	573	242	331	57	94	90	83	87	162	131	160	134	149	201	372	440	133
	28%	25%	31%	19%	27%	22%	26%	30%	42%	24%	29%	30%	29%	26%	29%	27%	32%
			a		c			ce	cdefg			i					o
Slightly agree	506	245	261	77	73	106	86	69	96	122	144	116	121	204	302	407	99
	25%	25%	24%	26%	21%	26%	27%	24%	25%	22%	26%	26%	24%	26%	24%	25%	24%
TOTAL AGREE	1079	487	592	134	167	196	168	156	259	252	304	250	269	405	674	847	231
	53%	50%	55%	45%	47%	48%	54%	54%	67%	46%	56%	57%	53%	52%	53%	52%	57%
			a				c	c	cdefg		i	i	i				
Neither/ nor	374	178	197	64	61	86	71	49	44	123	85	75	91	159	216	308	66
	18%	18%	18%	21%	17%	21%	23%	17%	11%	22%	16%	17%	18%	20%	17%	19%	16%
				h	h	h	h	h		j							
Slightly disagree	258	134	124	40	49	63	31	36	39	62	73	60	63	86	172	211	48
	13%	14%	12%	14%	14%	16%	10%	13%	10%	11%	13%	14%	12%	11%	14%	13%	12%
						fh											
Strongly disagree	220	122	98	43	57	37	32	28	23	73	61	30	55	80	140	189	31
	11%	12%	9%	14%	16%	9%	10%	10%	6%	13%	11%	7%	11%	10%	11%	12%	8%
		b		h	efgh		h	h		k	k		k			p	
TOTAL DISAGREE	478	256	223	83	106	100	63	65	61	136	134	90	117	166	312	399	79
	23%	26%	21%	28%	30%	25%	20%	22%	16%	25%	24%	20%	23%	21%	25%	24%	19%
		b		fh	fgh	h		h								p	
No opinion	115	56	59	17	20	23	11	19	25	38	24	25	28	45	71	81	33
	6%	6%	6%	6%	6%	6%	4%	7%	6%	7%	4%	6%	6%	6%	6%	5%	8%
																	o
TOTAL NEITHER/ NO OPINION	490	234	256	81	81	109	82	68	69	161	109	101	119	203	286	389	99
	24%	24%	24%	27%	23%	27%	26%	24%	18%	29%	20%	23%	24%	26%	22%	24%	24%
				h		h	h			jk							

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 107

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

Q47B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch sexually explicit programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Strongly agree	573 28%	276 24%	298 33% a	482 28% l	49 28%	29 29%	14 24%	55 23%	105 37% cfgjkl	55 32% gl	50 26%	36 24%	37 21%	53 30% l	32 37% cfgjkl	57 25%	480 27%	93 34% p
Slightly agree	506 25%	283 25%	223 25%	413 24% jl	53 30% fjl	29 30% fjl	12 20% cfjkl	77 31% cfjkl	75 26% jl	41 24%	30 16%	31 21%	31 17%	47 26% jl	21 24% jl	60 26% jl	429 24%	77 28%
TOTAL AGREE	1079 53%	559 49%	521 58% a	894 52% jl	102 58% fjkl	58 59% fjkl	26 44% fjkl	132 54% jl	180 63% cfjkl	97 57% fjl	80 42%	67 46%	68 38%	100 57% fjl	54 62% cfjkl	117 51% l	910 51%	170 63% p
Neither/ nor	374 18%	221 19%	153 17%	294 17% h	45 26% chimno	18 18%	17 30% cehiklmno	75 30% cehiklmno	32 11%	21 12%	42 22% himno	27 19%	34 19% h	22 13%	10 12%	30 13%	332 19%	43 16%
Slightly disagree	258 13%	155 14%	104 11%	233 14% efg	15 9%	6 6%	4 8%	12 5%	38 13% eg	25 15% eg	17 9%	28 19% defgj	38 21% cdefgjo	31 18% defgj	16 19% defgj	28 12% g	229 13%	29 11%
Strongly disagree	220 11%	145 13% b	74 8%	192 11% gn	11 6%	11 11%	6 10%	14 6%	23 8%	25 14% dgn	25 13% dgn	14 9%	23 12% gn	16 9%	5 6%	49 21% cdefghklm n	201 11% q	19 7%
TOTAL DISAGREE	478 23%	300 26% b	177 20%	425 25% defg	27 15%	17 17%	10 18%	26 11%	60 21% g	50 29% defg	42 22% g	42 29% defg	60 33% cdefghj	47 27% deg	21 24% dg	76 33% cdefghj	430 24% q	49 18%
No opinion	115 6%	62 5%	54 6%	102 6% d	2 1%	6 6% d	5 9% dino	13 5% d	14 5% d	4 2%	26 14% cdeghikmn	10 7% d	18 10% cdimno	8 4%	2 2%	7 3%	105 6%	11 4%

o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 107

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

Q47B (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch sexually explicit programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
TOTAL NEITHER/ NO OPINION	490	282	206	396	47	24	22	87	47	24	68	37	52	30	12	38	436	53
	24%	25%	23%	23%	27%	24%	39%	36%	16%	14%	36%	25%	29%	17%	14%	16%	25%	20%
				hino	himno	in	cdehikmno	cehikmno			cehikmno	hino	himno					

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 108

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

Q47C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit TV channels in the 'adult' section of the electronic programme guide (EPG) don't bother me. I can block them if I want. (These types of channels can be viewed without having to pay for them). (SINGLE CODE)

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Strongly agree	670 33%	324 33%	347 32%	114 38% h	130 37% h	130 32%	104 33%	90 31%	103 26%	155 28%	204 37% i	151 34%	160 32%	262 34%	408 32%	568 35% p	103 25%
Slightly agree	499 24%	251 26%	249 23%	67 22%	85 24%	105 26%	76 24%	79 27%	88 23%	159 29% l	128 23%	109 25%	103 20%	190 24%	310 24%	418 26% p	81 20%
TOTAL AGREE	1170 57%	575 59%	595 56%	181 61% h	214 61% h	235 58% h	180 58% h	169 59% h	190 49%	314 57%	332 61% l	260 59% l	263 52%	452 58%	718 56%	986 60% p	184 45%
Neither/ nor	426 21%	201 21%	225 21%	70 23%	59 17%	96 24% d	72 23%	57 20%	73 19%	118 22% j	85 16% j	91 21% j	131 26% j	166 21%	260 20%	334 20%	92 22%
Slightly disagree	115 6%	54 5%	62 6%	17 6%	19 5%	21 5%	16 5%	18 6%	25 6%	24 4%	40 7%	22 5%	29 6%	42 5%	73 6%	85 5%	30 7%
Strongly disagree	179 9%	66 7%	113 11% a	12 4%	34 10% c	32 8%	27 9% c	30 10% c	45 11% c	45 8%	58 11%	38 9%	37 7%	67 9%	112 9%	129 8%	50 12% o
TOTAL DISAGREE	295 14%	120 12%	175 16% a	29 10%	53 15% c	53 13%	43 14%	47 16% c	70 18% c	69 13%	98 18% il	59 13%	66 13%	109 14%	185 15%	214 13%	80 20% o
No opinion	157 8%	81 8%	76 7%	18 6%	27 8%	21 5%	18 6%	15 5%	56 14% cdefg	47 9%	32 6%	31 7%	46 9% j	47 6%	109 9%	102 6%	53 13% o
TOTAL NEITHER/ NO OPINION	583 28%	283 29%	300 28%	88 30%	86 24%	117 29%	90 29%	72 25%	129 33% dg	166 30% j	118 22%	121 28% j	177 35% jk	214 28%	369 29%	436 27%	146 36% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 108

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

Q47C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit TV channels in the 'adult' section of the electronic programme guide (EPG) don't bother me. I can block them if I want. (These types of channels can be viewed without having to pay for them). (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Strongly agree	670 33%	385 34%	285 32%	556 32% fg	67 38% fgl	33 34% fg	13 23% g	35 14% g	95 33% fg	65 38% fg	60 31% g	58 40% fgl	50 28% g	59 33% fg	31 36% fg	102 44% cfghjlm	566 32%	104 38% p
Slightly agree	499 24%	288 25%	212 23%	425 25% fj	39 22% fj	25 26% j	10 17% j	60 24% j	92 32% cdfjkno	53 31% fjk	29 15% j	27 19% j	44 24% j	52 29% fjk	19 22% fj	50 22% fj	426 24%	73 27% p
TOTAL AGREE	1170 57%	673 59%	497 55%	982 57% fgj	106 61% fgj	59 59% fgj	23 40% fgj	95 39% fgj	188 65% cfgjln	118 69% cfgjln	88 46% ik	85 59% fgj	94 52% fg	111 62% fgj	50 58% fgj	152 66% cfgjln	993 56%	177 65% p
Neither/ nor	426 21%	238 21%	187 21%	354 21% m	38 22% m	19 19% m	15 26% imn	90 37% cdefhijklm no	49 17%	25 15%	42 22% m	35 24% imn	38 21% m	18 10%	13 15%	43 19% m	383 22% q	43 16%
Slightly disagree	115 6%	67 6%	48 5%	96 6%	10 5%	4 4%	5 9% j	11 4%	14 5%	11 6%	4 2%	6 4%	16 9% j	18 10% cegjo	5 6%	10 4%	103 6%	13 5%
Strongly disagree	179 9%	98 9%	81 9%	147 9%	14 8%	10 10% i	8 14% chikno	34 14% chikno	18 6%	7 4%	22 11% ik	7 4%	15 8%	21 12% ik	6 7%	17 8%	161 9%	19 7%
TOTAL DISAGREE	295 14%	165 14%	129 14%	244 14%	23 13%	14 14%	14 24% cdehijkno	45 18% ik	32 11%	18 10%	26 14%	13 9%	31 17% k	39 22% cdhiko	12 13%	28 12%	263 15%	32 12%
No opinion	157 8%	65 6%	92 10% a	136 8% o	8 5%	7 7%	6 11% do	15 6%	17 6%	10 6%	34 18% cdeghiklm o	12 8%	17 10% o	10 5%	12 14%	8 4%	137 8%	20 7%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 108

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

Q47C (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit TV channels in the 'adult' section of the electronic programme guide (EPG) don't bother me. I can block them if I want. (These types of channels can be viewed without having to pay for them). (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
TOTAL NEITHER/ NO OPINION	583	303	279	490	46	26	21	105	67	35	76	48	55	28	25	51	519	63
	28%	27%	31%	29%	26%	26%	37%	43%	23%	20%	40%	33%	30%	16%	29%	22%	29%	23%
			a	im	m	m	cdhimo	cdehilmno			cdehimno	imo	im		m		q	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 109

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

Q47D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should be freely available on any channel after 9pm. (SINGLE CODE)

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Strongly agree	197	101	96	44	50	35	23	25	21	49	62	30	56	82	116	170	27
	10%	10%	9%	15%	14%	9%	7%	9%	5%	9%	11%	7%	11%	11%	9%	10%	7%
				efgh	efgh						k		k			p	
Slightly agree	270	144	126	47	54	48	39	32	49	61	86	64	58	101	169	211	59
	13%	15%	12%	16%	15%	12%	13%	11%	13%	11%	16%	15%	11%	13%	13%	13%	14%
											il						
TOTAL AGREE	467	245	222	90	104	83	62	57	70	111	149	94	114	183	285	381	86
	23%	25%	21%	30%	29%	21%	20%	20%	18%	20%	27%	21%	22%	24%	22%	23%	21%
		b		efgh	efgh						ik						
Neither/ nor	343	183	160	66	50	78	64	41	44	110	82	70	79	123	220	277	66
	17%	19%	15%	22%	14%	19%	20%	14%	11%	20%	15%	16%	16%	16%	17%	17%	16%
		b		dgh		h	h			j							
Slightly disagree	396	190	206	50	70	80	64	68	64	110	88	96	101	158	238	330	66
	19%	19%	19%	17%	20%	20%	20%	24%	17%	20%	16%	22%	20%	20%	19%	20%	16%
								h				j					
Strongly disagree	727	304	423	66	110	146	115	109	182	187	206	147	185	265	462	567	159
	36%	31%	40%	22%	31%	36%	37%	38%	47%	34%	38%	33%	37%	34%	36%	35%	39%
		a			c	c	c	c	cdefg								
TOTAL DISAGREE	1123	494	629	117	180	226	178	177	246	297	294	243	286	422	701	897	225
	55%	51%	59%	39%	51%	56%	57%	61%	63%	54%	54%	55%	56%	55%	55%	55%	55%
			a		c	c	c	cd	cde								
No opinion	114	55	59	26	20	18	9	14	29	31	23	33	28	47	68	81	32
	6%	6%	6%	9%	6%	4%	3%	5%	7%	6%	4%	8%	5%	6%	5%	5%	8%
				ef				f	f		j	j				o	
TOTAL NEITHER/ NO OPINION	457	238	219	91	70	96	73	55	73	141	105	103	107	170	287	358	98
	22%	24%	20%	31%	20%	24%	23%	19%	19%	26%	19%	23%	21%	22%	23%	22%	24%
				dgh						j							

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 109

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

Q47D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should be freely available on any channel after 9pm. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Strongly agree	197 10%	120 11%	78 9%	171 10%	14 8%	7 7%	5 9%	17 7%	26 9%	19 11%	20 10%	25 17%	15 8%	9 5%	4 5%	36 16%	181 10%	16 6%
											cdeghlmn				cdeghlmn		q	
Slightly agree	270 13%	151 13%	119 13%	232 14%	22 13%	8 8%	7 12%	26 10%	42 15%	24 14%	21 11%	18 13%	29 16%	30 17%	10 12%	33 14%	230 13%	40 15%
													e	e				
TOTAL AGREE	467 23%	271 24%	196 22%	403 23%	36 21%	16 16%	13 22%	43 17%	67 24%	42 25%	41 21%	43 30%	44 24%	40 22%	15 17%	68 30%	411 23%	56 21%
				e								egn				egn		
Neither/ nor	343 17%	206 18%	136 15%	280 16%	35 20%	16 16%	12 20%	63 26%	41 14%	18 11%	38 20%	22 15%	33 18%	22 12%	11 13%	31 13%	310 17%	32 12%
					i		im	cehikmno			i						q	
Slightly disagree	396 19%	225 20%	171 19%	339 20%	36 20%	14 14%	7 13%	48 20%	49 17%	41 24%	32 17%	24 16%	36 20%	47 27%	21 24%	40 18%	340 19%	56 21%
				f						ef				cefhjko	ef			
Strongly disagree	727 36%	385 34%	341 38%	597 35%	63 36%	45 46%	22 38%	82 33%	115 40%	66 38%	55 29%	49 34%	49 27%	59 33%	36 42%	86 37%	613 35%	114 42%
				l		cgjklm	l		jl	l					jl	l		p
TOTAL DISAGREE	1123 55%	609 53%	513 57%	936 55%	98 56%	59 60%	30 51%	130 53%	164 57%	107 63%	87 46%	73 50%	85 47%	106 60%	57 66%	126 55%	953 54%	170 63%
				j		jl			j	fjkl				jl	cfgjklo			p
No opinion	114 6%	54 5%	60 7%	96 6%	6 3%	8 8%	4 7%	10 4%	14 5%	3 2%	25 13%	7 5%	19 10%	10 5%	4 5%	5 2%	101 6%	13 5%
				io		io	io				cdghikmno		cdghio					

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 109

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

Q47D (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Sexually explicit programmes should be freely available on any channel after 9pm. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
TOTAL NEITHER/ NO OPINION	457	260	196	377	41	23	16	73	55	21	63	30	52	31	15	36	412	45
	22%	23%	22%	22%	23%	24%	27%	30%	19%	12%	33%	20%	29%	18%	18%	16%	23%	17%
				io	i	i	imno	chimno			chikmno		chimno				q	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 110

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

Q47E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch particularly violent programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Strongly agree	456	184	271	37	74	76	69	71	129	100	126	103	126	164	291	361	95
	22%	19%	25%	13%	21%	19%	22%	25%	33%	18%	23%	23%	25%	21%	23%	22%	23%
			a		c	c	c	c	cdefg				i				
Slightly agree	476	210	266	64	61	106	78	70	97	130	117	114	113	175	302	369	107
	23%	22%	25%	21%	17%	26%	25%	24%	25%	24%	21%	26%	22%	23%	24%	23%	26%
						d	d	d	d								
TOTAL AGREE	932	394	537	101	135	182	147	141	226	231	243	216	240	339	593	730	202
	46%	40%	50%	34%	38%	45%	47%	49%	58%	42%	44%	49%	47%	44%	47%	45%	49%
			a			c	cd	cd	cdefg								
Neither/ nor	359	188	172	64	60	81	62	49	43	99	103	69	87	131	228	279	81
	18%	19%	16%	22%	17%	20%	20%	17%	11%	18%	19%	16%	17%	17%	18%	17%	20%
				h	h	h	h	h									
Slightly disagree	342	166	176	55	74	62	49	51	52	91	90	80	81	133	208	284	57
	17%	17%	16%	18%	21%	15%	16%	17%	13%	17%	16%	18%	16%	17%	16%	17%	14%
				h	h												
Strongly disagree	328	185	143	65	68	64	46	37	48	103	93	52	79	140	188	282	46
	16%	19%	13%	22%	19%	16%	15%	13%	12%	19%	17%	12%	16%	18%	15%	17%	11%
		b		fgh	gh					k	k					p	
TOTAL DISAGREE	670	351	319	120	142	126	95	88	100	194	183	132	159	273	396	566	103
	33%	36%	30%	40%	40%	31%	30%	30%	26%	35%	33%	30%	31%	35%	31%	35%	25%
		b		efgh	efgh											p	
No opinion	87	44	43	13	17	16	9	12	20	25	18	22	21	32	55	61	24
	4%	5%	4%	4%	5%	4%	3%	4%	5%	5%	3%	5%	4%	4%	4%	4%	6%
TOTAL NEITHER/ NO OPINION	446	232	214	77	77	97	71	61	63	124	121	92	107	163	283	340	105
	22%	24%	20%	26%	22%	24%	23%	21%	16%	23%	22%	21%	21%	21%	22%	21%	26%
				h		h	h									o	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 110

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

Q47E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch particularly violent programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Strongly agree	456 22%	221 19%	234 26% a	375 22% fg	47 27% fgl	24 25% fg	9 15%	35 14%	69 24% fg	42 24% fg	46 24% fg	35 24% fg	30 17%	39 22%	30 34%	50 22%	383 22%	72 27%
Slightly agree	476 23%	281 25%	195 22%	392 23% k	42 24% k	26 27% k	16 27% k	76 31% cijlo	73 25% k	36 21%	35 18%	22 15%	36 20%	46 26% k	19 22%	49 21%	401 23%	75 28%
TOTAL AGREE	932 46%	502 44%	430 48%	767 45% l	90 51% kl	50 51% kl	24 42%	112 45%	141 49% l	78 46%	80 42%	58 39%	66 36%	84 48% l	49 56% cfjlo	99 43%	784 44%	148 54% p
Neither/ nor	359 18%	211 19%	147 16%	287 17% i	41 23% chijmn	14 15%	17 29% cehijlmno	67 27% cehijlmno	36 12%	18 10%	26 14%	35 24%	29 16%	23 13%	10 11%	42 18% i	319 18%	40 15%
Slightly disagree	342 17%	192 17%	150 17%	302 18% fg	24 14%	11 12%	4 7%	21 8%	60 21% efg	36 21% efg	30 16% fg	22 15% f	37 20% efg	42 24% cdefg	17 20% fg	37 16% fg	297 17%	44 16%
Strongly disagree	328 16%	188 17%	139 15%	285 17%	20 12%	14 15%	8 15%	33 13%	38 13%	38 22% dghmn	40 21% dhmn	27 19%	31 17%	21 12%	10 12%	46 20% dmn	295 17%	33 12%
TOTAL DISAGREE	670 33%	380 33%	289 32%	587 34% dfg	44 25%	26 26%	13 22%	54 22%	98 34% fg	74 44% cdefgn	70 37% defg	49 34% fg	68 38% defg	63 36% dfg	27 31% g	83 36% dfg	592 33%	78 29%
No opinion	87 4%	48 4%	39 4%	74 4% di	1 *% dino	7 8% dino	4 8% dino	13 5% din	12 4% di	1 *% din	14 7% din	4 3%	17 10% cdhikmno	6 4% d	1 1%	6 3%	80 4%	7 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q47E (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - If people want to watch particularly violent programmes they should be allowed to but only on subscription channels (e.g. where they specifically pay to watch that sort of programme and must be aged over 18). (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
TOTAL NEITHER/ NO OPINION	446	259	186	361	42	22	21	80	48	18	40	39	47	30	11	49	399	47
	22%	23%	21%	21%	24%	22%	36%	33%	17%	11%	21%	27%	26%	17%	12%	21%	22%	17%
				in	in	in	cdehijlmno	cehijlmno			in	himn	himn			in	q	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 111

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Q47F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Particularly violent programmes should be freely available on any channel after 9pm. (SINGLE CODE)

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Strongly agree	274	161	113	66	58	52	32	35	32	72	64	54	85	133	141	233	42
	13%	16%	11%	22%	16%	13%	10%	12%	8%	13%	12%	12%	17%	17%	11%	14%	10%
		b		efgh	fh	h							j	n		p	
Slightly agree	386	190	196	74	79	71	61	40	62	80	110	91	103	146	240	309	76
	19%	19%	18%	25%	22%	18%	19%	14%	16%	15%	20%	21%	20%	19%	19%	19%	19%
				efgh	gh						i	i	i				
TOTAL AGREE	660	350	310	140	137	123	92	75	93	152	174	145	188	280	381	542	117
	32%	36%	29%	47%	39%	30%	30%	26%	24%	28%	32%	33%	37%	36%	30%	33%	29%
		b		efgh	efgh								i	n			
Neither/ nor	322	166	156	63	51	72	54	36	47	94	80	73	74	96	226	259	63
	16%	17%	15%	21%	14%	18%	17%	12%	12%	17%	15%	17%	15%	12%	18%	16%	15%
				dgh		h									m		
Slightly disagree	349	162	187	30	61	76	61	57	63	97	97	85	70	145	205	283	66
	17%	17%	17%	10%	17%	19%	19%	20%	16%	18%	18%	19%	14%	19%	16%	17%	16%
					c	c	c	c	c			l					
Strongly disagree	645	259	386	56	94	120	98	111	165	188	179	120	154	229	416	503	142
	32%	27%	36%	19%	27%	30%	31%	38%	43%	34%	33%	27%	31%	30%	33%	31%	35%
			a		c	c	c	cde	cdef	k							
TOTAL DISAGREE	994	421	573	87	156	196	159	168	228	285	276	205	225	374	620	786	208
	49%	43%	54%	29%	44%	49%	51%	58%	59%	52%	50%	47%	44%	48%	49%	48%	51%
			a		c	c	c	cde	cdef	l	l						
No opinion	71	39	31	9	10	14	8	10	20	17	17	17	19	25	45	48	21
	3%	4%	3%	3%	3%	3%	3%	3%	5%	3%	3%	4%	4%	3%	4%	3%	5%
																	o
TOTAL NEITHER/ NO OPINION	393	206	187	72	61	85	62	46	67	111	97	91	93	122	271	308	84
	19%	21%	17%	24%	17%	21%	20%	16%	17%	20%	18%	21%	18%	16%	21%	19%	20%
				gh											m		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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

Q47F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Particularly violent programmes should be freely available on any channel after 9pm. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Strongly agree	274 13%	164 14%	110 12%	240 14%	18 11%	9 9%	7 12%	7 3%	36 12%	25 15%	40 21%	32 22%	16 9%	16 9%	7 9%	61 26%	249 14%	25 9%
				g	g	g	g		g	g	cdefghlmn	cdefghlmn	g	g	g	cdefghilmn	q	
Slightly agree	386 19%	200 18%	186 21%	322 19%	33 19%	20 20%	11 19%	24 10%	58 20%	27 16%	27 14%	27 19%	51 28%	46 26%	16 19%	48 21%	330 19%	56 20%
				g	g	g	g		g			g	cfgij	cgij	g	g		
TOTAL AGREE	660 32%	364 32%	296 33%	562 33%	52 29%	29 29%	18 31%	30 12%	93 32%	52 30%	67 35%	59 40%	67 37%	62 35%	24 27%	109 47%	579 33%	81 30%
				g	g	g	g		g	g	g	degn	g	g	g	cdefghijmn		
Neither/ nor	322 16%	195 17%	126 14%	258 15%	39 22%	12 12%	14 25%	66 27%	32 11%	20 12%	25 13%	25 17%	37 21%	18 10%	12 13%	23 10%	291 16%	31 11%
					cehijmno		cehijmno	cehijkmno					ehimo				q	
Slightly disagree	349 17%	220 19%	129 14%	289 17%	34 20%	19 19%	7 13%	39 16%	49 17%	43 25%	14 7%	19 13%	28 16%	42 24%	19 22%	36 15%	296 17%	53 20%
		b		j	j	j		j	j	cfgjklo			j	cfjk	fjk	j		
Strongly disagree	645 32%	325 28%	319 35%	546 32%	50 29%	34 34%	15 26%	101 41%	105 37%	56 33%	72 38%	38 26%	38 21%	48 27%	31 36%	57 25%	546 31%	99 36%
			a	lo		l		cdfklmo	fklo	l	fkmo				lo			
TOTAL DISAGREE	994 49%	545 48%	448 50%	835 49%	85 48%	52 53%	22 39%	140 57%	154 54%	99 58%	86 45%	57 39%	67 37%	90 51%	50 57%	92 40%	842 47%	152 56%
				fklo	l	fklo		cfjklo	fklo	cfjklo				fklo	cfjklo			p
No opinion	71 3%	37 3%	34 4%	61 4%	1 *%	5 5%	4 6%	9 4%	8 3%	- -%	14 7%	5 3%	10 6%	7 4%	2 2%	6 3%	63 4%	8 3%
				di		di	di	di	i		cdin	i	di	di		i		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q47F (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SEXUALLY EXPLICIT OR VIOLENT TV PROGRAMMES - Particularly violent programmes should be freely available on any channel after 9pm. (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
TOTAL NEITHER/ NO OPINION	393	232	160	319	39	17	18	75	40	20	39	30	47	25	13	30	354	39
	19%	20%	18%	19%	22%	17%	31%	31%	14%	12%	20%	21%	26%	14%	15%	13%	20%	14%
				i	hio		cehijkmno	cehijkmno			i	i	chimno				q	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 112

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

Q48 There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television. Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children? (MULTI CODE)

Base : Those with any TV sets

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Yes - for children	319 16%	149 15%	171 16%	36 12%	50 14%	66 16%	49 16%	52 18%	66 17%	88 16%	89 16%	62 14%	79 16%	133 17%	186 15%	251 15%	68 17%
Yes - for myself	170 8%	69 7%	101 9%	14 5%	24 7%	33 8%	27 9%	32 11% c	39 10% c	43 8%	47 9%	34 8%	44 9%	58 7%	113 9%	121 7%	49 12% o
Yes - for other adults	134 7%	62 6%	71 7%	13 4%	19 5%	20 5%	22 7%	27 9% ce	32 8%	44 8%	33 6%	26 6%	30 6%	41 5%	92 7%	109 7%	24 6%
TOTAL 'YES'	427 21%	192 20%	234 22%	49 16%	72 20%	84 21%	65 21%	70 24% c	87 22%	119 22%	121 22%	84 19%	102 20%	166 21%	260 20%	328 20%	98 24%
No	1548 76%	757 78%	791 74%	242 81% gh	274 78%	302 75%	240 77%	207 72%	283 73%	403 73%	413 75%	345 78%	385 76%	581 75%	967 76%	1244 76%	302 74%
Don't know	72 4%	27 3%	45 4%	8 3%	8 2%	19 5%	8 3%	12 4%	18 5%	26 5% j	13 2%	12 3%	20 4%	27 4%	45 4%	63 4%	9 2%

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

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Table 112

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

Q48 There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television. Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children? (MULTI CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Yes - for children	319 16%	176 15%	142 16%	280 16% df	17 10%	18 19% dfj	4 7%	52 21% dfj	45 16% f	27 16% f	20 11%	20 14%	33 18% df	29 17% f	21 24% cdfjko	33 14% f	278 16%	41 15%
Yes - for myself	170 8%	88 8%	81 9%	148 9% f	10 6%	11 11% f	2 4%	24 10% f	18 6%	17 10% f	14 7%	16 11% f	14 8%	11 6%	9 11% f	26 11% f	142 8%	29 11%
Yes - for other adults	134 7%	75 7%	58 6%	120 7% fl	8 5%	4 4%	1 1%	20 8% fl	24 8% fl	18 11% defjl	6 3%	13 9% fjl	5 3%	10 6% f	8 9% fjl	16 7% f	109 6%	24 9%
TOTAL 'YES'	427 21%	230 20%	195 22%	372 22% df	24 14%	25 25% df	6 10%	62 25% df	55 19% f	38 23% df	32 17%	34 23% df	40 22% f	36 20% f	23 27% dfj	51 22% f	363 20%	64 24%
No	1548 76%	868 76%	679 75%	1282 75%	147 84% cegilmn	69 70%	51 87% ceghiklmno	179 73%	220 77%	124 73%	153 80% en	109 75%	135 75%	129 73%	60 69%	173 75%	1349 76%	199 73%
Don't know	72 4%	42 4%	30 3%	62 4%	4 3%	5 5%	1 3%	4 2%	12 4%	8 5%	5 3%	3 2%	6 3%	12 7% cgk	4 5%	7 3%	64 4%	9 3%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 113

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

Q49 Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	429	189	240	45	62	77	61	83	101	98	135	81	114	152	277	318	111
Effective Weighted Sample	376	166	210	40	56	68	54	74	90	87	121	71	103	135	242	279	99
Total	427	192	234	49	72	84	65	70	87	119	121	84	102	166	260	328	98
Violence	235	99	136	**	**	**	**	**	53	**	74	**	52	96	139	180	56
	55%	52%	58%	**	**	**	**	**	61%	**	61%	**	51%	58%	53%	55%	57%
Sex/ sexually explicit content	160	63	96	**	**	**	**	**	27	**	50	**	45	73	86	117	42
	37%	33%	41%	**	**	**	**	**	31%	**	42%	**	44%	44%	33%	36%	43%
Bad language	116	46	70	**	**	**	**	**	20	**	40	**	26	49	68	85	31
	27%	24%	30%	**	**	**	**	**	23%	**	33%	**	26%	29%	26%	26%	32%
Antisocial behaviour	86	43	42	**	**	**	**	**	21	**	36	**	18	35	51	69	17
	20%	23%	18%	**	**	**	**	**	24%	**	30%	**	18%	21%	20%	21%	17%
Bullying	63	20	43	**	**	**	**	**	12	**	18	**	15	31	32	50	14
	15%	10%	18%	**	**	**	**	**	13%	**	15%	**	14%	19%	12%	15%	14%
Alcohol/ substance misuse	33	13	20	**	**	**	**	**	4	**	14	**	8	14	19	25	8
	8%	7%	9%	**	**	**	**	**	5%	**	12%	**	8%	9%	7%	8%	8%
Portrayal of self-harm	27	14	13	**	**	**	**	**	5	**	10	**	7	12	15	21	5
	6%	7%	6%	**	**	**	**	**	5%	**	8%	**	7%	7%	6%	6%	5%
Financial advice/ recommendation	25	9	16	**	**	**	**	**	5	**	12	**	4	10	15	20	5
	6%	5%	7%	**	**	**	**	**	5%	**	10%	**	4%	6%	6%	6%	5%
Portrayal of suicide	24	16	9	**	**	**	**	**	4	**	7	**	8	10	14	18	6
	6%	8%	4%	**	**	**	**	**	5%	**	6%	**	7%	6%	5%	6%	6%
Medical/ health advice/ recommendation	15	10	5	**	**	**	**	**	3	**	5	**	4	5	10	12	3
	4%	5%	2%	**	**	**	**	**	4%	**	4%	**	3%	3%	4%	4%	3%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q49 Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	429	189	240	45	62	77	61	83	101	98	135	81	114	152	277	318	111
Effective Weighted Sample	376	166	210	40	56	68	54	74	90	87	121	71	103	135	242	279	99
Total	427	192	234	49	72	84	65	70	87	119	121	84	102	166	260	328	98
Occult/ paranormal	11	5	5	**	**	**	**	**	2	**	4	**	2	4	7	9	1
	2%	3%	2%	**	**	**	**	**	2%	**	3%	**	2%	2%	3%	3%	1%
Scenes of war/ war reporting/ reports from areas of conflict/ executions/ disasters	10	7	3	**	**	**	**	**	2	**	1	**	4	2	8	8	2
	2%	4%	1%	**	**	**	**	**	3%	**	*%	**	4%	1%	3%	2%	2%
Something in the news	6	2	4	**	**	**	**	**	-	**	3	**	-	2	4	5	2
	1%	1%	2%	**	**	**	**	**	-%	**	2%	**	-%	1%	2%	1%	2%
Cruelty to animals/ dog fighting	3	1	2	**	**	**	**	**	1	**	1	**	-	1	1	1	1
	1%	*%	1%	**	**	**	**	**	2%	**	1%	**	-%	1%	1%	*%	2%
Other	19	10	9	**	**	**	**	**	4	**	6	**	2	7	12	15	5
	5%	5%	4%	**	**	**	**	**	5%	**	5%	**	2%	4%	5%	4%	5%
Don't know	26	14	12	**	**	**	**	**	6	**	5	**	3	7	18	24	2
	6%	7%	5%	**	**	**	**	**	7%	**	4%	**	3%	4%	7%	7%	2%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q49 Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	429	206	222	349	26	38	16	49	37	36	27	40	45	33	40	42	349	80
Effective Weighted Sample	376	182	198	313	25	37	16	47	36	33	25	37	43	31	39	40	308	72
Total	427	230	195	372	24	25	6	62	55	38	32	34	40	36	23	51	363	64
Violence	235	127	108	210	**	**	**	**	**	**	**	**	**	**	**	**	202	**
	55%	55%	55%	57%	**	**	**	**	**	**	**	**	**	**	**	**	56%	**
Sex/ sexually explicit content	160	83	76	133	**	**	**	**	**	**	**	**	**	**	**	**	136	**
	37%	36%	39%	36%	**	**	**	**	**	**	**	**	**	**	**	**	38%	**
Bad language	116	61	54	100	**	**	**	**	**	**	**	**	**	**	**	**	99	**
	27%	26%	28%	27%	**	**	**	**	**	**	**	**	**	**	**	**	27%	**
Antisocial behaviour	86	49	36	74	**	**	**	**	**	**	**	**	**	**	**	**	70	**
	20%	22%	18%	20%	**	**	**	**	**	**	**	**	**	**	**	**	19%	**
Bullying	63	35	27	52	**	**	**	**	**	**	**	**	**	**	**	**	50	**
	15%	15%	14%	14%	**	**	**	**	**	**	**	**	**	**	**	**	14%	**
Alcohol/ substance misuse	33	17	15	27	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	8%	7%	8%	7%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**
Portrayal of self-harm	27	20	6	21	**	**	**	**	**	**	**	**	**	**	**	**	19	**
	6%	9%	3%	6%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**
		b																
Financial advice/ recommendation	25	15	9	22	**	**	**	**	**	**	**	**	**	**	**	**	20	**
	6%	6%	5%	6%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**
Portrayal of suicide	24	13	10	18	**	**	**	**	**	**	**	**	**	**	**	**	15	**
	6%	6%	5%	5%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
Medical/ health advice/ recommendation	15	8	8	13	**	**	**	**	**	**	**	**	**	**	**	**	13	**
	4%	3%	4%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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Table 113

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

Q49 Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	429	206	222	349	26	38	16	49	37	36	27	40	45	33	40	42	349	80
Effective Weighted Sample	376	182	198	313	25	37	16	47	36	33	25	37	43	31	39	40	308	72
Total	427	230	195	372	24	25	6	62	55	38	32	34	40	36	23	51	363	64
Occult/ paranormal	11	7	3	8	**	**	**	**	**	**	**	**	**	**	**	**	7	**
	2%	3%	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Scenes of war/ war reporting/ reports from areas of conflict/ executions/ disasters	10	3	8	10	**	**	**	**	**	**	**	**	**	**	**	**	8	**
	2%	1%	4%	3%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Something in the news	6	4	2	6	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	1%	2%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Cruelty to animals/ dog fighting	3	1	1	2	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Other	19	9	10	17	**	**	**	**	**	**	**	**	**	**	**	**	17	**
	5%	4%	5%	5%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**
Don't know	26	16	10	22	**	**	**	**	**	**	**	**	**	**	**	**	20	**
	6%	7%	5%	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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Q50 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	429	189	240	45	62	77	61	83	101	98	135	81	114	152	277	318	111
Effective Weighted Sample	376	166	210	40	56	68	54	74	90	87	121	71	103	135	242	279	99
Total	427	192	234	49	72	84	65	70	87	119	121	84	102	166	260	328	98
Drama	105	47	57	**	**	**	**	**	28	**	30	**	21	37	68	84	20
	25%	25%	25%	**	**	**	**	**	32%	**	25%	**	21%	22%	26%	26%	21%
Reality programme	93	45	47	**	**	**	**	**	15	**	32	**	20	33	59	70	22
	22%	24%	20%	**	**	**	**	**	18%	**	26%	**	20%	20%	23%	21%	23%
News programme	89	46	43	**	**	**	**	**	14	**	26	**	25	38	52	67	23
	21%	24%	19%	**	**	**	**	**	16%	**	22%	**	25%	23%	20%	20%	23%
Soap	88	31	57	**	**	**	**	**	20	**	20	**	29	34	54	65	23
	21%	16%	24%	**	**	**	**	**	23%	**	17%	**	29%	20%	21%	20%	24%
			a										j				
Documentary	84	40	44	**	**	**	**	**	10	**	31	**	14	40	44	64	20
	20%	21%	19%	**	**	**	**	**	11%	**	25%	**	14%	24%	17%	20%	21%
											l						
Film	82	38	44	**	**	**	**	**	20	**	24	**	17	34	48	63	19
	19%	20%	19%	**	**	**	**	**	23%	**	20%	**	17%	20%	19%	19%	20%
Current affairs	43	19	24	**	**	**	**	**	6	**	17	**	13	19	24	30	13
	10%	10%	10%	**	**	**	**	**	7%	**	14%	**	13%	12%	9%	9%	13%
General entertainment	36	12	24	**	**	**	**	**	7	**	14	**	8	15	21	29	7
	8%	6%	10%	**	**	**	**	**	8%	**	11%	**	8%	9%	8%	9%	8%
Talent show	32	20	13	**	**	**	**	**	4	**	13	**	6	14	18	25	7
	8%	10%	5%	**	**	**	**	**	4%	**	11%	**	6%	8%	7%	8%	7%
Children's programme	29	9	20	**	**	**	**	**	1	**	10	**	10	25	4	26	4
	7%	5%	9%	**	**	**	**	**	1%	**	8%	**	10%	15%	2%	8%	4%
													n				
Comedy	26	16	11	**	**	**	**	**	7	**	9	**	1	11	15	21	6
	6%	8%	5%	**	**	**	**	**	8%	**	8%	**	1%	7%	6%	6%	6%
											l						

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

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Q50 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	429	189	240	45	62	77	61	83	101	98	135	81	114	152	277	318	111
Effective Weighted Sample	376	166	210	40	56	68	54	74	90	87	121	71	103	135	242	279	99
Total	427	192	234	49	72	84	65	70	87	119	121	84	102	166	260	328	98
Music video (on music channel or general channels)	22 5%	8 4%	14 6%	** **	** **	** **	** **	** **	1 1%	** **	9 7%	** **	2 2%	13 8% n	9 3%	20 6%	2 2%
Game/ quiz show	9 2%	4 2%	4 2%	** **	** **	** **	** **	** **	1 1%	** **	3 3%	** **	1 1%	7 4% n	2 1%	7 2%	1 1%
Sports programme	4 1%	2 1%	2 1%	** **	** **	** **	** **	** **	1 1%	** **	3 2%	** **	1 1%	1 1%	3 1%	4 1%	1 1%
Other	11 3%	6 3%	5 2%	** **	** **	** **	** **	** **	3 3%	** **	4 3%	** **	2 2%	4 3%	7 3%	9 3%	2 2%
Don't know	25 6%	16 8%	9 4%	** **	** **	** **	** **	** **	5 6%	** **	7 6%	** **	4 4%	7 4%	18 7%	18 6%	7 7%

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

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Q50 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	429	206	222	349	26	38	16	49	37	36	27	40	45	33	40	42	349	80	
Effective Weighted Sample	376	182	198	313	25	37	16	47	36	33	25	37	43	31	39	40	308	72	
Total	427	230	195	372	24	25	6	62	55	38	32	34	40	36	23	51	363	64	
Drama	105	51	54	87	**	**	**	**	**	**	**	**	**	**	**	**	91	**	
	25%	22%	27%	23%	**	**	**	**	**	**	**	**	**	**	**	**	25%	**	
Reality programme	93	57	36	80	**	**	**	**	**	**	**	**	**	**	**	**	78	**	
	22%	25%	18%	22%	**	**	**	**	**	**	**	**	**	**	**	**	22%	**	
News programme	89	58	30	86	**	**	**	**	**	**	**	**	**	**	**	**	72	**	
	21%	25%	15%	23%	**	**	**	**	**	**	**	**	**	**	**	**	20%	**	
		b																	
Soap	88	41	47	72	**	**	**	**	**	**	**	**	**	**	**	**	79	**	
	21%	18%	24%	19%	**	**	**	**	**	**	**	**	**	**	**	**	22%	**	
Documentary	84	54	30	76	**	**	**	**	**	**	**	**	**	**	**	**	71	**	
	20%	24%	15%	21%	**	**	**	**	**	**	**	**	**	**	**	**	20%	**	
		b																	
Film	82	45	37	76	**	**	**	**	**	**	**	**	**	**	**	**	73	**	
	19%	20%	19%	20%	**	**	**	**	**	**	**	**	**	**	**	**	20%	**	
Current affairs	43	27	16	41	**	**	**	**	**	**	**	**	**	**	**	**	37	**	
	10%	12%	8%	11%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	
General entertainment	36	17	19	30	**	**	**	**	**	**	**	**	**	**	**	**	33	**	
	8%	7%	10%	8%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	
Talent show	32	24	8	32	**	**	**	**	**	**	**	**	**	**	**	**	31	**	
	8%	10%	4%	9%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	
		b																	
Children's programme	29	18	11	28	**	**	**	**	**	**	**	**	**	**	**	**	25	**	
	7%	8%	6%	8%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	
Comedy	26	15	12	23	**	**	**	**	**	**	**	**	**	**	**	**	24	**	
	6%	6%	6%	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	

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

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Q50 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	429	206	222	349	26	38	16	49	37	36	27	40	45	33	40	42	349	80	
Effective Weighted Sample	376	182	198	313	25	37	16	47	36	33	25	37	43	31	39	40	308	72	
Total	427	230	195	372	24	25	6	62	55	38	32	34	40	36	23	51	363	64	
Music video (on music channel or general channels)	22	17	5	20	**	**	**	**	**	**	**	**	**	**	**	**	18	**	
	5%	8% b	2%	5%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	
Game/ quiz show	9	5	4	7	**	**	**	**	**	**	**	**	**	**	**	**	7	**	
	2%	2%	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	
Sports programme	4	4	1	3	**	**	**	**	**	**	**	**	**	**	**	**	4	**	
	1%	2%	%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	
Other	11	6	5	10	**	**	**	**	**	**	**	**	**	**	**	**	10	**	
	3%	3%	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	
Don't know	25	15	9	22	**	**	**	**	**	**	**	**	**	**	**	**	20	**	
	6%	7%	5%	6%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 115

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

Q51 (SHOWCARD) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do? What else? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	j	~k	l	m	n	o	p
Unweighted total	429	189	240	45	62	77	61	83	101	98	135	81	114	152	277	318	111
Effective Weighted Sample	376	166	210	40	56	68	54	74	90	87	121	71	103	135	242	279	99
Total	427	192	234	49	72	84	65	70	87	119	121	84	102	166	260	328	98
Switched over	195	80	115	**	**	**	**	**	38	**	65	**	43	86	109	148	47
	46%	42%	49%	**	**	**	**	**	43%	**	53%	**	42%	52%	42%	45%	48%
Continued watching/ did nothing	92	54	38	**	**	**	**	**	19	**	20	**	24	31	61	75	17
	22%	28%	16%	**	**	**	**	**	21%	**	17%	**	24%	19%	23%	23%	17%
		b															
Switched off	89	38	51	**	**	**	**	**	18	**	21	**	23	36	52	68	21
	21%	20%	22%	**	**	**	**	**	21%	**	18%	**	22%	22%	20%	21%	21%
Discussed it with other people	69	36	33	**	**	**	**	**	16	**	20	**	10	22	47	60	9
	16%	19%	14%	**	**	**	**	**	19%	**	17%	**	10%	13%	18%	18%	9%
																p	
Complained to the broadcaster (via letter/ phone/ email/ online)	5	2	3	**	**	**	**	**	2	**	3	**	1	2	3	3	2
	1%	1%	1%	**	**	**	**	**	2%	**	2%	**	1%	1%	1%	1%	2%
Complained to the regulator (via letter/ phone/ email/ online)	2	2	-	**	**	**	**	**	-	**	1	**	1	2	1	2	1
	1%	1%	-%	**	**	**	**	**	-%	**	1%	**	1%	1%	0%	1%	1%
TOTAL MADE A COMPLAINT	7	4	3	**	**	**	**	**	2	**	3	**	1	3	4	4	3
	2%	2%	1%	**	**	**	**	**	2%	**	2%	**	1%	2%	1%	1%	3%
Other	15	4	11	**	**	**	**	**	2	**	1	**	2	10	5	9	6
	3%	2%	5%	**	**	**	**	**	2%	**	1%	**	2%	6%	2%	3%	6%
Don't know	13	7	6	**	**	**	**	**	2	**	4	**	1	3	11	12	2
	3%	4%	3%	**	**	**	**	**	2%	**	3%	**	1%	2%	4%	4%	2%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 115

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

Q51 (SHOWCARD) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do? What else? (MULTI CODE)

Base : Those with any TV sets who have seen something on television they thought was harmful or damaging

	WORKING STATUS			NATION/ REGION														LOCATION	
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	429	206	222	349	26	38	16	49	37	36	27	40	45	33	40	42	349	80	
Effective Weighted Sample	376	182	198	313	25	37	16	47	36	33	25	37	43	31	39	40	308	72	
Total	427	230	195	372	24	25	6	62	55	38	32	34	40	36	23	51	363	64	
Switched over	195	122	73	176	**	**	**	**	**	**	**	**	**	**	**	**	164	**	
	46%	53%	37%	47%	**	**	**	**	**	**	**	**	**	**	**	**	45%	**	
		b																	
Continued watching/ did nothing	92	49	43	81	**	**	**	**	**	**	**	**	**	**	**	**	83	**	
	22%	21%	22%	22%	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	
Switched off	89	49	40	71	**	**	**	**	**	**	**	**	**	**	**	**	77	**	
	21%	21%	20%	19%	**	**	**	**	**	**	**	**	**	**	**	**	21%	**	
Discussed it with other people	69	34	35	60	**	**	**	**	**	**	**	**	**	**	**	**	58	**	
	16%	15%	18%	16%	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	
Complained to the broadcaster (via letter/ phone/ email/ online)	5	3	2	4	**	**	**	**	**	**	**	**	**	**	**	**	2	**	
	1%	1%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	
Complained to the regulator (via letter/ phone/ email/ online)	2	2	1	2	**	**	**	**	**	**	**	**	**	**	**	**	-	**	
	1%	1%	*%	1%	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	
TOTAL MADE A COMPLAINT	7	4	3	6	**	**	**	**	**	**	**	**	**	**	**	**	2	**	
	2%	2%	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	
Other	15	4	11	15	**	**	**	**	**	**	**	**	**	**	**	**	11	**	
	3%	2%	5%	4%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	
Don't know	13	6	7	11	**	**	**	**	**	**	**	**	**	**	**	**	12	**	
	3%	3%	4%	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 116

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

Q52 As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television.

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

Base : Those with any TV sets

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
Yes	224	107	117	19	34	47	34	39	51	63	68	43	52	84	141	188	36
	11%	11%	11%	6%	10%	12% c	11%	13% c	13% c	11%	12%	10%	10%	11%	11%	11%	9%
No	1756	835	920	271	308	349	268	239	321	467	469	382	435	672	1084	1402	351
	86%	85%	86%	91% gh	87%	86%	86%	83%	83%	85%	86%	87%	86%	87%	85%	86%	86%
Don't know	67	35	32	8	11	9	11	11	16	19	11	16	19	20	48	46	22
	3%	4%	3%	3%	3%	2%	3%	4%	4%	4%	2%	4%	4%	3%	4%	3%	5% o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 116

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

Q52 As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television.
In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme? (SINGLE CODE)

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
Yes	224	121	102	204	10	9	2	38	41	20	16	20	24	14	12	19	189	35
	11%	11%	11%	12%	6%	9%	3%	15%	14%	12%	8%	14%	13%	8%	14%	8%	11%	13%
				df		f		dfmo	df	f	f	df	df	f	df	f		
No	1756	980	775	1459	159	83	55	200	235	149	163	124	151	152	74	210	1524	232
	86%	86%	86%	85%	91%	84%	94%	82%	82%	87%	86%	85%	84%	86%	85%	91%	86%	85%
					gh		ceghijklmn									cghl		
Don't know	67	39	27	52	6	7	2	8	11	2	11	2	5	11	1	1	63	5
	3%	3%	3%	3%	4%	7%	3%	3%	4%	1%	6%	1%	3%	6%	1%	*%	4%	2%
				o	o	cikno			o		ikno			cikno				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 117

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

Q53 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? (MULTI CODE)

Base : Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	222	105	117	17	28	38	33	45	61	48	76	39	59	69	153	179	43
Effective Weighted Sample	194	92	102	15	26	34	29	40	55	43	68	35	54	62	135	157	38
Total	224	107	117	19	34	47	34	39	51	63	68	43	52	84	141	188	36
Reality programme	50	18	32	**	**	**	**	**	**	**	**	**	**	**	29	41	**
	22%	17%	27%	**	**	**	**	**	**	**	**	**	**	**	21%	22%	**
Soap	44	23	21	**	**	**	**	**	**	**	**	**	**	**	27	34	**
	20%	22%	18%	**	**	**	**	**	**	**	**	**	**	**	19%	18%	**
Drama	42	23	19	**	**	**	**	**	**	**	**	**	**	**	28	36	**
	19%	22%	16%	**	**	**	**	**	**	**	**	**	**	**	20%	19%	**
News programme	33	14	19	**	**	**	**	**	**	**	**	**	**	**	23	27	**
	15%	13%	16%	**	**	**	**	**	**	**	**	**	**	**	16%	14%	**
Documentary	30	14	16	**	**	**	**	**	**	**	**	**	**	**	24	25	**
	13%	13%	14%	**	**	**	**	**	**	**	**	**	**	**	17%	14%	**
Film	29	13	16	**	**	**	**	**	**	**	**	**	**	**	14	24	**
	13%	12%	14%	**	**	**	**	**	**	**	**	**	**	**	10%	13%	**
Talent show	27	11	16	**	**	**	**	**	**	**	**	**	**	**	13	25	**
	12%	10%	13%	**	**	**	**	**	**	**	**	**	**	**	9%	13%	**
Current affairs	19	11	8	**	**	**	**	**	**	**	**	**	**	**	13	17	**
	9%	10%	7%	**	**	**	**	**	**	**	**	**	**	**	9%	9%	**
General entertainment	19	9	10	**	**	**	**	**	**	**	**	**	**	**	11	19	**
	9%	9%	8%	**	**	**	**	**	**	**	**	**	**	**	8%	10%	**
Music video (on music channel or general channels)	16	6	11	**	**	**	**	**	**	**	**	**	**	**	7	14	**
	7%	5%	9%	**	**	**	**	**	**	**	**	**	**	**	5%	7%	**
Children's programme	16	8	8	**	**	**	**	**	**	**	**	**	**	**	3	14	**
	7%	7%	7%	**	**	**	**	**	**	**	**	**	**	**	2%	8%	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 117

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

Q53 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? (MULTI CODE)

Base : Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	222	105	117	17	28	38	33	45	61	48	76	39	59	69	153	179	43
Effective Weighted Sample	194	92	102	15	26	34	29	40	55	43	68	35	54	62	135	157	38
Total	224	107	117	19	34	47	34	39	51	63	68	43	52	84	141	188	36
Game/ quiz show	14	8	6	**	**	**	**	**	**	**	**	**	**	**	5	14	**
	6%	7%	5%	**	**	**	**	**	**	**	**	**	**	**	3%	7%	**
Comedy	12	7	6	**	**	**	**	**	**	**	**	**	**	**	6	11	**
	5%	6%	5%	**	**	**	**	**	**	**	**	**	**	**	4%	6%	**
Sports programme	3	2	1	**	**	**	**	**	**	**	**	**	**	**	3	3	**
	1%	2%	1%	**	**	**	**	**	**	**	**	**	**	**	2%	2%	**
Other	11	5	6	**	**	**	**	**	**	**	**	**	**	**	8	9	**
	5%	5%	5%	**	**	**	**	**	**	**	**	**	**	**	6%	5%	**
Don't know	11	6	4	**	**	**	**	**	**	**	**	**	**	**	7	9	**
	5%	6%	4%	**	**	**	**	**	**	**	**	**	**	**	5%	5%	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 117

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

Q53 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? (MULTI CODE)

Base : Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	222	108	113	194	10	14	4	29	27	20	17	25	27	14	20	15	180	42
Effective Weighted Sample	194	95	100	172	9	14	4	28	26	19	15	24	25	13	19	15	158	37
Total	224	121	102	204	10	9	2	38	41	20	16	20	24	14	12	19	189	35
Reality programme	50	32	18	42	**	**	**	**	**	**	**	**	**	**	**	**	45	**
	22%	26%	17%	21%	**	**	**	**	**	**	**	**	**	**	**	**	24%	**
Soap	44	21	23	39	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	20%	18%	22%	19%	**	**	**	**	**	**	**	**	**	**	**	**	19%	**
Drama	42	24	18	37	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	19%	19%	18%	18%	**	**	**	**	**	**	**	**	**	**	**	**	19%	**
News programme	33	25	8	33	**	**	**	**	**	**	**	**	**	**	**	**	26	**
	15%	21%	8%	16%	**	**	**	**	**	**	**	**	**	**	**	**	14%	**
		b																
Documentary	30	15	14	28	**	**	**	**	**	**	**	**	**	**	**	**	23	**
	13%	12%	14%	14%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**
Film	29	17	12	27	**	**	**	**	**	**	**	**	**	**	**	**	25	**
	13%	14%	12%	13%	**	**	**	**	**	**	**	**	**	**	**	**	13%	**
Talent show	27	20	7	23	**	**	**	**	**	**	**	**	**	**	**	**	16	**
	12%	16%	7%	11%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**
		b																
Current affairs	19	14	6	18	**	**	**	**	**	**	**	**	**	**	**	**	17	**
	9%	11%	5%	9%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**
General entertainment	19	14	6	18	**	**	**	**	**	**	**	**	**	**	**	**	17	**
	9%	11%	5%	9%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**
Music video (on music channel or general channels)	16	12	5	15	**	**	**	**	**	**	**	**	**	**	**	**	15	**
	7%	10%	5%	8%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 117

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

Q53 (SHOWCARD) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? (MULTI CODE)

Base : Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	222	108	113	194	10	14	4	29	27	20	17	25	27	14	20	15	180	42	
Effective Weighted Sample	194	95	100	172	9	14	4	28	26	19	15	24	25	13	19	15	158	37	
Total	224	121	102	204	10	9	2	38	41	20	16	20	24	14	12	19	189	35	
Children's programme	16	11	4	15	**	**	**	**	**	**	**	**	**	**	**	**	13	**	
	7%	9%	4%	7%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	
Game/ quiz show	14	11	3	14	**	**	**	**	**	**	**	**	**	**	**	**	14	**	
	6%	9%	3%	7%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	
Comedy	12	9	3	12	**	**	**	**	**	**	**	**	**	**	**	**	11	**	
	5%	7%	3%	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	
Sports programme	3	2	1	3	**	**	**	**	**	**	**	**	**	**	**	**	2	**	
	1%	2%	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	
Other	11	4	7	10	**	**	**	**	**	**	**	**	**	**	**	**	11	**	
	5%	4%	7%	5%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	
Don't know	11	3	7	9	**	**	**	**	**	**	**	**	**	**	**	**	9	**	
	5%	3%	7%	4%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 118

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

SUMMARY OF HARM AND OFFENCE ON TELEVISION IN THE LAST 12 MONTHS

Base : Those with any TV sets

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2052	966	1086	279	310	363	303	335	462	422	633	413	580	717	1335	1573	477
Effective Weighted Sample	1779	835	944	245	275	318	264	294	410	381	566	366	511	625	1160	1371	416
Total	2047	977	1070	298	354	405	313	289	389	549	547	441	506	775	1272	1636	409
SEEN ANYTHING HARMFUL	427	192	234	49	72	84	65	70	87	119	121	84	102	166	260	328	98
	21%	20%	22%	16%	20%	21%	21%	24% c	22%	22%	22%	19%	20%	21%	20%	20%	24%
SEEN ANYTHING OFFENSIVE	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
	19%	16%	22% a	11%	14%	17% c	21% cd	22% cd	28% cde	22% l	20%	18%	17%	19%	20%	19%	21%
SEEN ANYTHING WHERE CONCERNED ABOUT WELFARE OF CHILDREN OR YOUNG PEOPLE	224	107	117	19	34	47	34	39	51	63	68	43	52	84	141	188	36
	11%	11%	11%	6%	10%	12% c	11%	13% c	13% c	11%	12%	10%	10%	11%	11%	11%	9%
ANY OF THESE	668	300	368	68	96	130	102	114	158	191	183	138	154	243	426	531	137
	33%	31%	34%	23%	27%	32% c	33% c	40% cd	41% cdef	35%	33%	31%	30%	31%	33%	32%	34%
ALL OF THESE	73	31	42	1	16	17	13	8	19	19	23	14	17	37	36	55	18
	4%	3%	4%	*% c	4% c	4% c	4% c	3% c	5% c	3%	4%	3%	3%	5% n	3%	3%	4%
NONE OF THESE	1379	677	702	230	258	275	211	175	231	358	364	302	352	533	847	1105	272
	67%	69%	66%	77% efgh	73% gh	68% h	67% h	60%	59%	65%	67%	69%	70%	69%	67%	68%	66%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 118

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

SUMMARY OF HARM AND OFFENCE ON TELEVISION IN THE LAST 12 MONTHS

Base : Those with any TV sets

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2052	1029	1021	1567	173	156	156	188	196	157	171	157	181	177	152	188	1703	349
Effective Weighted Sample	1779	904	894	1414	162	152	155	179	189	146	158	146	167	166	149	179	1492	304
Total	2047	1141	904	1715	175	98	58	245	287	171	191	146	181	177	87	231	1776	272
SEEN ANYTHING HARMFUL	427	230	195	372	24	25	6	62	55	38	32	34	40	36	23	51	363	64
	21%	20%	22%	22% df	14%	25% df	10%	25% df	19% f	23% df	17%	23% df	22% f	20% f	27% dfj	22% f	20%	24%
SEEN ANYTHING OFFENSIVE	392	198	193	334	29	25	4	35	49	47	35	26	35	36	22	48	336	56
	19%	17%	21% a	19% f	16% f	26% dfg	7%	14% f	17% f	28% cdfghjk	18% f	18% f	20% f	20% f	26% dfg	21% f	19%	21%
SEEN ANYTHING WHERE CONCERNED ABOUT WELFARE OF CHILDREN OR YOUNG PEOPLE	224	121	102	204	10	9	2	38	41	20	16	20	24	14	12	19	189	35
	11%	11%	11%	12% df	6%	9% f	3%	15% dfmo	14% df	12% f	8% f	14% df	13% df	8% f	14% df	8% f	11%	13%
ANY OF THESE	668	344	322	580	40	40	9	71	87	69	63	54	61	57	34	83	563	105
	33%	30%	36% a	34% df	23%	40% dfg	15%	29% f	30% f	41% dfg	33% df	37% df	34% df	32% f	39% dfg	36% df	32%	39% p
ALL OF THESE	73	40	33	66	5	3	-	19	14	7	-	5	9	6	4	2	65	9
	4%	4%	4%	4% fj	3% fj	3% fj	-%	8% cdfjo	5% fjo	4% fj	-%	3% fj	5% fjo	3% fj	5% fjo	1%	4%	3%
NONE OF THESE	1379	797	582	1136	135	59	50	175	200	101	128	92	119	121	53	148	1213	166
	67%	70% b	64%	66% ceijklno	77%	60%	85% ceghijklmn	71% ein	70%	59%	67%	63%	66%	68%	61%	64%	68% q	61%
o																		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 119

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

SUMMARY OF HARM AND OFFENCE ON TELEVISION IN THE LAST 12 MONTHS

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
SEEN ANYTHING HARMFUL	427	192	234	49	72	84	65	70	87	119	121	84	102	166	260	328	98
	20%	19%	21%	15%	19%	21%	20%	24%	22%	21%	21%	19%	19%	21%	20%	20%	23%
								c	c								
SEEN ANYTHING OFFENSIVE	392	161	231	34	50	70	67	64	107	120	109	77	84	144	249	306	86
	19%	16%	21%	11%	14%	17%	21%	22%	27%	21%	19%	17%	16%	18%	19%	18%	20%
			a			c	cd	cd	cde	l							
SEEN ANYTHING WHERE CONCERNED ABOUT WELFARE OF CHILDREN OR YOUNG PEOPLE	224	107	117	19	34	47	34	39	51	63	68	43	52	84	141	188	36
	11%	11%	11%	6%	9%	11%	11%	13%	13%	11%	12%	10%	10%	11%	11%	11%	8%
						c	c	c	c								
ANY OF THESE	668	300	368	68	96	130	102	114	158	191	183	138	154	243	426	531	137
	32%	30%	34%	22%	26%	32%	32%	38%	40%	34%	32%	31%	29%	31%	32%	32%	32%
						c	c	cd	cdef								
ALL OF THESE	73	31	42	1	16	17	13	8	19	19	23	14	17	37	36	55	18
	3%	3%	4%	1%	4%	4%	4%	3%	5%	3%	4%	3%	3%	5%	3%	3%	4%
				*	c	c	c	c	c					n			
NONE OF THESE	1379	677	702	230	258	275	211	175	231	358	364	302	352	533	847	1105	272
	65%	67%	64%	73%	69%	67%	66%	59%	59%	63%	64%	68%	67%	68%	64%	66%	63%
				gh	gh	gh	h										
NO TV IN THE HOUSEHOLD	60	33	27	17	18	6	5	9	5	20	17	2	21	8	51	40	20
	3%	3%	2%	5%	5%	2%	2%	3%	1%	4%	3%	1%	4%	1%	4%	2%	5%
				efh	efh					k	k		k		m		o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 119

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

SUMMARY OF HARM AND OFFENCE ON TELEVISION IN THE LAST 12 MONTHS

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
SEEN ANYTHING HARMFUL	427 20%	230 20%	195 21%	372 21% df	24 13%	25 24% df	6 10%	62 24% df	55 19% f	38 21% f	32 17%	34 23% df	40 22% df	36 20% f	23 26% dfj	51 22% df	363 20%	64 23%
SEEN ANYTHING OFFENSIVE	392 19%	198 17%	193 21% a	334 19% f	29 16% f	25 24% fg	4 7%	35 13%	49 17% f	47 26% cdfgh	35 18% f	26 18% f	35 19% f	36 20% f	22 25% dfg	48 20% f	336 18%	56 20%
SEEN ANYTHING WHERE CONCERNED ABOUT WELFARE OF CHILDREN OR YOUNG PEOPLE	224 11%	121 10%	102 11%	204 12% df	10 6%	9 8% f	2 3%	38 14% df	41 14% df	20 11% f	16 8% f	20 13% df	24 13% df	14 8% f	12 13% df	19 8% f	189 10%	35 13%
ANY OF THESE	668 32%	344 29%	322 35% a	580 33% df	40 22%	40 38% dfg	9 15%	71 27% f	87 30% f	69 38% dfg	63 33% df	54 37% df	61 34% df	57 32% df	34 38% dfg	83 36% df	563 31%	105 38% p
ALL OF THESE	73 3%	40 3%	33 4%	66 4% fj	5 3% j	3 3% fj	- -%	19 7% cdfjo	14 5% fjo	7 4% fj	- -%	5 3% fj	9 5% fjo	6 3% fj	4 5% fjo	2 1%	65 4%	9 3%
NONE OF THESE	1379 65%	797 68% b	582 63%	1136 64% i	135 74% ceikno	59 57%	50 85% cdeghijklm	175 66%	200 68% ei	101 56%	128 66%	92 62%	119 65%	121 67% i	53 59%	148 63%	1213 66% q	166 60%
NO TV IN THE HOUSEHOLD	60 3%	36 3%	24 3%	47 3% f	8 4% fjo	5 5% fjklmo	- -%	18 7% cfhjklmo	7 2%	10 5% fjklmo	1 1%	2 1%	2 1%	2 1%	2 3% f	2 1%	54 3%	5 2%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 120

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

Q54A (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - Firstly, listening to any radio station in general? (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Every day	881 42%	446 44%	435 40%	74 24%	145 39%	161 39%	155 49%	157 53%	187 48%	294 52%	227 40%	196 44%	162 31%	300 38%	581 44%	723 43%	157 37%
					c	c	cde	cde	cde	jkl	l	l			m	p	
Several times a week	437 21%	211 21%	226 21%	81 26%	86 23%	89 22%	53 17%	55 19%	72 18%	115 20%	125 22%	98 22%	99 19%	187 24%	249 19%	363 22%	72 17%
				fgh										n		p	
At least once a month	92 4%	55 5%	37 3%	21 7%	14 4%	17 4%	10 3%	13 4%	16 4%	26 5%	28 5%	14 3%	24 4%	31 4%	61 5%	75 4%	17 4%
		b															
Several times a year	25 1%	10 1%	15 1%	4 1%	1 *%	4 1%	4 1%	5 2%	6 2%	8 1%	3 *%	5 1%	9 2%	6 1%	18 1%	17 1%	8 2%
													j				
Less often	153 7%	82 8%	71 7%	26 8%	27 7%	46 11%	31 10%	9 3%	14 4%	36 6%	45 8%	31 7%	40 8%	72 9%	81 6%	129 8%	25 6%
				gh	gh	gh	gh							n			
EVER LISTEN	1588 75%	803 80%	784 72%	207 66%	274 74%	318 77%	254 80%	239 80%	296 75%	480 84%	427 76%	344 78%	333 63%	597 76%	991 75%	1307 78%	278 65%
		b			c	c	c	c	c	jkl	l	l				p	
Never	505 24%	199 20%	306 28%	105 33%	94 25%	88 21%	63 20%	57 19%	98 25%	85 15%	134 24%	98 22%	187 36%	180 23%	325 25%	360 21%	146 34%
			a	defgh							i	i	ijk			o	
Don't know	14 1%	8 1%	6 1%	3 1%	4 1%	4 1%	1 *%	2 1%	- -%	3 1%	4 1%	1 *%	6 1%	6 1%	8 1%	9 1%	5 1%
				h	h	h											

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 120

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

Q54A (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - Firstly, listening to any radio station in general? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	881 42%	550 47% b	330 36%	736 42% fg	81 44% fg	46 45% fg	17 30% g	34 13%	143 49% fg	97 54% cfgjk	73 38% g	61 42% fg	97 53% cfgjk	82 45% fg	42 46% fg	107 46% fg	755 41%	126 45%
Several times a week	437 21%	253 21%	184 20%	354 20%	47 25% l	21 21%	14 25%	53 20%	65 22%	38 21%	33 17%	32 22%	30 16%	33 18%	19 22%	52 22%	375 21%	62 22%
At least once a month	92 4%	39 3%	53 6% a	80 5%	6 3%	5 5%	1 2%	8 3%	8 3%	15 8% fghjk	5 3%	4 3%	6 3%	14 8% fhjk	6 6% f	13 6%	83 5%	10 3%
Several times a year	25 1%	8 1%	16 2% a	22 1%	1 *% a	2 2%	* 1%	5 2%	1 *% a	- -% i	6 3%	1 1%	1 1%	3 1%	1 1%	3 1%	21 1%	4 1%
Less often	153 7%	96 8%	57 6%	140 8% djkmn	3 2%	7 7% dkm	3 5% cdefhijklm no	78 29%	16 5%	8 5%	6 3%	3 2%	13 7% dkm	4 2%	2 2%	10 4%	139 8%	15 5%
EVER LISTEN	1588 75%	946 80% b	640 69%	1332 76% fgj	138 75% fj	82 79% fgjk	36 62%	179 68%	232 79% fgjk	158 88% cdefghjkm n	124 65%	101 68%	148 81% fgjk	135 75% fj	70 78% fgj	186 80% fgjk	1372 75%	215 78%
Never	505 24%	224 19%	281 30% a	418 24% i	45 24% i	21 20% cdehilmno	22 38% cehilno	84 32%	58 20%	23 12%	65 34% cehilno	47 32% cehilo	34 19%	43 24% i	19 22% i	46 20%	446 24%	59 21%
Don't know	14 1%	7 1%	7 1%	12 1%	1 1%	1 1%	- -%	2 1%	4 1%	- -%	3 2%	- -%	1 *% a	2 1%	- -%	1 *% a	12 1%	2 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 121

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

Q54D (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to BBC national radio stations - such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music? (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Every day	516	277	239	40	70	93	84	100	130	208	127	106	75	155	361	427	89
	24%	27%	22%	13%	19%	23%	26%	34%	33%	37%	23%	24%	14%	20%	27%	26%	21%
		b			c	c	cd	cde	cde	jkl	l	l			m	p	
Several times a week	391	196	195	61	62	82	56	51	78	105	114	91	79	149	242	326	64
	19%	19%	18%	19%	17%	20%	17%	17%	20%	18%	20%	21%	15%	19%	18%	19%	15%
										l	l					p	
At least once a month	121	63	58	37	22	18	18	15	11	43	34	23	21	49	72	105	17
	6%	6%	5%	12%	6%	4%	6%	5%	3%	8%	6%	5%	4%	6%	5%	6%	4%
				defgh	h					l							
Several times a year	28	13	15	2	-	9	3	5	9	5	9	6	8	8	20	23	5
	1%	1%	1%	1%	-%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%
						d		d	d								
Less often	171	86	86	26	30	46	34	19	18	42	47	37	44	73	98	141	30
	8%	8%	8%	8%	8%	11%	11%	6%	4%	7%	8%	8%	8%	9%	7%	8%	7%
						gh	h										
EVER LISTEN	1227	635	592	166	184	249	194	189	245	404	331	264	226	435	793	1023	203
	58%	63%	54%	53%	50%	60%	61%	64%	62%	71%	59%	60%	43%	55%	60%	61%	47%
		b				d	d	cd	cd	jkl	l	l				p	
Never	853	361	492	146	176	156	122	106	147	160	225	177	289	337	516	633	218
	40%	36%	45%	46%	47%	38%	38%	36%	37%	28%	40%	40%	55%	43%	39%	38%	51%
			a	efgh	efgh					i	i	i	ijk				o
Don't know	27	14	13	4	11	6	2	2	2	5	8	2	11	12	15	19	8
	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%
					fgh								k				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 121

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

Q54D (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to BBC national radio stations - such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	516 24%	315 27%	201 22%	430 24%	48 26%	33 32%	5 9%	24 9%	87 30%	58 32%	44 23%	43 29%	61 33%	45 25%	19 21%	49 21%	437 24%	79 28%
		b		fg	fg	cfgno			fg	cfgno	fg	fg	cfgjno	fg	fg	fg		
Several times a week	391 19%	234 20%	157 17%	326 19%	37 20%	20 19%	8 13%	54 20%	70 24%	46 25%	23 12%	17 11%	31 17%	25 14%	16 18%	45 19%	336 18%	54 20%
				jk	jk			jk	fjkm	cfjkm								
At least once a month	121 6%	72 6%	49 5%	109 6%	5 2%	7 6%	1 1%	15 6%	18 6%	15 8%	9 5%	8 5%	10 6%	15 9%	5 6%	14 6%	99 5%	22 8%
				df		f		f	f	df		f	f	df	f	f		
Several times a year	28 1%	13 1%	15 2%	25 1%	1 *	2 2%	1 1%	4 2%	4 1%	3 1%	4 2%	3 2%	1 1%	2 1%	* 1%	4 2%	26 1%	2 1%
Less often	171 8%	107 9%	64 7%	150 9%	12 6%	5 5%	5 8%	60 23%	17 6%	8 4%	8 4%	7 4%	16 9%	7 4%	4 4%	23 10%	151 8%	20 7%
				m			cd	efhijklm no					m			jmn		
EVER LISTEN	1227 58%	742 63%	485 52%	1040 59%	102 55%	67 64%	19 33%	158 60%	197 67%	130 72%	87 45%	76 52%	119 65%	94 52%	44 49%	135 58%	1050 57%	178 64%
		b		fjn	f	fjkmn		fj	cd	fjkmn	cd	fgjkmno	f	fjkmn	f	fj		p
Never	853 40%	419 36%	431 46%	704 40%	78 43%	34 33%	37 64%	100 38%	94 32%	50 28%	102 53%	70 48%	63 34%	84 47%	44 49%	97 42%	755 41%	98 35%
			a	hi	hi		cd	efghijklm no			ceghilo	ehil		ehil	ceghil	i		
Don't know	27 1%	15 1%	12 1%	19 1%	3 2%	3 3%	2 3%	6 2%	4 1%	1 *	3 2%	1 1%	1 *	2 1%	1 1%	1 *	26 1%	1 *
						c	c											

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 122

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

Q54E (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to BBC local radio stations for your local area - services such as BBC Radio Leeds or BBC Three Counties Radio? (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Every day	185	93	92	8	35	33	31	27	52	46	51	47	41	59	127	132	53
	9%	9%	8%	3%	9%	8%	10%	9%	13%	8%	9%	11%	8%	7%	10%	8%	12%
					c	c	c	c	ce								o
Several times a week	250	125	125	22	32	52	33	52	59	77	73	43	57	94	156	206	44
	12%	12%	11%	7%	9%	13%	10%	18%	15%	13%	13%	10%	11%	12%	12%	12%	10%
						c		cdf	cd								
At least once a month	149	92	56	28	19	30	22	22	27	52	36	32	28	50	99	122	27
	7%	9%	5%	9%	5%	7%	7%	8%	7%	9%	6%	7%	5%	6%	7%	7%	6%
		b								l							
Several times a year	52	26	26	5	9	7	9	13	8	15	15	8	13	16	35	43	8
	2%	3%	2%	2%	3%	2%	3%	4%	2%	3%	3%	2%	2%	2%	3%	3%	2%
Less often	203	103	100	30	32	50	38	23	30	62	58	46	37	80	123	164	39
	10%	10%	9%	10%	9%	12%	12%	8%	8%	11%	10%	10%	7%	10%	9%	10%	9%
						h				l							
EVER LISTEN	838	440	399	94	127	171	133	138	175	252	234	176	175	299	540	667	172
	40%	44%	36%	30%	34%	41%	42%	46%	45%	44%	41%	40%	33%	38%	41%	40%	40%
		b				c	c	cd	cd	l	l	l					
Never	1234	553	681	217	234	231	181	155	216	305	321	264	339	471	762	982	249
	59%	55%	62%	69%	63%	56%	57%	52%	55%	54%	57%	60%	64%	60%	58%	59%	58%
			a	efgh	gh								ij				
Don't know	35	17	17	5	10	10	4	4	2	11	9	2	12	13	21	27	8
	2%	2%	2%	1%	3%	2%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%
					h	h							k				

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 122

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

Q54E (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to BBC local radio stations for your local area - services such as BBC Radio Leeds or BBC Three Counties Radio? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	185 9%	99 8%	86 9%	151 9%	13 7%	17 16%	5 8%	20 7%	20 7%	10 5%	22 11%	18 12%	17 9%	18 10%	6 6%	22 9%	157 9%	29 10%
cdfghin																		
Several times a week	250 12%	141 12%	109 12%	201 11%	29 16%	11 11%	10 17%	40 15%	47 16%	18 10%	13 7%	16 11%	18 10%	13 7%	9 11%	27 12%	216 12%	33 12%
jm																		
At least once a month	149 7%	89 8%	60 6%	126 7%	12 7%	10 9%	1 1%	18 7%	27 9%	17 9%	6 3%	9 6%	9 5%	14 8%	6 7%	21 9%	124 7%	25 9%
fj f fj f fj f																		
Several times a year	52 2%	31 3%	21 2%	42 2%	7 4%	3 3%	* 1%	6 2%	4 1%	4 2%	2 1%	7 5%	2 1%	2 1%	4 5%	10 4%	45 2%	7 2%
f f f																		
Less often	203 10%	131 11%	72 8%	182 10%	10 6%	5 5%	5 9%	63 24%	26 9%	22 12%	10 5%	9 6%	26 15%	11 6%	4 4%	11 5%	175 10%	28 10%
b ejno cdefhijklm no dejno dejkmno																		
EVER LISTEN	838 40%	491 42%	347 37%	702 40%	71 39%	45 43%	21 36%	145 55%	124 42%	71 39%	53 27%	58 39%	72 40%	59 33%	29 32%	91 39%	716 39%	122 44%
j j jm cdefhijklm no j j j j																		
Never	1234 59%	666 57%	566 61%	1035 59%	108 59%	55 53%	36 62%	113 43%	163 55%	108 60%	134 70%	90 61%	109 60%	119 66%	60 67%	139 60%	1083 59%	151 54%
g g g g cdegh g g egh cegh g																		
Don't know	35 2%	20 2%	15 2%	26 1%	4 2%	4 4%	1 2%	6 2%	8 3%	2 1%	5 3%	- -%	1 *%	2 1%	1 1%	2 1%	31 2%	4 2%
ckl k k																		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 123

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

Q54F (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to national commercial radio stations - such as Classic FM, talkSPORT, Heart or Absolute? (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Every day	226	107	119	22	59	46	39	32	27	47	64	64	50	97	129	192	34
	11%	11%	11%	7%	16%	11%	12%	11%	7%	8%	11%	15%	9%	12%	10%	11%	8%
					ch	h	h					il				p	
Several times a week	337	175	162	48	50	83	63	54	39	109	95	77	55	139	198	290	45
	16%	17%	15%	15%	13%	20%	20%	18%	10%	19%	17%	17%	10%	18%	15%	17%	10%
				h		dh	dh	h		l	l	l				p	
At least once a month	148	83	65	24	22	32	14	24	32	47	43	30	28	56	92	125	23
	7%	8%	6%	8%	6%	8%	4%	8%	8%	8%	8%	7%	5%	7%	7%	7%	5%
Several times a year	54	28	27	13	5	12	6	14	5	18	12	13	10	16	38	46	8
	3%	3%	2%	4%	1%	3%	2%	5%	1%	3%	2%	3%	2%	2%	3%	3%	2%
				dh				dh									
Less often	213	118	95	29	41	41	40	24	38	52	53	52	55	69	144	160	54
	10%	12%	9%	9%	11%	10%	13%	8%	10%	9%	9%	12%	10%	9%	11%	10%	12%
		b															
EVER LISTEN	978	511	467	136	177	214	162	148	140	273	269	236	197	377	601	812	164
	46%	51%	43%	43%	48%	52%	51%	50%	36%	48%	48%	53%	37%	48%	45%	48%	38%
		b			h	ch	h	h		l	l	l				p	
Never	1099	486	614	176	184	191	153	146	250	289	286	204	318	395	704	841	258
	52%	48%	56%	56%	50%	46%	48%	49%	63%	51%	51%	46%	60%	50%	53%	50%	60%
			a	e					defg				ijk				o
Don't know	30	14	16	3	10	7	3	3	3	6	10	2	11	11	19	23	7
	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 123

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

Q54F (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to national commercial radio stations - such as Classic FM, talkSPORT, Heart or Absolute? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	226 11%	150 13% b	75 8% fg	194 11% f	17 9% fg	13 13% f	1 2% fg	16 6% f	44 15% efjk	22 12% f	27 14% fg	15 10% f	21 11% f	19 10% f	9 10% f	22 9% f	199 11%	27 10%
Several times a week	337 16%	221 19% b	115 12% b	292 17% f	28 16% f	13 13% f	3 6% f	43 16% f	62 21% efjk	33 18% f	21 11% fgjn	18 12% f	31 17% f	30 17% f	12 14% f	42 18% f	298 16%	38 14%
At least once a month	148 7%	83 7% b	65 7% b	125 7% n	8 5% cd	12 11% fgjn	3 5% fgjn	9 4% cd	19 6% fgjn	21 12% fgjn	8 4% gn	11 8% gn	17 10% gn	13 7% gn	2 3% gn	23 10% gn	123 7%	25 9%
Several times a year	54 3%	41 3% b	13 1% b	50 3% b	2 1% b	2 2% b	1 1% b	6 2% b	8 3% b	3 2% b	4 2% b	4 3% b	5 3% b	5 3% b	3 4% b	11 5% d	48 3%	6 2%
Less often	213 10%	116 10% b	97 10% b	189 11% jkm	12 7% jkm	6 6% j	5 8% j	68 26% cdefhijklm no	25 8% j	21 11% jkm	4 2% j	6 4% j	23 13% ejkm	10 5% ejkm	6 7% ejkm	27 11% jkm	182 10%	32 11%
EVER LISTEN	978 46%	612 52% b	365 39% b	850 48% dfjkn	68 37% f	47 45% fj	13 23% dfjkmn	142 54% dfjkmn	157 53% dfjkmn	100 55% dfjkmn	65 34% f	56 38% f	98 54% dfjkmn	77 43% f	32 36% f	125 54% dfjkmn	850 46%	128 46%
Never	1099 52%	547 47% a	551 59% a	890 51% cghilo	112 61% cghilo	54 52% cdeghijklm	44 75% cdeghijklm	115 44% cdeghijklm	134 45% ceghilo	79 44% ceghilo	123 64% ceghilo	92 62% cghilo	84 46% ghilo	102 57% ghilo	56 63% cghilo	105 45% cghilo	953 52%	147 53%
Don't know	30 1%	17 1% k	13 1% k	22 1% k	3 2% k	3 3% k	1 2% k	7 3% k	4 1% k	1 1% k	4 2% k	- -% k	1 *% k	1 *% k	1 1% k	3 1% k	27 1%	2 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 124

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

Q54G (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to local commercial radio stations - so those with advertisements from services such as LBC, Capital Xtra or XTM Manchester? (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Every day	225	105	121	30	55	46	40	32	22	49	66	59	50	109	116	180	45
	11%	10%	11%	10%	15%	11%	13%	11%	5%	9%	12%	13%	10%	14%	9%	11%	11%
				h	h	h	h	h				i		n			
Several times a week	314	164	149	47	69	69	54	44	31	85	90	70	68	138	176	270	44
	15%	16%	14%	15%	19%	17%	17%	15%	8%	15%	16%	16%	13%	18%	13%	16%	10%
				h	h	h	h	h						n		p	
At least once a month	120	64	56	18	14	30	16	22	20	38	32	25	26	52	68	93	27
	6%	6%	5%	6%	4%	7%	5%	7%	5%	7%	6%	6%	5%	7%	5%	6%	6%
Several times a year	36	16	20	6	9	6	4	6	6	14	8	6	7	7	29	27	9
	2%	2%	2%	2%	2%	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%	2%	2%
															m		
Less often	186	94	92	28	31	53	30	17	26	45	52	38	49	74	112	149	37
	9%	9%	8%	9%	8%	13%	10%	6%	7%	8%	9%	9%	9%	9%	8%	9%	9%
						gh											
EVER LISTEN	881	442	438	129	178	204	144	121	104	231	247	199	201	380	501	718	162
	42%	44%	40%	41%	48%	50%	45%	41%	27%	41%	44%	45%	38%	48%	38%	43%	38%
				h	h	cgh	h	h				i		n			
Never	1193	550	643	182	185	200	167	173	285	326	308	241	316	392	800	930	260
	57%	54%	59%	58%	50%	49%	53%	58%	72%	57%	55%	54%	60%	50%	60%	56%	61%
				e				de	cdefg						m		
Don't know	34	18	16	3	9	7	7	3	4	12	9	3	10	12	22	27	7
	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 124

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

Q54G (SHOWCARD) FREQUENCY OF LISTENING TO RADIO - And what about listening to local commercial radio stations - so those with advertisements from services such as LBC, Capital Xtra or XTM Manchester? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Every day	225 11%	154 13% b	70 8%	185 11% g	26 14% gijkl	8 8%	6 10%	16 6%	29 10%	15 8%	13 7%	8 6%	13 7%	31 17% ceghijkl	11 12% gk	50 21% cefghijkln	203 11%	23 8%
Several times a week	314 15%	215 18% b	99 11%	254 14% ei	43 23% ceijkl	9 8%	9 15% i	41 16% ei	59 20% ceijl	13 7%	17 9%	18 12%	20 11%	28 15% i	18 21% ceijl	41 17% eij	275 15%	39 14%
At least once a month	120 6%	69 6%	50 5%	104 6%	8 4%	6 6%	2 3%	18 7%	17 6%	12 7%	6 3%	13 9% fjm	11 6%	6 4%	6 7%	13 6%	106 6%	14 5%
Several times a year	36 2%	23 2%	12 1%	32 2%	2 1%	2 2%	- -%	4 1%	4 1%	1 *%	1 1%	3 2%	1 *%	8 5% cdfijln	1 1%	10 4% cfijl	29 2%	6 2%
Less often	186 9%	110 9%	76 8%	164 9% djm	8 5%	9 8% jm	5 8% jm	57 22% cdefhijkmn	18 6% m	13 7% m	6 3%	7 5% cdhijkmn	28 15% cdhijkmn	4 2%	7 8% m	25 11% djm	160 9%	26 9%
EVER LISTEN	881 42%	572 49% b	307 33%	739 42% eij	87 48% efijk	34 32% j	21 36% j	135 51% cefijkl	127 43% eij	53 30%	43 22%	50 34% j	72 40% j	77 43% ij	43 48% efijk	138 59% cdefhijklm n	772 42%	108 39%
Never	1193 57%	583 50%	608 66% a	997 57% go	93 51% o	68 65% cdghno	36 61% gno	120 46%	161 55% o	126 70% cdghlmno	146 76% cdefghlmn	97 66% cdghno	108 59% go	101 56% go	45 50%	91 39%	1028 56%	165 59%
Don't know	34 2%	21 2%	13 1%	27 2%	3 2%	2 2%	1 2%	9 3% k	5 2%	1 *%	3 2%	- -%	2 1%	2 1%	2 2%	3 1%	30 2%	4 2%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 125

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

SUMMARY OF RADIO LISTENING

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BBC RADIO																	
ANY BBC RADIO STATIONS	1324	681	643	170	208	262	201	211	272	422	357	281	261	464	860	1089	234
	63%	67%	59%	54%	56%	64%	63%	71%	69%	74%	63%	64%	50%	59%	65%	65%	54%
		b				c	c	cd	cd	jkl	l	l			m	p	
ANY BBC NATIONAL RADIO STATIONS	1227	635	592	166	184	249	194	189	245	404	331	264	226	435	793	1023	203
	58%	63%	54%	53%	50%	60%	61%	64%	62%	71%	59%	60%	43%	55%	60%	61%	47%
		b				d	d	cd	cd	jkl	l	l				p	
ANY BBC LOCAL RADIO STATIONS	838	440	399	94	127	171	133	138	175	252	234	176	175	299	540	667	172
	40%	44%	36%	30%	34%	41%	42%	46%	45%	44%	41%	40%	33%	38%	41%	40%	40%
		b				c	c	cd	cd	l	l	l					
COMMERCIAL RADIO																	
ANY COMMERCIAL RADIO STATIONS	1207	612	595	171	240	256	197	175	167	329	337	276	263	485	722	993	211
	57%	61%	54%	54%	65%	62%	62%	59%	43%	58%	60%	62%	50%	62%	55%	59%	49%
		b		h	ch	ch	h	h		l	l	l		n		p	
ANY NATIONAL COMMERCIAL RADIO STATIONS	978	511	467	136	177	214	162	148	140	273	269	236	197	377	601	812	164
	46%	51%	43%	43%	48%	52%	51%	50%	36%	48%	48%	53%	37%	48%	45%	48%	38%
		b			h	ch	h	h		l	l	l				p	
ANY LOCAL COMMERCIAL RADIO STATIONS	881	442	438	129	178	204	144	121	104	231	247	199	201	380	501	718	162
	42%	44%	40%	41%	48%	50%	45%	41%	27%	41%	44%	45%	38%	48%	38%	43%	38%
				h	h	cgh	h	h				l		n			

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 125

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

SUMMARY OF RADIO LISTENING

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TOTAL																	
ANY NATIONAL BBC OR COMMERCIAL RADIO STATIONS	1420	725	695	186	233	288	231	215	267	441	383	314	278	517	903	1178	239
	67%	72%	63%	59%	63%	70%	73%	72%	68%	78%	68%	71%	53%	66%	68%	70%	56%
		b				c	cd	cd	c	jkl	l	l				p	
ANY LOCAL BBC OR COMMERCIAL RADIO STATIONS	1166	590	577	149	221	241	182	174	200	331	326	241	266	459	708	941	225
	55%	58%	53%	47%	59%	59%	57%	58%	51%	58%	58%	54%	50%	59%	53%	56%	52%
		b			ch	ch	c	ch		l	l			n			
ANY BBC OR COMMERCIAL RADIO STATIONS	1584	797	787	204	277	314	254	237	298	477	431	341	331	592	992	1294	287
	75%	79%	72%	65%	75%	76%	80%	80%	76%	84%	76%	77%	63%	76%	75%	77%	67%
		b			c	c	c	c	c	jkl	l	l				p	
NEITHER BBC NOR COMMERCIAL RADIO STATIONS	523	213	310	111	95	97	64	60	96	91	133	101	196	192	332	381	142
	25%	21%	28%	35%	25%	24%	20%	20%	24%	16%	24%	23%	37%	24%	25%	23%	33%
			a	defgh							i	i	ijk				o

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 125

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

SUMMARY OF RADIO LISTENING

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BBC RADIO																		
ANY BBC RADIO STATIONS	1324	779	545	1111	111	75	27	160	204	137	96	86	123	102	51	152	1133	191
	63%	66%	59%	63%	60%	73%	46%	61%	69%	76%	50%	58%	67%	57%	57%	65%	62%	69%
		b		fj	f	cdfgjkmn		fj	fjkmn	cdfgijkmno		f	fjm			fj		p
ANY BBC NATIONAL RADIO STATIONS	1227	742	485	1040	102	67	19	158	197	130	87	76	119	94	44	135	1050	178
	58%	63%	52%	59%	55%	64%	33%	60%	67%	72%	45%	52%	65%	52%	49%	58%	57%	64%
		b		fjn	f	fjkmn		fj	cd fjkmn	cdfgijkmno	f	f	fjkmn	f	f	fj		p
ANY BBC LOCAL RADIO STATIONS	838	491	347	702	71	45	21	145	124	71	53	58	72	59	29	91	716	122
	40%	42%	37%	40%	39%	43%	36%	55%	42%	39%	27%	39%	40%	33%	32%	39%	39%	44%
				j	j	jm		cdefhijklm no	j	j		j	j			j		
COMMERCIAL RADIO																		
ANY COMMERCIAL RADIO STATIONS	1207	752	453	1027	105	53	22	157	179	111	76	72	111	103	54	163	1054	152
	57%	64%	49%	58%	57%	51%	38%	59%	61%	61%	40%	49%	61%	57%	61%	70%	58%	55%
		b		fjk	fj	fj		fj	fjk	fjk			fjk	fj	fjk	cdefgjk		
ANY NATIONAL COMMERCIAL RADIO STATIONS	978	612	365	850	68	47	13	142	157	100	65	56	98	77	32	125	850	128
	46%	52%	39%	48%	37%	45%	23%	54%	53%	55%	34%	38%	54%	43%	36%	54%	46%	46%
		b		dfjkn	f	fj		dfjkmn	dfjkmn	dfjkmn	f	f	dfjkmn	f	f	dfjkmn		
ANY LOCAL COMMERCIAL RADIO STATIONS	881	572	307	739	87	34	21	135	127	53	43	50	72	77	43	138	772	108
	42%	49%	33%	42%	48%	32%	36%	51%	43%	30%	22%	34%	40%	43%	48%	59%	42%	39%
		b		eij	efijk	j	j	cefijkl	eij			j	j	ij	efijk	cdefhijklm n		

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 125

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

SUMMARY OF RADIO LISTENING

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL																		
ANY NATIONAL BBC OR COMMERCIAL RADIO STATIONS	1420 67%	854 73% b	565 61%	1207 68% fjkn	115 63% f	77 74% dfjkn	22 37%	175 66% f	221 75% dfjkn	146 81% cdfgijkmn	109 57% f	87 59% f	138 75% dfjkn	118 66% f	52 58% f	161 69% fjn	1219 67%	201 72% p
ANY LOCAL BBC OR COMMERCIAL RADIO STATIONS	1166 55%	705 60% b	461 50%	978 56% j	105 57% j	54 52% j	30 51% j	168 64% cefjklm	167 57% j	101 56% j	70 37%	72 49% j	94 51% j	94 52% j	54 61% jk	158 68% cdefhijklm	1010 55%	156 56%
ANY BBC OR COMMERCIAL RADIO STATIONS	1584 75%	937 80% b	646 70%	1332 76% fjk	135 73% fj	83 80% fgjk	34 58%	183 69% f	232 79% fgjk	158 87% cdfghijklm n	121 63%	99 67%	144 79% fgjk	137 76% fj	70 78% fjk	189 82% fgjk	1367 75%	217 78%
NEITHER BBC NOR COMMERCIAL RADIO STATIONS	523 25%	240 20%	282 30% a	430 24% i	49 27% i	21 20%	24 42% cdeghilmn o	81 31% ehilo	62 21% i	23 13% cdehilmno	71 37%	49 33% cehilno	38 21% i	43 24% i	20 22% i	43 18%	463 25%	61 22%

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 126

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

Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : Those who ever listen to BBC local radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		832	434	398	82	113	149	125	156	207	196	268	160	207	269	563	632	200
Effective Weighted Sample		721	376	345	73	100	133	108	136	182	176	239	142	185	236	488	554	171
Total		838	440	399	94	127	171	133	138	175	252	234	176	175	299	540	667	172
1- Completely rely on	(1.0)	107	59	48	**	17	17	17	19	30	29	27	25	27	31	76	83	24
		13%	13%	12%	**	13%	10%	12%	14%	17%	11%	12%	14%	15%	10%	14%	12%	14%
2	(2.0)	152	70	81	**	22	33	21	28	37	49	39	30	34	56	96	112	40
		18%	16%	20%	**	17%	19%	16%	21%	21%	19%	17%	17%	19%	19%	18%	17%	23%
3	(3.0)	183	102	81	**	34	38	34	26	34	55	54	33	41	60	124	143	41
		22%	23%	20%	**	26%	22%	25%	19%	20%	22%	23%	19%	23%	20%	23%	21%	24%
4	(4.0)	115	56	59	**	15	28	17	13	20	33	38	23	21	47	67	96	18
		14%	13%	15%	**	12%	17%	13%	9%	11%	13%	16%	13%	12%	16%	12%	14%	11%
5- Do not rely on at all	(5.0)	273	147	126	**	36	55	44	51	53	83	75	63	51	100	173	226	47
		33%	33%	32%	**	28%	32%	33%	37%	30%	33%	32%	36%	29%	34%	32%	34%	27%
Don't know		9	5	3	**	5	-	*	-	1	4	*	2	2	5	3	6	2
		1%	1%	1%	**	4%	-%	*%	-%	1%	2%	*%	1%	1%	2%	1%	1%	1%
		eg																
Mean score		3.4	3.4	3.3	**	3.3	3.4	3.4	3.4	3.2	3.4	3.4	3.4	3.2	3.4	3.3	3.4	3.1
Standard deviation		1.42	1.43	1.42	**	1.40	1.37	1.41	1.50	1.49	1.41	1.39	1.47	1.44	1.39	1.44	1.42	1.41
Standard error		.05	.07	.07	**	.13	.11	.13	.12	.10	.10	.08	.12	.10	.09	.06	.06	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 126

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

Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : Those who ever listen to BBC local radio stations

		WORKING STATUS			NATION/ REGION													LOCATION	
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total		832	437	395	637	68	71	56	110	84	66	50	66	76	57	51	77	675	157
Effective Weighted Sample		721	385	347	574	63	69	56	104	81	61	46	62	70	54	50	73	590	142
Total		838	491	347	702	71	45	21	145	124	71	53	58	72	59	29	91	716	122
1- Completely rely on	(1.0)	107	52	55	88	**	**	**	11	**	**	**	**	**	**	**	**	93	14
		13%	11%	16% a	13%	**	**	**	8%	**	**	**	**	**	**	**	**	13%	12%
2	(2.0)	152	84	68	130	**	**	**	34	**	**	**	**	**	**	**	**	126	26
		18%	17%	20%	18%	**	**	**	23%	**	**	**	**	**	**	**	**	18%	21%
3	(3.0)	183	124	60	161	**	**	**	57	**	**	**	**	**	**	**	**	161	23
		22%	25% b	17%	23%	**	**	**	39% c	**	**	**	**	**	**	**	**	22%	19%
4	(4.0)	115	72	42	97	**	**	**	24	**	**	**	**	**	**	**	**	95	20
		14%	15%	12%	14%	**	**	**	17%	**	**	**	**	**	**	**	**	13%	16%
5- Do not rely on at all	(5.0)	273	155	118	220	**	**	**	19	**	**	**	**	**	**	**	**	238	35
		33%	31%	34%	31% g	**	**	**	13%	**	**	**	**	**	**	**	**	33%	29%
Don't know		9	5	4	5	**	**	**	-	**	**	**	**	**	**	**	**	4	4
		1%	1%	1%	1%	**	**	**	-%	**	**	**	**	**	**	**	**	1%	4% p
Mean score		3.4	3.4	3.3	3.3	**	**	**	3.0	**	**	**	**	**	**	**	**	3.4	3.3
Standard deviation		1.42	1.36	1.50	1.41	**	**	**	1.12	**	**	**	**	**	**	**	**	1.43	1.41
Standard error		.05	.07	.08	.06	**	**	**	.11	**	**	**	**	**	**	**	**	.06	.11
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 127

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

Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1- Completely rely on	(1.0)	107	59	48	8	17	17	17	19	30	29	27	25	27	31	76	83	24
		5%	6%	4%	3%	5%	4%	5%	7% c	8% c	5%	5%	6%	5%	4%	6%	5%	6%
2	(2.0)	152	70	81	11	22	33	21	28	37	49	39	30	34	56	96	112	40
		7%	7%	7%	3%	6%	8% c	7%	10% c	9% c	9%	7%	7%	6%	7%	7%	7%	9%
3	(3.0)	183	102	81	17	34	38	34	26	34	55	54	33	41	60	124	143	41
		9%	10% b	7%	5%	9%	9%	11% c	9%	9%	10%	10%	7%	8%	8%	9%	9%	9%
4	(4.0)	115	56	59	21	15	28	17	13	20	33	38	23	21	47	67	96	18
		5%	6%	5%	7%	4%	7%	5%	4%	5%	6%	7% l	5%	4%	6%	5%	6%	4%
5- Do not rely on at all	(5.0)	273	147	126	34	36	55	44	51	53	83	75	63	51	100	173	226	47
		13%	15%	11%	11%	10%	13%	14%	17% cd	14%	15% l	13%	14% l	10%	13%	13%	13%	11%
Don't know		9	5	3	2	5	-	*	-	1	4	*	2	2	5	3	6	2
		*%	1%	*%	1%	1% e	-%	*%	-%	*%	1%	*%	*%	*%	1%	*%	*%	1%
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS		1269	570	698	222	244	241	185	160	218	317	331	267	351	485	784	1009	258
		60%	56%	64% a	70% efgh	66% gh	59%	58%	54%	55%	56%	59%	60%	67% ijk	62%	59%	60%	60%
Mean score		3.4	3.4	3.3	3.7 defgh	3.3	3.4 h	3.4	3.4	3.2	3.4	3.4 l	3.4 l	3.2	3.4 n	3.3	3.4 p	3.1
Standard deviation		1.42	1.43	1.42	1.32	1.40	1.37	1.41	1.50	1.49	1.41	1.39	1.47	1.44	1.39	1.44	1.42	1.41
Standard error		.05	.07	.07	.15	.13	.11	.13	.12	.10	.10	.08	.12	.10	.09	.06	.06	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 127

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

Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION				
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356		
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311		
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277		
1- Completely rely on	(1.0)	107	52	55	88	7	6	7	11	26	5	8	6	8	9	2	13	93	14		
		5%	4%	6%	5%	4%	6%	12%	4%	9%	3%	4%	4%	4%	5%	2%	6%	5%	5%		
		cdgijklmn								cdin											
2	(2.0)	152	84	68	130	9	7	6	34	14	18	5	14	15	10	4	17	126	26		
		7%	7%	7%	7%	5%	6%	11%	13%	5%	10%	2%	10%	8%	5%	5%	7%	7%	9%		
		hjncdehjmn								j											
3	(3.0)	183	124	60	161	10	9	3	57	22	10	13	10	11	12	6	21	161	23		
		9%	11%	6%	9%	5%	9%	5%	21%	7%	5%	7%	7%	6%	7%	7%	9%	9%	8%		
		cdefhijklmno																			
4	(4.0)	115	72	42	97	11	5	1	24	18	4	10	7	7	13	2	13	95	20		
		5%	6%	5%	6%	6%	5%	2%	9%	6%	2%	5%	5%	4%	7%	3%	5%	5%	7%		
		cfjn																			
5- Do not rely on at all	(5.0)	273	155	118	220	32	18	3	19	42	35	16	20	32	15	14	27	238	35		
		13%	13%	13%	12%	18%	17%	5%	7%	14%	19%	8%	14%	17%	8%	15%	12%	13%	13%		
		fgjmfjgmfgjm								fg		cfgjm		f		fgjm		fgj			
Don't know		9	5	4	5	2	1	1	-	2	-	2	1	-	-	*	-	4	4		
		*%	*%	*%	*%	1%	1%	1%	-%	1%	-%	1%	1%	-%	-%	1%	-%	*%	2%		
		p																			
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS		1269	686	581	1060	112	59	37	118	170	110	140	90	110	121	60	141	1113	155		
		60%	58%	63%	60%	61%	57%	64%	45%	58%	61%	73%	61%	60%	67%	68%	61%	61%	56%		
		g								g		cdeghiklo		g		g					
Mean score		3.4	3.4	3.3	3.3	3.8	3.5	2.4	3.0	3.3	3.6	3.4	3.4	3.6	3.3	3.8	3.3	3.4	3.3		
		fg								cfghjkmo		fg		f		cfghjkmo		f			
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																					

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 127

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

Q55A (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.42	1.36	1.50	1.41	1.41	1.48	1.42	1.12	1.56	1.47	1.43	1.43	1.48	1.41	1.41	1.44	1.43	1.41
Standard error	.05	.07	.08	.06	.17	.18	.19	.11	.17	.18	.20	.18	.17	.19	.20	.16	.06	.11
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 128

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

Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : Those who ever listen to BBC local radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		832	434	398	82	113	149	125	156	207	196	268	160	207	269	563	632	200
Effective Weighted Sample		721	376	345	73	100	133	108	136	182	176	239	142	185	236	488	554	171
Total		838	440	399	94	127	171	133	138	175	252	234	176	175	299	540	667	172
1- Completely rely on	(1.0)	119	61	57	**	18	19	16	17	39	30	33	25	32	36	83	88	31
		14%	14%	14%	**	14%	11%	12%	12%	22% efg	12%	14%	14%	18%	12%	15%	13%	18%
2	(2.0)	171	79	92	**	21	32	24	35	45	49	44	43	34	56	115	131	40
		20%	18%	23%	**	17%	19%	18%	26%	25%	19%	19%	25%	20%	19%	21%	20%	23%
3	(3.0)	173	100	73	**	30	38	33	31	23	50	57	29	37	58	115	138	34
		21%	23%	18%	**	24% h	22% h	25% h	22% h	13%	20%	24%	17%	21%	19%	21%	21%	20%
4	(4.0)	116	53	63	**	12	32	20	15	19	42	29	22	23	46	70	97	20
		14%	12%	16%	**	9%	18% dh	15%	11%	11%	17%	12%	13%	13%	16%	13%	14%	11%
5- Do not rely on at all	(5.0)	252	144	108	**	44	48	38	39	50	80	71	53	47	96	155	206	45
		30%	33%	27%	**	35%	28%	29%	28%	29%	32%	30%	30%	27%	32%	29%	31%	26%
Don't know		8	3	5	**	2	1	*	1	-	2	*	4	2	7	2	7	2
		1%	1%	1%	**	2%	1%	*%	1%	-%	1%	*%	2% j	1%	2% n	*%	1%	1%
Mean score		3.3	3.3	3.2	**	3.3	3.3 h	3.3	3.2	3.0	3.4	3.3	3.2	3.1	3.4	3.2	3.3 p	3.0
Standard deviation		1.44	1.44	1.43	**	1.46	1.36	1.38	1.41	1.55	1.41	1.42	1.47	1.47	1.42	1.44	1.43	1.47
Standard error		.05	.07	.07	**	.14	.11	.12	.11	.11	.10	.09	.12	.10	.09	.06	.06	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 128

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

Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : Those who ever listen to BBC local radio stations

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total		832	437	395	637	68	71	56	110	84	66	50	66	76	57	51	77	675	157
Effective Weighted Sample		721	385	347	574	63	69	56	104	81	61	46	62	70	54	50	73	590	142
Total		838	491	347	702	71	45	21	145	124	71	53	58	72	59	29	91	716	122
1- Completely rely on	(1.0)	119	54	65	101	**	**	**	10	**	**	**	**	**	**	**	**	103	16
		14%	11%	19%	14%	**	**	**	7%	**	**	**	**	**	**	**	**	14%	13%
2	(2.0)		a	b	c														
		171	92	79	149	**	**	**	31	**	**	**	**	**	**	**	**	**	143
3	(3.0)	20%	19%	23%	21%	**	**	**	22%	**	**	**	**	**	**	**	**	20%	23%
		173	122	50	150	**	**	**	54	**	**	**	**	**	**	**	**	**	152
4	(4.0)	21%	25%	14%	21%	**	**	**	37%	**	**	**	**	**	**	**	**	21%	17%
			b	c	d														
5- Do not rely on at all	(5.0)	116	73	43	90	**	**	**	23	**	**	**	**	**	**	**	**	101	15
		14%	15%	13%	13%	**	**	**	16%	**	**	**	**	**	**	**	**	14%	12%
Don't know		252	145	106	206	**	**	**	27	**	**	**	**	**	**	**	**	214	38
		30%	30%	31%	29%	**	**	**	18%	**	**	**	**	**	**	**	**	30%	31%
			g	h	i														
		8	4	4	6	**	**	**	-	**	**	**	**	**	**	**	**	**	5
		1%	1%	1%	1%	**	**	**	-%	**	**	**	**	**	**	**	**	1%	3%
					p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad
Mean score		3.3	3.3	3.1	3.2	**	**	**	3.2	**	**	**	**	**	**	**	**	3.3	3.3
Standard deviation		1.44	1.37	1.53	1.44	**	**	**	1.17	**	**	**	**	**	**	**	**	1.43	1.47
Standard error		.05	.07	.08	.06	**	**	**	.11	**	**	**	**	**	**	**	**	.06	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 129

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

Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1- Completely rely on	(1.0)	119	61	57	9	18	19	16	17	39	30	33	25	32	36	83	88	31
		6%	6%	5%	3%	5%	5%	5%	6%	10%	5%	6%	6%	6%	5%	6%	5%	7%
									cdefg									
2	(2.0)	171	79	92	13	21	32	24	35	45	49	44	43	34	56	115	131	40
		8%	8%	8%	4%	6%	8%	8%	12%	11%	9%	8%	10%	7%	7%	9%	8%	9%
									cd	cd								
3	(3.0)	173	100	73	17	30	38	33	31	23	50	57	29	37	58	115	138	34
		8%	10% b	7%	5%	8%	9%	11% ch	10% ch	6%	9%	10%	7%	7%	7%	9%	8%	8%
4	(4.0)	116	53	63	19	12	32	20	15	19	42	29	22	23	46	70	97	20
		6%	5%	6%	6%	3%	8% d	6%	5%	5%	7% l	5%	5%	4%	6%	5%	6%	5%
5- Do not rely on at all	(5.0)	252	144	108	32	44	48	38	39	50	80	71	53	47	96	155	206	45
		12%	14% b	10%	10%	12%	12%	12%	13%	13%	14% l	13%	12%	9%	12%	12%	12%	11%
Don't know		8	3	5	3	2	1	*	1	-	2	*	4	2	7	2	7	2
		*%	*%	*%	1% h	1%	*%	*%	*%	-%	*%	*%	1%	*%	1% n	*%	*%	*%
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS		1269	570	698	222	244	241	185	160	218	317	331	267	351	485	784	1009	258
		60%	56%	64% a	70% efgh	66% gh	59%	58%	54%	55%	56%	59%	60%	67% ijk	62%	59%	60%	60%
Mean score		3.3	3.3 b	3.2	3.6 defgh	3.3 h	3.3 h	3.3 h	3.2	3.0	3.4 l	3.3	3.2	3.1	3.4 n	3.2	3.3 p	3.0
Standard deviation		1.44	1.44	1.43	1.37	1.46	1.36	1.38	1.41	1.55	1.41	1.42	1.47	1.47	1.42	1.44	1.43	1.47
Standard error		.05	.07	.07	.15	.14	.11	.12	.11	.11	.10	.09	.12	.10	.09	.06	.06	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 129

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

Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	119	54	65	101	8	5	6	10	21	10	12	5	7	15	3	20	103	16
		6%	5%	7% a	6%	4%	5%	10% dgkln	4%	7%	5%	6%	3%	4%	8% n	3%	8% n	6%	6%
2	(2.0)	171	92	79	149	8	7	7	31	20	19	11	11	17	15	4	20	143	28
		8%	8%	8%	8%	5%	7%	11% dn	12% djn	7%	11% dn	6%	8%	10%	8%	5%	8%	8%	10%
3	(3.0)	173	122	50	150	13	7	3	54	25	8	9	14	12	10	5	13	152	21
		8%	10% b	5%	9%	7%	6%	5% cdefhijklm no	21%	9%	4%	5%	9%	6%	5%	6%	6%	8%	8%
4	(4.0)	116	73	43	90	18	6	3	23	16	8	6	8	6	7	3	15	101	15
		6%	6%	5%	5%	10% cjlmn	6%	5% cjl	9%	5%	4%	3%	5%	3%	4%	3%	6%	6%	5%
5- Do not rely on at all	(5.0)	252	145	106	206	23	19	3	27	42	25	13	18	31	13	14	23	214	38
		12%	12%	11%	12% f	13% f	19% cfgjmo	4%	10% f	14% fjm	14% fjm	7%	12% f	17% fjm	7%	16% fjm	10%	12%	14%
Don't know		8	4	4	6	1	1	*	-	-	1	2	2	-	-	-	1	5	4
		*%	*%	*%	*%	1%	1%	1%	-%	-%	1%	1%	1%	-%	-%	-%	1%	*%	1% p
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS		1269	686	581	1060	112	59	37	118	170	110	140	90	110	121	60	141	1113	155
		60%	58%	63%	60% g	61% g	57% g	64% g	45% g	58% g	61% g	73% cdegghiklo	61% g	60% g	67% eg	68% g	61% g	61% g	56% g
Mean score		3.3	3.3 b	3.1	3.2 fjm	3.6 cfgjmo	3.6 cfgijmo	2.5	3.2 fm	3.3 fjm	3.3 fm	3.0 f	3.4 fjmo	3.5 cfgjmo	2.8 cfghijkmo	3.8 f	3.0	3.3	3.3
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 129

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

Q55B (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.44	1.37	1.53	1.44	1.35	1.47	1.38	1.17	1.50	1.53	1.53	1.36	1.47	1.50	1.43	1.51	1.43	1.47
Standard error	.05	.07	.08	.06	.17	.18	.19	.11	.16	.19	.22	.17	.17	.20	.20	.17	.06	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 130

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

Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : Those who ever listen to BBC local radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		832	434	398	82	113	149	125	156	207	196	268	160	207	269	563	632	200
Effective Weighted Sample		721	376	345	73	100	133	108	136	182	176	239	142	185	236	488	554	171
Total		838	440	399	94	127	171	133	138	175	252	234	176	175	299	540	667	172
1- Completely rely on	(1.0)	138	72	65	**	21	17	20	26	42	40	36	25	37	43	95	103	34
		16%	16%	16%	**	16%	10%	15%	19%	24%	16%	15%	14%	21%	14%	18%	15%	20%
									e	e								
2	(2.0)	155	71	84	**	19	36	21	30	36	44	52	31	28	54	101	122	33
		18%	16%	21%	**	15%	21%	16%	21%	21%	18%	22%	17%	16%	18%	19%	18%	19%
3	(3.0)	188	107	81	**	28	43	34	30	31	53	53	33	49	69	119	150	38
		22%	24%	20%	**	22%	25%	25%	22%	18%	21%	23%	19%	28% k	23%	22%	22%	22%
4	(4.0)	93	43	50	**	13	26	11	11	19	30	27	21	14	33	59	79	14
		11%	10%	12%	**	10%	15%	9%	8%	11%	12%	12%	12%	8%	11%	11%	12%	8%
5- Do not rely on at all	(5.0)	259	142	116	**	45	49	46	42	48	81	65	65	47	93	166	208	51
		31%	32%	29%	**	36%	29%	34%	30%	27%	32%	28%	37%	27%	31%	31%	31%	30%
Don't know		6	4	2	**	1	-	2	-	-	4	*	2	-	6	*	6	*
		1%	1%	1%	**	1%	-%	1%	-%	-%	2%	*%	1%	-%	2% n	*%	1%	*%
Mean score		3.2	3.3	3.2	**	3.3	3.3	3.3	3.1	3.0	3.3	3.1	3.4	3.0	3.3	3.2	3.3	3.1
						h	h	h					l					
Standard deviation		1.47	1.47	1.47	**	1.50	1.35	1.46	1.50	1.54	1.48	1.44	1.48	1.47	1.45	1.48	1.46	1.51
Standard error		.05	.07	.07	**	.14	.11	.13	.12	.11	.11	.09	.12	.10	.09	.06	.06	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 130

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

Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : Those who ever listen to BBC local radio stations

		WORKING STATUS			NATION/ REGION													LOCATION	
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	p	q
Unweighted total		832	437	395	637	68	71	56	110	84	66	50	66	76	57	51	77	675	157
Effective Weighted Sample		721	385	347	574	63	69	56	104	81	61	46	62	70	54	50	73	590	142
Total		838	491	347	702	71	45	21	145	124	71	53	58	72	59	29	91	716	122
1- Completely rely on	(1.0)	138	65	73	118	**	**	**	7	**	**	**	**	**	**	**	**	117	20
		16%	13%	21% a	17% g	**	**	**	5%	**	**	**	**	**	**	**	**	16%	17%
2	(2.0)	155	91	64	137	**	**	**	31	**	**	**	**	**	**	**	**	130	25
		18%	19%	18%	19%	**	**	**	21%	**	**	**	**	**	**	**	**	18%	20%
3	(3.0)	188	120	68	166	**	**	**	61	**	**	**	**	**	**	**	**	171	17
		22%	24%	20%	24%	**	**	**	42% c	**	**	**	**	**	**	**	**	24% q	14%
4	(4.0)	93	56	37	70	**	**	**	16	**	**	**	**	**	**	**	**	72	21
		11%	11%	11%	10%	**	**	**	11%	**	**	**	**	**	**	**	**	10% p	17%
5- Do not rely on at all	(5.0)	259	155	103	206	**	**	**	29	**	**	**	**	**	**	**	**	223	36
		31%	32%	30% g	29% g	**	**	**	20%	**	**	**	**	**	**	**	**	31%	30%
Don't know		6	4	2	4	**	**	**	2	**	**	**	**	**	**	**	**	3	3
		1%	1%	1%	1%	**	**	**	1%	**	**	**	**	**	**	**	**	1% %	2% p
Mean score		3.2	3.3	3.1	3.2	**	**	**	3.2	**	**	**	**	**	**	**	**	3.2	3.2
Standard deviation		1.47	1.42	1.53	1.46	**	**	**	1.14	**	**	**	**	**	**	**	**	1.47	1.50
Standard error		.05	.07	.08	.06	**	**	**	.11	**	**	**	**	**	**	**	**	.06	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 131

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

Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1- Completely rely on	(1.0)	138	72	65	12	21	17	20	26	42	40	36	25	37	43	95	103	34
		7%	7%	6%	4%	6%	4%	6%	9%	11%	7%	6%	6%	7%	5%	7%	6%	8%
									ce	cdef								
2	(2.0)	155	71	84	12	19	36	21	30	36	44	52	31	28	54	101	122	33
		7%	7%	8%	4%	5%	9%	7%	10%	9%	8%	9%	7%	5%	7%	8%	7%	8%
							c		cd	cd		l						
3	(3.0)	188	107	81	23	28	43	34	30	31	53	53	33	49	69	119	150	38
		9%	11%	7%	7%	7%	10%	11%	10%	8%	9%	9%	7%	9%	9%	9%	9%	9%
			b															
4	(4.0)	93	43	50	13	13	26	11	11	19	30	27	21	14	33	59	79	14
		4%	4%	5%	4%	3%	6%	4%	4%	5%	5%	5%	5%	3%	4%	4%	5%	3%
											l							
5- Do not rely on at all	(5.0)	259	142	116	29	45	49	46	42	48	81	65	65	47	93	166	208	51
		12%	14%	11%	9%	12%	12%	14%	14%	12%	14%	12%	15%	9%	12%	13%	12%	12%
			b								l		l					
Don't know		6	4	2	3	1	-	2	-	-	4	*	2	-	6	*	6	*
		*%	*%	*%	1%	*%	-%	1%	-%	-%	1%	*%	*%	-%	1%	*%	*%	*%
					h										n			
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS		1269	570	698	222	244	241	185	160	218	317	331	267	351	485	784	1009	258
		60%	56%	64%	70%	66%	59%	58%	54%	55%	56%	59%	60%	67%	62%	59%	60%	60%
				a	efgh	gh								ijk				
Mean score		3.2	3.3	3.2	3.4	3.3	3.3	3.3	3.1	3.0	3.3	3.1	3.4	3.0	3.3	3.2	3.3	3.1
					gh	gh	h	h			l		jl				p	
Standard deviation		1.47	1.47	1.47	1.41	1.50	1.35	1.46	1.50	1.54	1.48	1.44	1.48	1.47	1.45	1.48	1.46	1.51
Standard error		.05	.07	.07	.16	.14	.11	.13	.12	.11	.11	.09	.12	.10	.09	.06	.06	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 131

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

Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	138	65	73	118	9	6	5	7	30	16	12	5	9	14	4	21	117	20
		7%	5%	8%	7%	5%	5%	8%	3%	10%	9%	6%	4%	5%	8%	4%	9%	6%	7%
2	(2.0)	155	91	64	137	5	7	6	31	18	16	11	9	17	18	3	13	130	25
		7%	8%	7%	8%	3%	6%	11%	12%	6%	9%	6%	6%	9%	10%	3%	6%	7%	9%
3	(3.0)	188	120	68	166	10	9	4	61	25	12	6	14	12	8	4	23	171	17
		9%	10%	7%	9%	5%	9%	6%	23%	9%	7%	3%	10%	6%	5%	5%	10%	9%	6%
4	(4.0)	93	56	37	70	16	4	3	16	9	7	8	7	5	2	3	13	72	21
		4%	5%	4%	4%	9%	4%	4%	6%	3%	4%	4%	5%	3%	1%	3%	6%	4%	7%
5- Do not rely on at all	(5.0)	259	155	103	206	30	19	3	29	41	20	14	21	29	16	15	22	223	36
		12%	13%	11%	12%	16%	18%	6%	11%	14%	11%	7%	14%	16%	9%	17%	9%	12%	13%
Don't know		6	4	2	4	1	1	*	2	-	-	2	1	-	-	-	-	3	3
		*%	*%	*%	*%	1%	1%	1%	1%	-%	-%	1%	1%	-%	-%	-%	-%	*%	1%
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS		1269	686	581	1060	112	59	37	118	170	110	140	90	110	121	60	141	1113	155
		60%	58%	63%	60%	61%	57%	64%	45%	58%	61%	73%	61%	60%	67%	68%	61%	61%	56%
Mean score		3.2	3.3	3.1	3.2	3.8	3.5	2.7	3.2	3.1	3.0	3.0	3.5	3.4	2.8	3.8	3.0	3.2	3.2
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q			b		fm	cfghijlmo	cfghijmo		fm	f			cfghijmo	cfjmo		cfghijlmo	f		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 131

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

Q55C (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.47	1.42	1.53	1.46	1.40	1.49	1.42	1.14	1.59	1.54	1.56	1.38	1.52	1.56	1.52	1.48	1.47	1.50
Standard error	.05	.07	.08	.06	.17	.18	.19	.11	.17	.19	.22	.17	.17	.21	.21	.17	.06	.12

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 132

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

Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : Those who ever listen to BBC local radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		832	434	398	82	113	149	125	156	207	196	268	160	207	269	563	632	200
Effective Weighted Sample		721	376	345	73	100	133	108	136	182	176	239	142	185	236	488	554	171
Total		838	440	399	94	127	171	133	138	175	252	234	176	175	299	540	667	172
1- Completely rely on	(1.0)	89	47	42	**	17	12	9	13	30	18	25	19	26	26	62	63	26
		11%	11%	11%	**	14%	7%	7%	9%	17%	7%	11%	11%	15%	9%	12%	9%	15%
										efg				i				o
2	(2.0)	129	68	61	**	14	27	21	26	32	40	26	31	31	46	83	96	33
		15%	15%	15%	**	11%	16%	16%	19%	18%	16%	11%	18%	18%	15%	15%	14%	19%
3	(3.0)	173	93	80	**	26	38	29	31	33	45	56	33	39	58	115	135	38
		21%	21%	20%	**	20%	22%	22%	22%	19%	18%	24%	19%	22%	19%	21%	20%	22%
4	(4.0)	130	63	68	**	21	30	23	14	20	46	38	25	22	52	78	112	18
		16%	14%	17%	**	16%	17%	17%	10%	12%	18%	16%	14%	12%	17%	14%	17%	10%
																	p	
5- Do not rely on at all	(5.0)	307	166	141	**	47	64	49	55	57	102	86	63	56	114	193	256	51
		37%	38%	35%	**	37%	37%	37%	40%	32%	40%	37%	36%	32%	38%	36%	38%	30%
																	p	
Don't know		11	3	7	**	2	-	3	-	4	1	3	5	2	3	8	4	7
		1%	1%	2%	**	2%	-%	2%	-%	2%	*%	1%	3%	1%	1%	1%	1%	4%
																		o
Mean score		3.5	3.5	3.5	**	3.5	3.6	3.6	3.5	3.2	3.7	3.6	3.5	3.3	3.6	3.5	3.6	3.2
							h	h			l	l					p	
Standard deviation		1.40	1.40	1.39	**	1.44	1.32	1.32	1.41	1.51	1.34	1.37	1.43	1.46	1.36	1.41	1.37	1.46
Standard error		.05	.07	.07	**	.14	.11	.12	.11	.11	.10	.08	.11	.10	.08	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 132

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

Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : Those who ever listen to BBC local radio stations

			WORKING STATUS			NATION/ REGION												LOCATION		
			WORKING	NOT	ENGLAND	SCOT	WALES	N	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH	URBAN	RURAL		
			Total	WORKING		-LAND		IRELAND		EAST	WEST		MIDS	MIDS	&	EAST	WEST			
Significance Level: 95%			a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	~o	p	q	
Unweighted total			832	437	395	637	68	71	56	110	84	66	50	66	76	57	51	77	675	157
Effective Weighted Sample			721	385	347	574	63	69	56	104	81	61	46	62	70	54	50	73	590	142
Total			838	491	347	702	71	45	21	145	124	71	53	58	72	59	29	91	716	122
1- Completely rely on	(1.0)	89	37	52	72	**	**	**	9	**	**	**	**	**	**	**	**	76	12	
		11%	7%	15%	10%	**	**	**	6%	**	**	**	**	**	**	**	**	11%	10%	
				a																
2	(2.0)	129	71	57	113	**	**	**	32	**	**	**	**	**	**	**	**	105	24	
		15%	15%	17%	16%	**	**	**	22%	**	**	**	**	**	**	**	**	15%	20%	
3	(3.0)	173	111	62	151	**	**	**	48	**	**	**	**	**	**	**	**	154	19	
		21%	23%	18%	22%	**	**	**	33%	**	**	**	**	**	**	**	**	21%	16%	
				c																
4	(4.0)	130	83	48	110	**	**	**	28	**	**	**	**	**	**	**	**	112	18	
		16%	17%	14%	16%	**	**	**	20%	**	**	**	**	**	**	**	**	16%	15%	
5- Do not rely on at all	(5.0)	307	183	124	248	**	**	**	26	**	**	**	**	**	**	**	**	263	44	
		37%	37%	36%	35%	**	**	**	18%	**	**	**	**	**	**	**	**	37%	36%	
					g															
Don't know		11	6	4	8	**	**	**	1	**	**	**	**	**	**	**	**	7	4	
		1%	1%	1%	1%	**	**	**	1%	**	**	**	**	**	**	**	**	1%	3%	
Mean score			3.5	3.6	3.4	3.5	**	**	**	3.2	**	**	**	**	**	**	**	3.5	3.5	
				b		g														
Standard deviation			1.40	1.32	1.49	1.38	**	**	**	1.17	**	**	**	**	**	**	**	1.39	1.43	
Standard error			.05	.06	.08	.06	**	**	**	.11	**	**	**	**	**	**	**	.05	.12	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																				

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 133

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

Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1- Completely rely on	(1.0)	89 4%	47 5%	42 4%	7 2%	17 5%	12 3%	9 3%	13 4%	30 8% cef	18 3%	25 4%	19 4%	26 5%	26 3%	62 5%	63 4%	26 6% o
2	(2.0)	129 6%	68 7%	61 6%	9 3%	14 4%	27 7% c	21 7%	26 9% cd	32 8% cd	40 7%	26 5%	31 7%	31 6%	46 6%	83 6%	96 6%	33 8%
3	(3.0)	173 8%	93 9%	80 7%	17 5%	26 7%	38 9%	29 9%	31 10% c	33 8%	45 8%	56 10%	33 7%	39 7%	58 7%	115 9%	135 8%	38 9%
4	(4.0)	130 6%	63 6%	68 6%	23 7%	21 6%	30 7%	23 7%	14 5%	20 5%	46 8% l	38 7% l	25 6%	22 4%	52 7%	78 6%	112 7%	18 4%
5- Do not rely on at all	(5.0)	307 15%	166 16% b	141 13%	35 11%	47 13%	64 16%	49 16%	55 18% c	57 14%	102 18% l	86 15% l	63 14%	56 11%	114 15%	193 15%	256 15%	51 12%
Don't know		11 *%	3 *%	7 1%	2 1%	2 1%	- -%	3 1%	- -%	4 1%	1 *%	3 *%	5 1%	2 *%	3 *%	8 1%	4 *%	7 2% o
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS		1269 60%	570 56%	698 64% a	222 70% efgh	244 66% gh	241 59%	185 58%	160 54%	218 55%	317 56%	331 59%	267 60%	351 67% ijk	485 62%	784 59%	1009 60%	258 60%
Mean score		3.5	3.5	3.5	3.8 gh	3.5 h	3.6 h	3.6 h	3.5 h	3.2	3.7 kl	3.6 l	3.5	3.3	3.6	3.5	3.6 p	3.2
Standard deviation		1.40	1.40	1.39	1.28	1.44	1.32	1.32	1.41	1.51	1.34	1.37	1.43	1.46	1.36	1.41	1.37	1.46
Standard error		.05	.07	.07	.14	.14	.11	.12	.11	.11	.10	.08	.11	.10	.08	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 133

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

Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	89	37	52	72	8	4	4	9	17	4	10	4	7	9	1	11	76	12
		4%	3%	6% a	4%	5%	4%	7% n	3%	6% n	2%	5% n	3%	4%	5%	1%	5%	4%	4%
2	(2.0)	129	71	57	113	4	6	6	32	14	7	10	8	13	9	4	16	105	24
		6%	6%	6%	6% d	2%	5%	11% cdhimn	12% cdehijkmn	5%	4%	5%	6%	7% d	5%	4%	7% d	6%	9%
3	(3.0)	173	111	62	151	11	7	4	48	30	12	6	16	11	10	3	15	154	19
		8%	9% b	7%	9% jn	6%	6%	7%	18% cdefhijlmn o	10% jn	7%	3%	11% jn	6%	6%	4%	6%	8%	7%
4	(4.0)	130	83	48	110	11	7	3	28	18	10	10	6	11	12	2	12	112	18
		6%	7%	5%	6%	6%	6%	5%	11% ckno	6%	6%	5%	4%	6%	7%	2%	5%	6%	7%
5- Do not rely on at all	(5.0)	307	183	124	248	35	21	3	26	44	38	16	22	31	19	19	34	263	44
		15%	16%	13%	14% fj	19% fgjm	20% cfgjm	5%	10%	15% f	21% cfgjm	8%	15% f	17% fj	11%	21% cfgjm	14% f	14%	16%
Don't know		11	6	4	8	1	1	*	1	1	-	-	2	-	-	-	3	7	4
		*%	1%	*%	*%	1%	1%	1%	1%	*%	-%	-%	1%	-%	-%	-%	1%	*%	1% p
DO NOT LISTEN TO BBC LOCAL RADIO STATIONS		1269	686	581	1060	112	59	37	118	170	110	140	90	110	121	60	141	1113	155
		60%	58%	63%	60% g	61% g	57% g	64% g	45%	58% g	61% g	73% cdeghiklo	61% g	60% g	67% eg	68% g	61% g	61%	56%
Mean score		3.5	3.6 b	3.4	3.5 fgj	3.9 cfghjmo	3.8 cfghjmo	2.7	3.2 f	3.5 fq	4.0 cfghiklmo	3.2 f	3.6 fgj	3.6 fgj	3.4 f	4.2 cdefghiklm	3.5 f	3.5	3.5

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 133

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

Q55D (SHOWCARD) EXTENT PERSONALLY RELY ON BBC LOCAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.40	1.32	1.49	1.38	1.42	1.40	1.37	1.17	1.42	1.29	1.55	1.32	1.42	1.46	1.28	1.48	1.39	1.43
Standard error	.05	.06	.08	.06	.17	.17	.18	.11	.16	.16	.22	.17	.16	.19	.18	.17	.05	.12

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

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 134

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

Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : Those who ever listen to local commercial radio stations

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		852	426	426	117	158	179	139	134	125	171	279	180	220	345	507	676	176
Effective Weighted Sample		742	371	372	105	138	159	120	120	110	155	250	159	196	304	440	592	151
Total		881	442	438	129	178	204	144	121	104	231	247	199	201	380	501	718	162
1- Completely rely on	(1.0)	83	48	35	9	23	13	15	9	15	14	25	21	24	33	49	64	19
		9%	11%	8%	7%	13%	6%	10%	8%	14%	6%	10%	10%	12%	9%	10%	9%	12%
										e								
2	(2.0)	135	61	74	17	22	34	22	23	17	33	40	34	29	60	75	111	24
		15%	14%	17%	13%	12%	17%	15%	19%	16%	14%	16%	17%	14%	16%	15%	15%	15%
3	(3.0)	200	107	93	27	40	48	36	26	23	55	66	40	38	77	123	158	43
		23%	24%	21%	21%	23%	24%	25%	21%	22%	24%	27%	20%	19%	20%	25%	22%	26%
4	(4.0)	110	51	59	21	15	34	17	13	9	26	38	30	15	48	62	97	13
		12%	11%	13%	16%	9%	17%	12%	11%	9%	11%	15%	15%	8%	13%	12%	13%	8%
							dh					l	l					
5- Do not rely on at all	(5.0)	345	174	170	54	75	74	53	49	40	101	78	73	91	157	188	285	60
		39%	39%	39%	42%	42%	36%	37%	40%	39%	44%	31%	37%	45%	41%	37%	40%	37%
											j			j				
Don't know		7	1	7	1	3	1	*	2	1	2	1	1	4	4	3	4	3
		1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%
				a														
Mean score		3.6	3.5	3.6	3.7	3.6	3.6	3.5	3.6	3.4	3.7	3.4	3.5	3.6	3.6	3.5	3.6	3.4
											j							
Standard deviation		1.38	1.40	1.36	1.32	1.46	1.30	1.38	1.39	1.49	1.32	1.34	1.40	1.48	1.39	1.38	1.37	1.42
Standard error		.05	.07	.07	.12	.12	.10	.12	.12	.13	.10	.08	.10	.10	.08	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 134

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

Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : Those who ever listen to local commercial radio stations

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	p	q
Unweighted total		852	511	340	660	83	53	56	103	84	47	40	55	71	76	75	109	715	137
Effective Weighted Sample		742	448	301	595	78	52	56	98	82	44	37	51	66	72	74	104	629	122
Total		881	572	307	739	87	34	21	135	127	53	43	50	72	77	43	138	772	108
1- Completely rely on	(1.0)	83	52	31	67	**	**	**	8	**	**	**	**	**	**	**	17	72	11
		9%	9%	10%	9%	**	**	**	6%	**	**	**	**	**	**	**	12%	9%	10%
2	(2.0)	135	91	44	111	**	**	**	20	**	**	**	**	**	**	**	21	115	21
		15%	16%	14%	15%	**	**	**	15%	**	**	**	**	**	**	**	15%	15%	19%
3	(3.0)	200	143	56	174	**	**	**	39	**	**	**	**	**	**	**	33	182	19
		23%	25% b	18%	24%	**	**	**	29%	**	**	**	**	**	**	**	24%	24%	17%
4	(4.0)	110	77	33	92	**	**	**	26	**	**	**	**	**	**	**	13	96	14
		12%	13%	11%	12%	**	**	**	19% o	**	**	**	**	**	**	**	9%	12%	13%
5- Do not rely on at all	(5.0)	345	207	138	289	**	**	**	41	**	**	**	**	**	**	**	54	303	42
		39%	36%	45% a	39%	**	**	**	31%	**	**	**	**	**	**	**	39%	39%	38%
Don't know		7	2	5	4	**	**	**	-	**	**	**	**	**	**	**	-	5	3
		1%	*%	2% a	1%	**	**	**	-%	**	**	**	**	**	**	**	-%	1%	2%
Mean score		3.6	3.5	3.7	3.6	**	**	**	3.5	**	**	**	**	**	**	**	3.5	3.6	3.5
Standard deviation		1.38	1.36	1.43	1.37	**	**	**	1.23	**	**	**	**	**	**	**	1.44	1.38	1.44
Standard error		.05	.06	.08	.05	**	**	**	.12	**	**	**	**	**	**	**	.14	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 135

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

Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1- Completely rely on	(1.0)	83	48	35	9	23	13	15	9	15	14	25	21	24	33	49	64	19
		4%	5%	3%	3%	6%	3%	5%	3%	4%	2%	4%	5%	4%	4%	4%	4%	4%
2	(2.0)	135	61	74	17	22	34	22	23	17	33	40	34	29	60	75	111	24
		6%	6%	7%	5%	6%	8% h	7%	8%	4%	6%	7%	8%	5%	8%	6%	7%	6%
3	(3.0)	200	107	93	27	40	48	36	26	23	55	66	40	38	77	123	158	43
		10%	11%	8%	9%	11% h	12% h	11% h	9%	6%	10%	12% l	9%	7%	10%	9%	9%	10%
4	(4.0)	110	51	59	21	15	34	17	13	9	26	38	30	15	48	62	97	13
		5%	5%	5%	7% h	4%	8% dgh	5% h	4%	2%	5%	7% l	7% l	3%	6%	5%	6% p	3%
5- Do not rely on at all	(5.0)	345	174	170	54	75	74	53	49	40	101	78	73	91	157	188	285	60
		16%	17%	16%	17% h	20% h	18% h	17% h	16% h	10%	18%	14%	17%	17%	20% n	14%	17%	14%
Don't know		7	1	7	1	3	1	*	2	1	2	1	1	4	4	3	4	3
		*%	*%	1% a	*%	1%	*%	*%	1%	*%	*%	*%	*%	1%	1%	*%	*%	1%
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS		1226	568	659	186	194	207	174	176	289	338	317	244	326	404	823	957	267
		58%	56%	60%	59% e	52%	50%	55%	59% e	73% cdefg	59%	56%	55%	62% k	52%	62% m	57%	62%
Mean score		3.6	3.5	3.6	3.7 fh	3.6	3.6	3.5	3.6	3.4	3.7 jk	3.4	3.5	3.6 j	3.6	3.5	3.6 p	3.4
Standard deviation		1.38	1.40	1.36	1.32	1.46	1.30	1.38	1.39	1.49	1.32	1.34	1.40	1.48	1.39	1.38	1.37	1.42
Standard error		.05	.07	.07	.12	.12	.10	.12	.12	.13	.10	.08	.10	.10	.08	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 135

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

Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	83	52	31	67	8	3	5	8	17	3	2	5	6	8	2	17	72	11
		4%	4%	3%	4%	4%	3%	8% cegijn	3%	6% ij	2%	1%	4%	3%	4%	2%	7% cijn	4%	4%
2	(2.0)	135	91	44	111	13	5	6	20	20	7	8	7	9	13	6	21	115	21
		6%	8% b	5%	6%	7%	4%	11% ceijkl	8%	7%	4%	4%	5%	5%	7%	7%	9% i	6%	7%
3	(3.0)	200	143	56	174	17	4	5	39	27	12	5	15	15	20	7	33	182	19
		10%	12% b	6%	10% ej	9% j	4%	8% j	15% ceijn	9% j	7%	3%	10% j	8% j	11% ej	8% j	14% eij	10%	7%
4	(4.0)	110	77	33	92	13	3	1	26	18	8	4	3	10	8	2	13	96	14
		5%	7% b	4%	5%	7% fjkn	3%	2% cefjkmn	10% fn	6% fn	5%	2%	2%	5%	4%	2%	6%	5%	5%
5- Do not rely on at all	(5.0)	345	207	138	289	36	17	3	41	45	24	21	18	32	27	27	54	303	42
		16%	18%	15%	16% f	19% fj	16% f	5% c	16% f	15% f	13% f	11% f	12% f	18% f	15% f	30% cdefghijkl m	23% cfijk	17%	15%
Don't know		7	2	5	4	-	2	1	-	-	-	2	1	-	1	-	-	5	3
		*% c	*% c	1%	*% c	-% c	2% c	2% c	-% c	-% c	-% c	1% c	1% c	-% c	1% c	-% c	-% c	*% c	1% c
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS		1226	604	621	1023	96	70	37	129	167	127	149	97	110	103	46	94	1058	169
		58%	51%	67% a	58% go	52% o	68% cdghno	64% dgno	49%	57% o	70% cdghmno	78% cdefghklm no	66% dgno	60% go	57% o	52% o	41%	58%	61%
Mean score		3.6	3.5	3.7 a	3.6 f	3.6 f	3.8 cfghkmo	2.5	3.5 f	3.4 f	3.8 cfghkmo	3.8 cfghkmo	3.5 f	3.7 fh	3.4 f	4.0 cdfghklmo	3.5 f	3.6	3.5
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56A (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.38	1.36	1.43	1.37	1.39	1.43	1.32	1.23	1.44	1.28	1.41	1.41	1.36	1.40	1.32	1.44	1.38	1.44
Standard error	.05	.06	.08	.05	.15	.20	.18	.12	.16	.19	.23	.19	.16	.16	.15	.14	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : Those who ever listen to local commercial radio stations

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		852	426	426	117	158	179	139	134	125	171	279	180	220	345	507	676	176
Effective Weighted Sample		742	371	372	105	138	159	120	120	110	155	250	159	196	304	440	592	151
Total		881	442	438	129	178	204	144	121	104	231	247	199	201	380	501	718	162
1- Completely rely on	(1.0)	96	53	44	11	26	18	14	15	13	13	34	25	24	38	58	80	16
		11%	12%	10%	8%	15%	9%	10%	12%	12%	6%	14%	13%	12%	10%	12%	11%	10%
												i	i					
2	(2.0)	138	67	70	15	21	37	23	21	22	34	45	31	27	61	77	114	23
		16%	15%	16%	12%	12%	18%	16%	17%	21%	15%	18%	16%	14%	16%	15%	16%	14%
3	(3.0)	209	105	104	24	45	52	38	28	21	63	59	47	38	85	124	169	39
		24%	24%	24%	19%	25%	26%	27%	23%	20%	27%	24%	24%	19%	22%	25%	24%	24%
4	(4.0)	119	60	58	24	19	33	19	13	10	28	39	27	25	54	65	101	17
		13%	14%	13%	19%	11%	16%	13%	11%	10%	12%	16%	14%	12%	14%	13%	14%	11%
5- Do not rely on at all	(5.0)	311	156	155	54	63	64	50	42	38	92	69	68	82	138	174	249	63
		35%	35%	35%	42%	35%	31%	35%	35%	37%	40%	28%	34%	41%	36%	35%	35%	39%
											j			j				
Don't know		8	1	6	1	4	1	*	2	1	1	1	1	5	4	3	5	3
		1%	*%	1%	1%	2%	*%	*%	1%	1%	*%	*%	*%	3%	1%	1%	1%	2%
Mean score		3.5	3.5	3.5	3.8	3.4	3.4	3.5	3.4	3.4	3.7	3.3	3.4	3.6	3.5	3.4	3.5	3.5
					g						j			j				
Standard deviation		1.39	1.41	1.38	1.33	1.45	1.33	1.36	1.44	1.47	1.30	1.40	1.42	1.45	1.38	1.40	1.39	1.40
Standard error		.05	.07	.07	.12	.12	.10	.12	.13	.13	.10	.08	.11	.10	.08	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : Those who ever listen to local commercial radio stations

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	p	q	
Unweighted total		852	511	340	660	83	53	56	103	84	47	40	55	71	76	75	109	715	137
Effective Weighted Sample		742	448	301	595	78	52	56	98	82	44	37	51	66	72	74	104	629	122
Total		881	572	307	739	87	34	21	135	127	53	43	50	72	77	43	138	772	108
1- Completely rely on	(1.0)	96	64	32	80	**	**	**	8	**	**	**	**	**	**	**	19	83	13
		11%	11%	10%	11%	**	**	**	6%	**	**	**	**	**	**	**	14%	11%	12%
2	(2.0)	138	90	48	111	**	**	**	18	**	**	**	**	**	**	**	22	119	19
		16%	16%	16%	15%	**	**	**	14%	**	**	**	**	**	**	**	16%	15%	18%
3	(3.0)	209	156	52	181	**	**	**	48	**	**	**	**	**	**	**	27	187	21
		24%	27%	17%	25%	**	**	**	35%	**	**	**	**	**	**	**	20%	24%	20%
4	(4.0)	b							co										
		119	76	42	102	**	**	**	25	**	**	**	**	**	**	**	21	103	15
5- Do not rely on at all	(5.0)	13%	13%	14%	14%	**	**	**	18%	**	**	**	**	**	**	**	15%	13%	14%
		311	183	129	260	**	**	**	36	**	**	**	**	**	**	**	48	276	35
Don't know		35%	32%	42%	35%	**	**	**	27%	**	**	**	**	**	**	**	35%	36%	33%
		a																	
		8	3	5	5	**	**	**	-	**	**	**	**	**	**	**	1	4	3
		1%	*%	2%	1%	**	**	**	-%	**	**	**	**	**	**	**	1%	1%	3%
Mean score		3.5	3.4	3.6	3.5	**	**	**	3.5	**	**	**	**	**	**	**	3.4	3.5	3.4
				a															
Standard deviation		1.39	1.37	1.43	1.38	**	**	**	1.19	**	**	**	**	**	**	**	1.46	1.39	1.44
Standard error		.05	.06	.08	.05	**	**	**	.12	**	**	**	**	**	**	**	.14	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1- Completely rely on	(1.0)	96	53	44	11	26	18	14	15	13	13	34	25	24	38	58	80	16
		5%	5%	4%	3%	7% h	4%	4%	5%	3%	2%	6% i	6% i	5%	5%	4%	5%	4%
2	(2.0)	138	67	70	15	21	37	23	21	22	34	45	31	27	61	77	114	23
		7%	7%	6%	5%	6%	9%	7%	7%	5%	6%	8%	7%	5%	8%	6%	7%	5%
3	(3.0)	209	105	104	24	45	52	38	28	21	63	59	47	38	85	124	169	39
		10%	10%	9%	8%	12% h	13% ch	12% h	10% h	5%	11% l	10%	11%	7%	11%	9%	10%	9%
4	(4.0)	119	60	58	24	19	33	19	13	10	28	39	27	25	54	65	101	17
		6%	6%	5%	8% h	5%	8% h	6% h	4%	3%	5%	7%	6%	5%	7%	5%	6%	4%
5- Do not rely on at all	(5.0)	311	156	155	54	63	64	50	42	38	92	69	68	82	138	174	249	63
		15%	15%	14%	17% h	17% h	15% h	16% h	14%	10%	16%	12%	15%	16%	18% n	13%	15%	15%
Don't know		8	1	6	1	4	1	*	2	1	1	1	1	5	4	3	5	3
		.*%	.*%	1%	.*%	1%	.*%	.*%	1%	.*%	.*%	.*%	.*%	1%	1%	.*%	.*%	1%
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS		1226	568	659	186	194	207	174	176	289	338	317	244	326	404	823	957	267
		58%	56%	60%	59% e	52%	50%	55%	59% e	73% cdefg	59%	56%	55%	62% k	52%	62% m	57%	62%
Mean score		3.5	3.5	3.5	3.8 defgh	3.4	3.4	3.5	3.4	3.4	3.7 jk	3.3	3.4	3.6 j	3.5	3.4	3.5	3.5
Standard deviation		1.39	1.41	1.38	1.33	1.45	1.33	1.36	1.44	1.47	1.30	1.40	1.42	1.45	1.38	1.40	1.39	1.40
Standard error		.05	.07	.07	.12	.12	.10	.12	.13	.13	.10	.08	.11	.10	.08	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	96	64	32	80	9	2	5	8	22	2	3	5	7	11	4	19	83	13
		5%	5%	3%	5%	5%	2%	8%	3%	7%	1%	2%	3%	4%	6%	4%	8%	5%	5%
			b					cegij		ej					ij		cegij		
2	(2.0)	138	90	48	111	16	5	6	18	18	9	4	9	14	11	5	22	119	19
		7%	8%	5%	6%	9%	4%	11%	7%	6%	5%	2%	6%	8%	6%	5%	10%	6%	7%
			b		j	j		cej	j					j			j		
3	(3.0)	209	156	52	181	19	4	4	48	36	12	10	12	11	17	8	27	187	21
		10%	13%	6%	10%	11%	4%	7%	18%	12%	6%	5%	8%	6%	10%	9%	12%	10%	8%
			b		ej	e		cdefijklmn		ej					e	e	ej		
4	(4.0)	119	76	42	102	12	4	1	25	13	9	4	9	8	12	3	21	103	15
		6%	6%	5%	6%	7%	4%	1%	9%	4%	5%	2%	6%	4%	6%	3%	9%	6%	6%
					fj	fj		efjn					f		f		fjn		
5- Do not rely on at all	(5.0)	311	183	129	260	30	17	4	36	38	21	21	13	33	25	24	48	276	35
		15%	16%	14%	15%	16%	16%	7%	14%	13%	12%	11%	9%	18%	14%	27%	21%	15%	13%
					f	fk	f		f					fk	f	cdefghijklm	cfhijk		
Don't know		8	3	5	5	-	2	1	-	-	-	1	2	-	1	-	1	4	3
		*%	*%	1%	*%	-%	2%	2%	-%	-%	-%	*%	1%	-%	1%	-%	*%	*%	1%
							c	c					c						p
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS		1226	604	621	1023	96	70	37	129	167	127	149	97	110	103	46	94	1058	169
		58%	51%	67%	58%	52%	68%	64%	49%	57%	70%	78%	66%	60%	57%	52%	41%	58%	61%
				a	go	o	cdghno	dgno		o	cdghmno	cdefghklmno	dgno	go	o	o			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56B (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local travel or weather (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.5	3.4	3.6	3.5	3.4	3.9	2.6	3.5	3.2	3.7	3.8	3.4	3.6	3.4	3.9	3.4	3.5	3.4
		a	b	fh	f	cd fghkmo		f	f	fhkm	cd fghkmo	f	fh	f	cd fghkmo	f		
Standard deviation	1.39	1.37	1.43	1.38	1.40	1.38	1.43	1.19	1.45	1.29	1.36	1.34	1.45	1.44	1.40	1.46	1.39	1.44
Standard error	.05	.06	.08	.05	.15	.20	.20	.12	.16	.19	.22	.18	.17	.17	.16	.14	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : Those who ever listen to local commercial radio stations

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		852	426	426	117	158	179	139	134	125	171	279	180	220	345	507	676	176
Effective Weighted Sample		742	371	372	105	138	159	120	120	110	155	250	159	196	304	440	592	151
Total		881	442	438	129	178	204	144	121	104	231	247	199	201	380	501	718	162
1- Completely rely on	(1.0)	98	56	42	14	27	17	14	12	14	15	33	23	26	41	56	80	17
		11%	13%	10%	11%	15%	8%	10%	10%	14%	7%	13%	12%	13%	11%	11%	11%	11%
												i						
2	(2.0)	139	63	76	14	25	33	26	24	16	37	43	30	28	57	82	115	24
		16%	14%	17%	11%	14%	16%	18%	20%	15%	16%	17%	15%	14%	15%	16%	16%	15%
3	(3.0)	182	84	98	28	34	49	26	25	20	46	61	42	34	78	104	150	32
		21%	19%	22%	21%	19%	24%	18%	21%	19%	20%	24%	21%	17%	21%	21%	21%	20%
												l						
4	(4.0)	117	53	64	22	17	35	20	11	12	31	33	27	27	51	66	101	17
		13%	12%	15%	17%	10%	17%	14%	9%	12%	13%	13%	13%	14%	14%	13%	14%	10%
5- Do not rely on at all	(5.0)	336	183	153	51	71	70	57	46	41	102	76	75	82	148	189	268	68
		38%	41%	35%	39%	40%	34%	40%	38%	39%	44%	31%	38%	41%	39%	38%	37%	42%
											j			j				
Don't know		8	3	6	1	3	1	*	3	1	1	2	2	4	4	4	5	4
		1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%
Mean score		3.5	3.6	3.5	3.6	3.5	3.5	3.6	3.5	3.5	3.7	3.3	3.5	3.6	3.6	3.5	3.5	3.6
											j							
Standard deviation		1.42	1.46	1.38	1.38	1.51	1.33	1.42	1.44	1.48	1.35	1.41	1.43	1.47	1.42	1.42	1.41	1.44
Standard error		.05	.07	.07	.13	.12	.10	.12	.13	.13	.10	.09	.11	.10	.08	.06	.05	.11

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : Those who ever listen to local commercial radio stations

		WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT	ENGLAND	SCOT	WALES	N	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH	URBAN	RURAL	
		Total	WORKING		-LAND		IRELAND		EAST	WEST		MIDS	MIDS	& HUMBER	EAST	WEST			
			a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	p	q
Significance Level: 95%																			
Unweighted total		852	511	340	660	83	53	56	103	84	47	40	55	71	76	75	109	715	137
Effective Weighted Sample		742	448	301	595	78	52	56	98	82	44	37	51	66	72	74	104	629	122
Total		881	572	307	739	87	34	21	135	127	53	43	50	72	77	43	138	772	108
1- Completely rely on	(1.0)	98	62	35	80	**	**	**	9	**	**	**	**	**	**	**	17	86	12
		11%	11%	12%	11%	**	**	**	7%	**	**	**	**	**	**	**	12%	11%	11%
2	(2.0)	139	97	41	115	**	**	**	20	**	**	**	**	**	**	**	21	122	17
		16%	17%	13%	16%	**	**	**	15%	**	**	**	**	**	**	**	15%	16%	16%
3	(3.0)	182	129	53	153	**	**	**	40	**	**	**	**	**	**	**	28	165	17
		21%	23%	17%	21%	**	**	**	29%	**	**	**	**	**	**	**	21%	21%	16%
4	(4.0)	117	75	43	102	**	**	**	27	**	**	**	**	**	**	**	20	105	12
		13%	13%	14%	14%	**	**	**	20%	**	**	**	**	**	**	**	15%	14%	11%
5- Do not rely on at all	(5.0)	336	207	130	283	**	**	**	39	**	**	**	**	**	**	**	52	289	47
		38%	36%	42%	38%	**	**	**	29%	**	**	**	**	**	**	**	37%	37%	43%
Don't know		8	2	6	6	**	**	**	-	**	**	**	**	**	**	**	-	5	3
		1%	*%	2%	1%	**	**	**	-%	**	**	**	**	**	**	**	-%	1%	3%
				a															p
Mean score		3.5	3.5	3.6	3.5	**	**	**	3.5	**	**	**	**	**	**	**	3.5	3.5	3.6
Standard deviation		1.42	1.40	1.44	1.41	**	**	**	1.24	**	**	**	**	**	**	**	1.43	1.41	1.47
Standard error		.05	.06	.08	.06	**	**	**	.12	**	**	**	**	**	**	**	.14	.05	.13
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1- Completely rely on	(1.0)	98	56	42	14	27	17	14	12	14	15	33	23	26	41	56	80	17
		5%	6%	4%	4%	7% h	4%	4%	4%	4%	3%	6% i	5%	5%	5%	4%	5%	4%
2	(2.0)	139	63	76	14	25	33	26	24	16	37	43	30	28	57	82	115	24
		7%	6%	7%	4%	7%	8% h	8% h	8% h	4%	7%	8%	7%	5%	7%	6%	7%	6%
3	(3.0)	182	84	98	28	34	49	26	25	20	46	61	42	34	78	104	150	32
		9%	8%	9%	9% h	9% h	12% h	8%	8%	5%	8%	11% l	10%	6%	10%	8%	9%	7%
4	(4.0)	117	53	64	22	17	35	20	11	12	31	33	27	27	51	66	101	17
		6%	5%	6%	7% h	5%	8% gh	6%	4%	3%	5%	6%	6%	5%	7%	5%	6%	4%
5- Do not rely on at all	(5.0)	336	183	153	51	71	70	57	46	41	102	76	75	82	148	189	268	68
		16%	18% b	14%	16% h	19% h	17% h	18% h	16% h	10%	18%	13%	17%	16%	19% n	14%	16%	16%
Don't know		8	3	6	1	3	1	*	3	1	1	2	2	4	4	4	5	4
		*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%	*%	1%	1%	*%	*%	1%
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS		1226	568	659	186	194	207	174	176	289	338	317	244	326	404	823	957	267
		58%	56%	60%	59% e	52%	50%	55%	59% e	73% cdefg	59%	56%	55%	62% k	52%	62% m	57%	62%
Mean score		3.5	3.6	3.5	3.6	3.5	3.5	3.6	3.5	3.5	3.7 jk	3.3	3.5 j	3.6 j	3.6	3.5	3.5	3.6
Standard deviation		1.42	1.46	1.38	1.38	1.51	1.33	1.42	1.44	1.48	1.35	1.41	1.43	1.47	1.42	1.42	1.41	1.44
Standard error		.05	.07	.07	.13	.12	.10	.12	.13	.13	.10	.09	.11	.10	.08	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	98	62	35	80	10	2	5	9	22	7	2	4	8	8	3	17	86	12
		5%	5%	4%	5%	6% j	2%	8% cegjk	3%	8% ej	4%	1%	3%	4%	4%	3%	7% ej	5%	4%
2	(2.0)	139	97	41	115	14	4	6	20	23	9	6	7	12	9	7	21	122	17
		7%	8% b	4%	7%	8%	4%	10% ej	8%	8%	5%	3%	5%	6%	5%	8%	9% ej	7%	6%
3	(3.0)	182	129	53	153	20	5	4	40	28	10	6	12	10	12	6	28	165	17
		9%	11% b	6%	9% j	11% ej	5%	8% cefijklmn	15%	10% j	5%	3%	8%	6%	7%	7%	12% eijl	9%	6%
4	(4.0)	117	75	43	102	10	4	1	27	13	4	4	6	9	17	2	20	105	12
		6%	6%	5%	6% fij	6%	4%	2% cefhnijkn	10%	4%	2%	2%	4%	5%	9% fijn	3%	9% fijn	6%	4%
5- Do not rely on at all	(5.0)	336	207	130	283	32	17	4	39	40	24	22	20	34	29	24	52	289	47
		16%	18% b	14%	16% f	18% f	16% f	6%	15% f	13% f	13% f	11%	13% f	18% f	16% f	27% cdefghijklm	22% cfhijk	16%	17%
Don't know		8	2	6	6	-	1	1	-	1	-	3	1	-	1	-	-	5	3
		*%	*%	1%	*%	-%	1%	2% c	-%	*%	-%	1%	1%	-%	1%	-%	-%	*%	1% p
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS		1226	604	621	1023	96	70	37	129	167	127	149	97	110	103	46	94	1058	169
		58%	51%	67% a	58% go	52% o	68% cdghno	64% dgno	49%	57% o	70% cdghmno	78% cdefghklmno	66% dgno	60% go	57% o	52% o	41%	58%	61%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56C (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Coverage of local emergencies such as snow or floods (SINGLE CODE)

Base : All respondents

	WORKING STATUS		NATION/ REGION													LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.5	3.5	3.6	3.5	3.5	3.9	2.6	3.5	3.2	3.5	3.9	3.6	3.7	3.7	3.9	3.5	3.5	3.6
			a	fh	f	cd	ghiko	fh	f	f	cd	ghio	fh	fh	fh	cd	ghio	fh
Standard deviation	1.42	1.40	1.44	1.41	1.43	1.34	1.41	1.24	1.49	1.53	1.38	1.38	1.47	1.37	1.43	1.43	1.41	1.47
Standard error	.05	.06	.08	.06	.16	.19	.19	.12	.16	.22	.23	.19	.17	.16	.16	.14	.05	.13
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : Those who ever listen to local commercial radio stations

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		852	426	426	117	158	179	139	134	125	171	279	180	220	345	507	676	176
Effective Weighted Sample		742	371	372	105	138	159	120	120	110	155	250	159	196	304	440	592	151
Total		881	442	438	129	178	204	144	121	104	231	247	199	201	380	501	718	162
1- Completely rely on	(1.0)	74	42	32	7	20	12	13	9	13	9	24	20	20	26	48	60	14
		8%	9%	7%	6%	11%	6%	9%	7%	12%	4%	10%	10%	10%	7%	9%	8%	8%
2	(2.0)	123	58	65	11	17	30	23	20	21	34	34	27	28	58	65	100	24
		14%	13%	15%	9%	10%	15%	16%	17%	20% cd	15%	14%	14%	14%	15%	13%	14%	15%
3	(3.0)	158	78	80	18	32	41	29	24	13	37	56	34	31	62	96	130	28
		18%	18%	18%	14%	18%	20%	20%	20%	13%	16%	23%	17%	16%	16%	19%	18%	17%
4	(4.0)	136	68	68	31	24	33	22	9	15	36	41	30	29	60	76	113	23
		15%	15%	15%	24% dg	14%	16% g	16%	8%	15%	16%	17%	15%	14%	16%	15%	16%	14%
5- Do not rely on at all	(5.0)	380	193	187	60	79	88	55	57	41	112	91	88	88	169	212	310	71
		43%	44%	43%	46%	45%	43%	39%	47%	40%	49% j	37%	44%	44%	44%	42%	43%	43%
Don't know		9	3	7	1	5	-	*	2	1	3	1	1	5	6	4	6	4
		1%	1%	2%	1%	3% e	-%	*%	1%	1%	1%	*%	1%	2%	1%	1%	1%	2%
Mean score		3.7	3.7	3.7	4.0 fh	3.7	3.8	3.6	3.7	3.5	3.9 j	3.6	3.7	3.7	3.8	3.7	3.7	3.7
Standard deviation		1.37	1.39	1.35	1.22	1.42	1.31	1.37	1.40	1.49	1.27	1.36	1.41	1.42	1.35	1.38	1.36	1.39
Standard error		.05	.07	.07	.11	.11	.10	.12	.12	.13	.10	.08	.11	.10	.07	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : Those who ever listen to local commercial radio stations

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	~h	~i	~j	~k	~l	~m	~n	o	p	q	
Unweighted total		852	511	340	660	83	53	56	103	84	47	40	55	71	76	75	109	715	137
Effective Weighted Sample		742	448	301	595	78	52	56	98	82	44	37	51	66	72	74	104	629	122
Total		881	572	307	739	87	34	21	135	127	53	43	50	72	77	43	138	772	108
1- Completely rely on	(1.0)	74	49	24	61	**	**	**	10	**	**	**	**	**	**	**	14	67	7
		8%	9%	8%	8%	**	**	**	7%	**	**	**	**	**	**	**	10%	9%	7%
2	(2.0)	123	78	45	96	**	**	**	21	**	**	**	**	**	**	**	17	105	18
		14%	14%	15%	13%	**	**	**	16%	**	**	**	**	**	**	**	12%	14%	17%
3	(3.0)	158	117	41	141	**	**	**	35	**	**	**	**	**	**	**	25	142	16
		18%	21% b	13%	19%	**	**	**	26%	**	**	**	**	**	**	**	18%	18%	15%
4	(4.0)	136	89	47	122	**	**	**	30	**	**	**	**	**	**	**	19	118	18
		15%	15%	15%	16%	**	**	**	22%	**	**	**	**	**	**	**	13%	15%	17%
5- Do not rely on at all	(5.0)	380	236	144	313	**	**	**	39	**	**	**	**	**	**	**	64	334	47
		43%	41%	47%	42% g	**	**	**	29%	**	**	**	**	**	**	**	46% g	43%	43%
Don't know		9	3	6	7	**	**	**	-	**	**	**	**	**	**	**	-	7	3
		1%	*% a	2%	1%	**	**	**	-%	**	**	**	**	**	**	**	-%	1%	3%
Mean score		3.7	3.7	3.8	3.7	**	**	**	3.5	**	**	**	**	**	**	**	3.7	3.7	3.7
Standard deviation		1.37	1.36	1.38	1.35	**	**	**	1.26	**	**	**	**	**	**	**	1.40	1.37	1.35
Standard error		.05	.06	.08	.05	**	**	**	.12	**	**	**	**	**	**	**	.13	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
1- Completely rely on	(1.0)	74 3%	42 4%	32 3%	7 2%	20 5%	12 3%	13 4%	9 3%	13 3%	9 2%	24 4% i	20 4% i	20 4% i	26 3%	48 4%	60 4%	14 3%
2	(2.0)	123 6%	58 6%	65 6%	11 4%	17 5%	30 7%	23 7%	20 7%	21 5%	34 6%	34 6%	27 6%	28 5%	58 7% n	65 5%	100 6%	24 5%
3	(3.0)	158 8%	78 8%	80 7%	18 6%	32 9% h	41 10% h	29 9% h	24 8% h	13 3%	37 7%	56 10% l	34 8%	31 6%	62 8%	96 7%	130 8%	28 6%
4	(4.0)	136 6%	68 7%	68 6%	31 10% gh	24 7%	33 8% gh	22 7% g	9 3%	15 4%	36 6%	41 7%	30 7%	29 6%	60 8%	76 6%	113 7%	23 5%
5- Do not rely on at all	(5.0)	380 18%	193 19%	187 17%	60 19% h	79 21% h	88 21% h	55 17% h	57 19% h	41 11%	112 20%	91 16%	88 20%	88 17%	169 22% n	212 16%	310 18%	71 16%
Don't know		9 *%	3 *%	7 1%	1 *%	5 1% e	- -%	* *%	2 1%	1 *%	3 *%	1 *%	1 *%	5 1%	6 1%	4 *%	6 *%	4 1%
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS		1226 58%	568 56%	659 60%	186 59% e	194 52%	207 50%	174 55%	176 59% e	289 73% cdefg	338 59%	317 56%	244 55%	326 62% k	404 52%	823 62% m	957 57%	267 62%
Mean score		3.7	3.7	3.7	4.0 defgh	3.7 h	3.8 h	3.6	3.7	3.5	3.9 jkl	3.6	3.7	3.7	3.8	3.7	3.7	3.7
Standard deviation		1.37	1.39	1.35	1.22	1.42	1.31	1.37	1.40	1.49	1.27	1.36	1.41	1.42	1.35	1.38	1.36	1.39
Standard error		.05	.07	.07	.11	.11	.10	.12	.12	.13	.10	.08	.11	.10	.07	.06	.05	.11
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
1- Completely rely on	(1.0)	74	49	24	61	7	2	3	10	18	4	2	1	5	6	1	14	67	7
		3%	4%	3%	3% k	4% k	2%	6% jkn	4% k	6% jkn	2%	1%	*% k	3%	4%	1% jkn	6% jkn	4%	3%
2	(2.0)	123	78	45	96	15	6	7	21	14	8	8	6	10	7	4	17	105	18
		6%	7%	5%	5%	8%	6%	12% cehijklmn	8%	5%	5%	4%	4%	6%	4%	5%	7%	6%	7%
3	(3.0)	158	117	41	141	11	2	4	35	31	6	2	13	10	12	6	25	142	16
		8%	10% b	4% b	8% eij	6% j	2%	8% ej	13% cdeijlm	10% eij	3%	1%	9% ej	6% j	7% ej	7% ej	11% eij	8%	6%
4	(4.0)	136	89	47	122	9	4	1	30	20	8	5	9	11	18	3	19	118	18
		6%	8% b	5% b	7% fj	5% fj	4%	2% cdefijn	11% cdefijn	7%	4%	2%	6%	6%	10% efjn	3% efjn	8% fj	6%	6%
5- Do not rely on at all	(5.0)	380	236	144	313	45	19	4	39	42	27	25	19	35	33	29	64	334	47
		18% b	20% b	16% b	18% f	24% cfghijk	19% f	6% f	15% f	14% f	15% f	13% f	13% f	19% f	18% f	32% cefgghijklm	27% cfghijkm	18%	17%
Don't know		9	3	6	7	1	1	1	-	2	-	2	2	-	1	-	-	7	3
		*% c	*% c	1% c	*% c	*% c	1% c	2% c	-% c	1% c	-% c	1% c	1% c	-% c	1% c	-% c	-% c	*% c	1% c
DO NOT LISTEN TO LOCAL COMMERCIAL RADIO STATIONS		1226	604	621	1023	96	70	37	129	167	127	149	97	110	103	46	94	1058	169
		58%	51%	67% a	58% go	52% o	68% cdghno	64% dgno	49%	57% o	70% cdghmno	78% cdefghklmno	66% dgno	60% go	57% o	52% o	41% o	58%	61%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q56D (SHOWCARD) EXTENT PERSONALLY RELY ON LOCAL COMMERCIAL RADIO STATIONS FOR - Information about local events and the community (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.7	3.7	3.8	3.7	3.8	4.0	2.7	3.5	3.4	3.8	4.1	3.8	3.8	3.8	4.2	3.7	3.7	3.7
		a		fgh	fgh	cfgh		f	f	fgh	cfgho	fgh	fgh	fgh	cd fghiklm	fh		
															o			
Standard deviation	1.37	1.36	1.38	1.35	1.43	1.41	1.35	1.26	1.42	1.41	1.34	1.15	1.37	1.31	1.19	1.40	1.37	1.35
Standard error	.05	.06	.08	.05	.16	.20	.19	.12	.16	.21	.22	.16	.16	.15	.14	.13	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q57 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who ever listen to commercial radio stations

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1165	588	577	156	211	226	187	191	194	245	377	251	290	438	727	933	230
Effective Weighted Sample	1024	515	509	140	188	202	163	169	172	225	340	225	261	389	638	825	201
Total	1207	612	595	171	240	256	197	175	167	329	337	276	263	485	722	993	211
It could go up quite a bit before it bothered me	64 5%	23 4%	41 7% a	13 8% g	17 7%	8 3%	12 6%	5 3%	9 6%	8 2%	13 4%	19 7% i	25 10% ij	31 6%	34 5%	51 5%	14 7%
A little more would not bother me	145 12%	87 14% b	58 10%	25 15%	31 13%	31 12%	18 9%	19 11%	21 12%	39 12%	45 13%	28 10%	32 12%	59 12%	86 12%	110 11%	35 16% o
The present levels don't bother me, but I would not want any more	614 51%	312 51%	302 51%	74 43%	113 47%	134 52%	115 58% cdh	99 56% c	80 47%	156 47%	177 53%	153 56%	126 48%	244 50%	370 51%	511 51%	103 49%
There is already more than I am really happy with	325 27%	166 27%	160 27%	55 32%	69 29%	69 27%	44 22%	41 23%	47 28%	100 30%	89 27%	69 25%	67 26%	135 28%	190 26%	274 28%	51 24%
Don't know	58 5%	24 4%	34 6%	3 2%	10 4%	13 5%	9 4%	12 7% c	10 6%	27 8% jk	12 4%	7 2%	12 5%	16 3%	42 6%	47 5%	9 4%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q57 (SHOWCARD) SAY TO RESPONDENT - Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who ever listen to commercial radio stations

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1165	672	492	923	101	82	59	120	120	100	67	79	112	102	93	130	979	186
Effective Weighted Sample	1024	595	438	835	95	80	59	114	116	94	63	74	103	96	91	124	868	165
Total	1207	752	453	1027	105	53	22	157	179	111	76	72	111	103	54	163	1054	152
It could go up quite a bit before it bothered me	64 5%	32 4%	32 7%	57 6%	6 5%	** **	** **	9 6%	3 2%	4 3%	** **	** **	9 8% h	8 8% h	** **	5 3%	48 5%	17 11% p
A little more would not bother me	145 12%	82 11%	62 14%	123 12%	17 16%	** **	** **	33 21% cilmo	25 14%	9 8%	** **	** **	11 10%	8 8%	** **	18 11%	125 12%	20 13%
The present levels don't bother me, but I would not want any more	614 51%	398 53%	216 48%	511 50%	59 56% l	** **	** **	81 52%	104 58% l	58 53%	** **	** **	45 41%	54 53%	** **	78 48%	540 51%	74 48%
There is already more than I am really happy with	325 27%	207 28%	118 26%	285 28% g	21 20%	** **	** **	20 13%	40 23%	32 29% g	** **	** **	39 35% dgh	29 29% g	** **	60 36% cdgh	289 27%	37 24%
Don't know	58 5%	33 4%	25 5%	50 5%	2 2%	** **	** **	13 8% o	6 3%	8 7%	** **	** **	6 6%	2 2%	** **	3 2%	53 5%	5 3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q58 (SHOWCARD) How satisfied are you with what you hear on your local radio station? (SINGLE CODE)

Base : Those who ever listen to local radio

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1154	579	575	137	196	210	178	197	236	254	375	221	302	417	737	896	258
Effective Weighted Sample	1002	502	500	122	174	186	154	173	207	229	336	196	268	367	638	785	221
Total	1166	590	577	149	221	241	182	174	200	331	326	241	266	459	708	941	225
Very satisfied	436	203	234	42	79	82	75	71	87	114	124	95	102	178	258	342	94
	37%	34%	40%	28%	36%	34%	41%	41%	43%	34%	38%	39%	38%	39%	36%	36%	42%
			a				c	c	c								
Fairly satisfied	445	239	207	61	98	88	64	65	70	122	120	99	104	171	274	359	87
	38%	41%	36%	41%	44%	37%	35%	38%	35%	37%	37%	41%	39%	37%	39%	38%	38%
TOTAL SATISFIED	882	441	440	103	177	170	139	136	156	237	244	193	207	350	532	701	180
	76%	75%	76%	69%	80%	71%	76%	78%	78%	71%	75%	80%	78%	76%	75%	75%	80%
					ce							i					
Neither satisfied nor dissatisfied	222	109	113	35	31	62	29	31	34	78	60	32	51	88	134	187	35
	19%	18%	20%	24%	14%	26%	16%	18%	17%	23%	18%	13%	19%	19%	19%	20%	16%
				d		dfh				k							
Fairly dissatisfied	11	7	4	1	1	*	6	1	2	2	5	2	1	1	10	9	1
	1%	1%	1%	*%	*%	*%	3%	*%	1%	1%	1%	1%	1%	*%	1%	1%	*%
							de										
Very dissatisfied	6	5	1	3	-	1	-	2	1	2	1	4	-	5	2	6	-
	1%	1%	*%	2%	-%	*%	-%	1%	*%	*%	*%	2%	-%	1%	*%	1%	-%
				d								l					
TOTAL DISSATISFIED	17	12	5	4	1	1	6	2	3	4	6	6	1	5	12	16	1
	1%	2%	1%	3%	*%	*%	3%	1%	2%	1%	2%	3%	1%	1%	2%	2%	*%
							de										
Don't know	46	28	18	7	13	8	9	4	6	14	17	9	6	15	31	37	9
	4%	5%	3%	5%	6%	3%	5%	2%	3%	4%	5%	4%	2%	3%	4%	4%	4%
TOTAL NEITHER/ DON'T KNOW	268	136	132	42	43	70	38	35	40	91	77	41	58	103	165	224	44
	23%	23%	23%	28%	19%	29%	21%	20%	20%	28%	24%	17%	22%	23%	23%	24%	20%
						dh				k							

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q58 (SHOWCARD) How satisfied are you with what you hear on your local radio station? (SINGLE CODE)

Base : Those who ever listen to local radio

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES ~e	IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1154	637	516	889	101	85	79	128	113	91	65	80	96	93	95	128	955	199
Effective Weighted Sample	1002	558	455	800	94	83	79	121	109	85	60	75	89	88	93	122	837	176
Total	1166	705	461	978	105	54	30	168	167	101	70	72	94	94	54	158	1010	156
Very satisfied	436	254	181	349	49	**	**	44	51	**	**	**	**	**	**	65	384	52
	37%	36%	39%	36%	47%	**	**	26%	31%	**	**	**	**	**	**	41%	38%	33%
				g	cgh											g		
Fairly satisfied	445	275	170	382	33	**	**	51	81	**	**	**	**	**	**	61	386	59
	38%	39%	37%	39%	31%	**	**	30%	48%	**	**	**	**	**	**	39%	38%	38%
									dg									
TOTAL SATISFIED	882	529	351	732	82	**	**	95	132	**	**	**	**	**	**	126	771	111
	76%	75%	76%	75%	78%	**	**	57%	79%	**	**	**	**	**	**	80%	76%	71%
				g	g				g							g		
Neither satisfied nor dissatisfied	222	136	86	197	17	**	**	65	21	**	**	**	**	**	**	27	190	32
	19%	19%	19%	20%	17%	**	**	39%	13%	**	**	**	**	**	**	17%	19%	21%
								cdho										
Fairly dissatisfied	11	7	4	8	1	**	**	-	4	**	**	**	**	**	**	-	8	2
	1%	1%	1%	1%	1%	**	**	-%	2%	**	**	**	**	**	**	-%	1%	2%
Very dissatisfied	6	3	3	5	1	**	**	-	2	**	**	**	**	**	**	1	5	1
	1%	*%	1%	1%	1%	**	**	-%	1%	**	**	**	**	**	**	*%	1%	1%
TOTAL DISSATISFIED	17	10	7	13	2	**	**	-	6	**	**	**	**	**	**	1	13	4
	1%	1%	1%	1%	2%	**	**	-%	3%	**	**	**	**	**	**	*%	1%	2%
								g										
Don't know	46	29	17	36	4	**	**	8	8	**	**	**	**	**	**	4	36	10
	4%	4%	4%	4%	4%	**	**	5%	5%	**	**	**	**	**	**	2%	4%	6%
TOTAL NEITHER/ DON'T KNOW	268	165	103	233	21	**	**	73	29	**	**	**	**	**	**	31	226	42
	23%	23%	22%	24%	20%	**	**	43%	17%	**	**	**	**	**	**	20%	22%	27%
								cdho										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q59 (SHOWCARD) How important to you is the service that local radio stations provide? (SINGLE CODE)

Base : Those who ever listen to local radio

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1154	579	575	137	196	210	178	197	236	254	375	221	302	417	737	896	258
Effective Weighted Sample	1002	502	500	122	174	186	154	173	207	229	336	196	268	367	638	785	221
Total	1166	590	577	149	221	241	182	174	200	331	326	241	266	459	708	941	225
Very important	348	169	179	27	60	63	56	62	81	88	112	70	77	119	229	266	82
	30%	29%	31%	18%	27%	26%	31%	36%	40%	27%	34%	29%	29%	26%	32%	28%	37%
							c	ce	cde						m		o
Fairly important	422	219	203	51	84	92	63	64	69	124	99	99	100	179	243	342	79
	36%	37%	35%	34%	38%	38%	34%	37%	34%	37%	30%	41%	37%	39%	34%	36%	35%
											j						
TOTAL IMPORTANT	770	389	382	78	144	154	119	125	149	212	212	169	176	299	472	609	162
	66%	66%	66%	53%	65%	64%	65%	72%	75%	64%	65%	70%	66%	65%	67%	65%	72%
					c	c	c	c	cde								o
Neither important nor not important	243	118	125	43	44	60	43	27	26	79	70	42	50	102	140	206	37
	21%	20%	22%	29%	20%	25%	23%	16%	13%	24%	22%	17%	19%	22%	20%	22%	16%
				gh		gh	h										
Not very important	83	43	40	13	16	15	13	13	12	20	24	13	25	29	55	70	13
	7%	7%	7%	9%	7%	6%	7%	8%	6%	6%	7%	6%	9%	6%	8%	7%	6%
Not at all important	38	18	20	7	6	7	3	8	8	9	10	11	8	13	25	32	7
	3%	3%	4%	4%	3%	3%	2%	5%	4%	3%	3%	5%	3%	3%	4%	3%	3%
TOTAL NOT IMPORTANT	121	61	60	20	22	22	16	21	20	30	34	25	33	42	80	102	20
	10%	10%	10%	13%	10%	9%	9%	12%	10%	9%	11%	10%	12%	9%	11%	11%	9%
Don't know	32	22	10	7	11	6	4	-	4	10	10	5	7	16	16	25	7
	3%	4%	2%	5%	5%	2%	2%	-%	2%	3%	3%	2%	3%	4%	2%	3%	3%
				g	g	g	g										
TOTAL NEITHER/ DON'T KNOW	275	140	135	51	54	65	47	27	30	89	80	47	57	119	156	231	44
	24%	24%	23%	34%	25%	27%	26%	16%	15%	27%	25%	19%	21%	26%	22%	25%	19%
				gh	gh	gh	gh										

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q59 (SHOWCARD) How important to you is the service that local radio stations provide? (SINGLE CODE)

Base : Those who ever listen to local radio

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES ~e	N IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1154	637	516	889	101	85	79	128	113	91	65	80	96	93	95	128	955	199
Effective Weighted Sample	1002	558	455	800	94	83	79	121	109	85	60	75	89	88	93	122	837	176
Total	1166	705	461	978	105	54	30	168	167	101	70	72	94	94	54	158	1010	156
Very important	348	194	154	276	39	**	**	36	41	**	**	**	**	**	**	54	306	42
	30%	28%	33%	28%	37%	**	**	21%	25%	**	**	**	**	**	**	34%	30%	27%
			a		g											g		
Fairly important	422	269	153	352	39	**	**	54	72	**	**	**	**	**	**	53	364	58
	36%	38%	33%	36%	37%	**	**	32%	43%	**	**	**	**	**	**	34%	36%	37%
TOTAL IMPORTANT	770	463	306	629	77	**	**	90	113	**	**	**	**	**	**	107	670	100
	66%	66%	66%	64%	74%	**	**	53%	68%	**	**	**	**	**	**	68%	66%	64%
				g	g				g							g		
Neither important nor not important	243	157	86	214	19	**	**	63	38	**	**	**	**	**	**	25	206	37
	21%	22%	19%	22%	18%	**	**	37%	23%	**	**	**	**	**	**	16%	20%	23%
								cdho										
Not very important	83	44	39	77	4	**	**	4	7	**	**	**	**	**	**	20	74	9
	7%	6%	9%	8%	4%	**	**	3%	4%	**	**	**	**	**	**	13%	7%	6%
				g												dgh		
Not at all important	38	20	18	30	4	**	**	3	3	**	**	**	**	**	**	5	31	7
	3%	3%	4%	3%	4%	**	**	2%	2%	**	**	**	**	**	**	3%	3%	5%
TOTAL NOT IMPORTANT	121	64	58	107	8	**	**	7	10	**	**	**	**	**	**	25	105	16
	10%	9%	12%	11%	8%	**	**	4%	6%	**	**	**	**	**	**	16%	10%	11%
				g												gh		
Don't know	32	21	11	29	-	**	**	9	6	**	**	**	**	**	**	1	29	3
	3%	3%	2%	3%	-%	**	**	5%	3%	**	**	**	**	**	**	1%	3%	2%
								do										
TOTAL NEITHER/ DON'T KNOW	275	178	97	243	19	**	**	71	44	**	**	**	**	**	**	26	235	39
	24%	25%	21%	25%	18%	**	**	43%	26%	**	**	**	**	**	**	17%	23%	25%
				o				cdho										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60 (SHOWCARD) How important is it to you that your local radio station is based in your local area? (SINGLE CODE)

Base : Those who ever listen to local radio

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1154	579	575	137	196	210	178	197	236	254	375	221	302	417	737	896	258
Effective Weighted Sample	1002	502	500	122	174	186	154	173	207	229	336	196	268	367	638	785	221
Total	1166	590	577	149	221	241	182	174	200	331	326	241	266	459	708	941	225
Very important	367	175	192	27	58	63	59	73	86	102	110	76	77	129	237	289	77
	31%	30%	33%	18%	26%	26%	32%	42%	43%	31%	34%	32%	29%	28%	33%	31%	34%
							c	cde	cdef								
Fairly important	355	189	166	41	74	83	46	51	59	102	96	68	89	144	211	270	85
	30%	32%	29%	28%	34%	34%	25%	30%	30%	31%	30%	28%	33%	31%	30%	29%	38%
																o	
TOTAL IMPORTANT	722	363	358	69	132	145	105	125	146	205	206	144	166	274	448	559	162
	62%	62%	62%	46%	60%	60%	58%	72%	73%	62%	63%	60%	62%	60%	63%	59%	72%
					c	c		cdef	cdef								o
Neither important nor not important	260	118	142	42	50	68	42	28	30	76	72	56	55	113	147	222	38
	22%	20%	25%	28%	22%	28%	23%	16%	15%	23%	22%	23%	21%	25%	21%	24%	17%
				gh		gh										p	
Not very important	86	53	33	18	17	14	13	13	11	24	21	17	24	32	54	77	9
	7%	9%	6%	12%	8%	6%	7%	7%	6%	7%	6%	7%	9%	7%	8%	8%	4%
		b		eh												p	
Not at all important	75	42	33	15	14	14	14	8	11	19	19	19	17	32	43	63	11
	6%	7%	6%	10%	6%	6%	8%	5%	5%	6%	6%	8%	6%	7%	6%	7%	5%
TOTAL NOT IMPORTANT	161	95	66	33	31	27	27	21	22	44	40	36	41	64	97	141	20
	14%	16%	11%	22%	14%	11%	15%	12%	11%	13%	12%	15%	15%	14%	14%	15%	9%
		b		egh												p	
Don't know	24	13	11	5	8	1	7	-	2	7	8	4	5	8	16	19	5
	2%	2%	2%	4%	4%	*%	4%	-%	1%	2%	2%	2%	2%	2%	2%	2%	2%
				eg	eg		eg										
TOTAL NEITHER/ DON'T KNOW	284	132	152	47	58	69	50	28	33	83	80	61	59	121	163	241	43
	24%	22%	26%	32%	26%	28%	27%	16%	16%	25%	24%	25%	22%	26%	23%	26%	19%
				gh	gh	gh	gh									p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 145

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60 (SHOWCARD) How important is it to you that your local radio station is based in your local area? (SINGLE CODE)

Base : Those who ever listen to local radio

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES ~e	N IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1154	637	516	889	101	85	79	128	113	91	65	80	96	93	95	128	955	199
Effective Weighted Sample	1002	558	455	800	94	83	79	121	109	85	60	75	89	88	93	122	837	176
Total	1166	705	461	978	105	54	30	168	167	101	70	72	94	94	54	158	1010	156
Very important	367	201	164	309	24	**	**	30	52	**	**	**	**	**	**	60	321	45
	31%	29%	36%	32%	23%	**	**	18%	31%	**	**	**	**	**	**	38%	32%	29%
			a	g					g							dg		
Fairly important	355	217	138	297	36	**	**	51	60	**	**	**	**	**	**	45	312	43
	30%	31%	30%	30%	35%	**	**	30%	36%	**	**	**	**	**	**	28%	31%	27%
TOTAL IMPORTANT	722	418	302	606	61	**	**	81	112	**	**	**	**	**	**	105	633	88
	62%	59%	66%	62%	58%	**	**	48%	67%	**	**	**	**	**	**	66%	63%	56%
			a	g					g							g		
Neither important nor not important	260	165	95	220	24	**	**	69	35	**	**	**	**	**	**	27	218	42
	22%	23%	21%	22%	23%	**	**	41%	21%	**	**	**	**	**	**	17%	22%	27%
								cdho										
Not very important	86	50	36	74	5	**	**	9	11	**	**	**	**	**	**	11	73	13
	7%	7%	8%	8%	5%	**	**	5%	7%	**	**	**	**	**	**	7%	7%	8%
Not at all important	75	52	23	57	15	**	**	3	4	**	**	**	**	**	**	13	63	12
	6%	7%	5%	6%	14%	**	**	2%	2%	**	**	**	**	**	**	8%	6%	8%
				cgh												g		
TOTAL NOT IMPORTANT	161	102	59	132	20	**	**	12	15	**	**	**	**	**	**	24	136	25
	14%	15%	13%	13%	19%	**	**	7%	9%	**	**	**	**	**	**	15%	13%	16%
				g	gh													
Don't know	24	19	5	21	-	**	**	6	5	**	**	**	**	**	**	3	23	2
	2%	3%	1%	2%	-%	**	**	4%	3%	**	**	**	**	**	**	2%	2%	1%
TOTAL NEITHER/ DON'T KNOW	284	184	100	241	24	**	**	75	40	**	**	**	**	**	**	30	241	43
	24%	26%	22%	25%	23%	**	**	45%	24%	**	**	**	**	**	**	19%	24%	28%
								cdho										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q61 In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base : Those who ever listen to radio

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1593	793	800	193	248	282	245	271	354	377	505	318	390	548	1045	1260	331
Effective Weighted Sample	1391	691	700	172	221	250	214	238	313	341	456	284	347	484	912	1108	288
Total	1616	810	806	209	282	323	257	242	303	487	438	345	343	606	1010	1324	290
Yes	33	13	20	4	5	5	8	2	9	16	8	4	4	16	17	28	4
	2%	2%	2%	2%	2%	1%	3%	1%	3%	3%	2%	1%	1%	3%	2%	2%	2%
No	1573	789	783	202	274	316	248	240	292	466	427	340	336	585	988	1288	283
	97%	97%	97%	97%	97%	98%	97%	99% fh	96%	96%	97%	99% i	98%	97%	98%	97%	97%
Don't know	11	8	3	2	4	2	1	-	2	4	3	1	3	5	6	8	3
	1%	1%	*%	1%	1%	*%	*%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 146

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q61 In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base : Those who ever listen to radio

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT- LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1593	860	732	1234	133	130	96	143	161	144	114	111	151	136	121	153	1319	274
Effective Weighted Sample	1391	759	647	1115	125	127	96	136	155	134	105	104	139	128	119	146	1163	240
Total	1616	957	658	1357	140	84	36	187	233	159	130	102	148	138	70	189	1395	221
Yes	33 2%	19 2%	13 2%	29 2%	1 1%	2 3%	** **	3 2%	8 3%	6 4%	2 2%	2 2%	- -%	3 2%	1 1%	4 2%	28 2%	5 2%
No	1573 97%	930 97%	641 97%	1317 97%	139 99%	81 97%	** **	181 97%	224 96%	153 96%	127 98%	99 97%	147 99%	134 97%	68 98%	183 97%	1357 97%	216 98%
Don't know	11 1%	7 1%	4 1%	10 1%	- -%	- -%	** **	3 1%	1 1%	- -%	- -%	1 1%	2 1%	1 1%	1 2%	2 1%	10 1%	1 *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Television	1260	591	669	127	200	241	203	198	292	299	321	288	349	431	829	959	299
	60%	59%	61%	40%	54%	59%	64%	67%	74%	52%	57%	65%	66%	55%	63%	57%	70%
					c	c	cd	cde	cdefg			ij	ij		m		o
Radio	204	94	110	14	29	46	36	42	37	70	47	49	39	79	125	156	48
	10%	9%	10%	4%	8%	11%	11%	14%	10%	12%	8%	11%	7%	10%	9%	9%	11%
						c	c	cd	c	jl							
Website or apps using a computer, laptop, netbook or tablet	201	111	89	55	49	47	26	13	11	80	66	26	28	79	121	197	3
	10%	11%	8%	17%	13%	11%	8%	4%	3%	14%	12%	6%	5%	10%	9%	12%	1%
		b		efgh	gh	gh	h			kl	kl					p	
Newspapers	201	115	86	28	27	39	27	36	44	62	58	34	46	69	131	155	45
	10%	11%	8%	9%	7%	9%	8%	12%	11%	11%	10%	8%	9%	9%	10%	9%	11%
		b				d											
Website or apps using a mobile phone	132	60	71	51	38	18	15	5	4	39	49	23	20	65	67	121	11
	6%	6%	7%	16%	10%	4%	5%	2%	1%	7%	9%	5%	4%	8%	5%	7%	2%
				defgh	efgh	gh	gh			l	kl			n		p	
Word of mouth (family, friends, colleagues) - either in person, by phone, by email	34	12	21	11	10	7	3	2	1	9	6	10	9	21	13	31	3
	2%	1%	2%	4%	3%	2%	1%	1%	1%	2%	1%	2%	2%	3%	1%	2%	1%
				fgh	gh	h								n			
Interactive TV services via the 'red button' or apps on the TV set	5	3	2	-	2	2	1	1	-	2	1	2	-	4	1	5	-
	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%
														n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Magazines	1	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL WEBSITE OR APPS	332	171	161	106	87	65	42	17	15	119	115	49	48	144	188	318	14
	16%	17%	15%	34%	24%	16%	13%	6%	4%	21%	20%	11%	9%	18%	14%	19%	3%
				defgh	efgh	gh	gh			kl	kl			n		p	
None of these	13	2	11	3	6	2	-	1	2	2	2	2	7	7	7	12	2
	1%	%	1%	1%	1%	%	%	%	%	%	%	%	1%	1%	%	1%	%
			a		f												
Do not watch/ read/ listen to news	53	18	35	24	9	10	7	-	1	5	16	7	25	27	26	36	17
	2%	2%	3%	8%	2%	3%	2%	%	%	1%	3%	2%	5%	3%	2%	2%	4%
				defgh	gh	gh	gh				i		ik				o
Don't know	5	4	1	3	1	-	-	-	-	2	-	*	3	1	3	4	1
	%	%	%	1%	%	%	%	%	%	%	%	%	%	%	%	%	%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Television	1260	658	600	1047	117	60	36	172	175	103	107	85	114	105	51	134	1090	170
	60%	56%	65% a	59%	64%	58%	62%	65%	60%	57%	56%	58%	63%	58%	58%	58%	60%	61%
Radio	204	129	75	174	11	9	10	15	38	18	23	16	17	17	10	20	173	31
	10%	11% b	8%	10%	6%	9%	17% cdegilmo	6%	13% dg	10%	12% g	11%	10%	10%	11%	8%	9%	11%
Website or apps using a computer, laptop, netbook or tablet	201	131	69	163	19	16	3	31	29	12	20	20	6	12	6	28	179	21
	10%	11% b	7%	9% fl	10% fl	16% cfilmn	5%	12% fl	10% l	6%	11% fl	13% film	3%	6%	7%	12% fl	10%	8%
Newspapers	201	111	90	169	21	8	2	30	19	17	19	13	25	15	9	23	171	30
	10%	9%	10%	10% f	11% f	8%	4%	11% f	6%	9%	10% f	9%	14% fh	8%	10% f	10% f	9%	11%
Website or apps using a mobile phone	132	86	46	116	8	5	3	3	16	21	14	10	6	21	5	19	112	20
	6%	7% b	5%	7% g	5%	5% g	5% g	1%	6% g	12% cdefghl	7% g	7% g	3%	11% cdefghl	6% g	8% g	6%	7%
Word of mouth (family, friends, colleagues) - either in person, by phone, by email	34	21	13	30	2	1	1	1	7	7	5	2	1	2	1	4	32	2
	2%	2%	1%	2%	1%	1%	1%	*% cgl	2%	4% cgl	3%	1%	1%	1%	1%	2%	2%	1%
Interactive TV services via the 'red button' or apps on the TV set	5	4	1	5	-	-	-	-	2	2	-	1	-	-	1	-	4	1
	*% *	*% *	*% *	*% *	-% *	-% *	-% *	-% *	1% *	1% *	-% *	*% *	-% *	-% *	1% *	-% *	*% *	*% *
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 147

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q62 (SHOWCARD) Can you tell me which one of these is your main source of news about what is going on in the UK and in the world today? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Magazines	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%
TOTAL WEBSITE OR APPS	332 16%	217 18%	115 12%	278 16%	27 15%	21 20%	5 9%	34 13%	45 15%	33 18%	34 18%	30 20%	12 6%	32 18%	11 13%	47 20%	291 16%	41 15%
None of these	13 1%	7 1%	6 1%	9 1%	1 1%	2 2%	1 1%	3 1%	2 1%	- -%	- -%	1 1%	1 *%	- -%	1 1%	3 1%	13 1%	- -%
Do not watch/ read/ listen to news	53 2%	26 2%	27 3%	44 2%	4 2%	2 2%	3 5%	9 3%	5 2%	1 1%	3 1%	1 1%	12 7%	7 4%	5 6%	1 *%	49 3%	3 1%
Don't know	5 *%	4 *%	1 *%	4 *%	- -%	- -%	* 1%	- -%	2 1%	- -%	2 1%	- -%	- -%	1 1%	- -%	- -%	5 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Television	1718	830	889	197	274	344	274	264	366	458	453	373	430	608	1110	1354	362
	82%	82%	81%	62%	74%	84%	86%	89%	93%	80%	80%	84%	82%	78%	84%	81%	84%
					c	cd	cd	cd	cdef						m		
Newspapers	933	474	459	115	144	169	138	158	208	259	240	203	228	316	617	716	215
	44%	47%	42%	37%	39%	41%	43%	53%	53%	45%	43%	46%	43%	40%	47%	43%	50%
		b						cdef	cdef						m		o
Radio	692	362	331	65	110	135	112	120	151	218	176	161	136	231	462	548	144
	33%	36%	30%	20%	30%	33%	35%	40%	38%	38%	31%	36%	26%	29%	35%	33%	34%
		b			c	c	c	cde	cd	jl		l			m		
Website or apps using a computer, laptop, netbook or tablet	545	265	280	118	122	127	87	54	37	207	168	78	91	231	314	527	19
	26%	26%	26%	37%	33%	31%	27%	18%	9%	36%	30%	18%	17%	29%	24%	31%	4%
				fgh	gh	gh	gh	h		jkl	kl			n		p	
Website or apps using a mobile phone	334	150	184	110	91	62	40	21	10	106	109	55	64	166	168	305	28
	16%	15%	17%	35%	25%	15%	13%	7%	3%	19%	19%	12%	12%	21%	13%	18%	7%
				defgh	efgh	gh	gh	h		kl	kl			n		p	
Word of mouth (family, friends, colleagues) - either in person, by phone, by email	235	93	142	59	47	41	33	31	24	54	66	55	59	98	137	195	40
	11%	9%	13%	19%	13%	10%	10%	10%	6%	10%	12%	12%	11%	13%	10%	12%	9%
			a	efgh	h		h	h									
Magazines	47	16	31	3	14	14	8	4	4	13	18	9	8	21	26	39	8
	2%	2%	3%	1%	4%	3%	2%	1%	1%	2%	3%	2%	1%	3%	2%	2%	2%
					ch	ch											

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Interactive TV services via the 'red button' or apps on the TV set	35 2%	20 2%	15 1%	3 1%	5 1%	12 3% h	8 3%	3 1%	3 1%	13 2%	9 2%	9 2%	4 1%	24 3% n	11 1%	34 2% p	1 *%
TOTAL WEBSITE OR APPS	732 35%	341 34%	391 36%	177 56% defgh	175 47% fgh	164 40% gh	105 33% gh	67 22% h	45 11%	258 45% kl	230 41% kl	114 26%	129 25%	337 43% n	395 30%	691 41% p	41 9%
Do not watch/ read/ listen to news	66 3%	20 2%	46 4% a	27 9% defgh	15 4% gh	12 3% gh	7 2%	1 *%	3 1%	7 1%	17 3%	9 2%	32 6% ijk	33 4% n	32 2%	48 3%	18 4%
Don't know	5 *%	4 *%	1 *%	3 1% h	1 *%	- -%	- -%	- -%	- -%	2 *%	- -%	* *%	3 *%	1 *%	3 *%	4 *%	1 *%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Television	1718	930	787	1441	149	80	48	230	247	136	145	120	148	144	68	203	1485	234
	82%	79%	85%	82%	82%	77%	82%	87%	84%	75%	75%	81%	81%	80%	76%	87%	81%	84%
			a					eijn	ij							eijn		
Newspapers	933	527	405	790	89	39	15	172	125	77	66	61	92	66	34	98	812	121
	44%	45%	44%	45%	49%	37%	26%	65%	43%	43%	34%	41%	51%	37%	38%	42%	44%	44%
				fjm	efjmn	f		cdefhijklmno	f	f		f	efjmn	f	f	f		
Radio	692	422	269	585	54	31	22	56	120	82	53	53	55	58	29	79	586	106
	33%	36%	29%	33%	29%	30%	39%	21%	41%	45%	27%	36%	30%	32%	33%	34%	32%	38%
		b		g			gj		cdegjl	cdegjlmno		g	g	g	g	g		p
Website or apps using a computer, laptop, netbook or tablet	545	355	190	463	44	32	6	81	73	59	44	47	26	38	23	73	476	69
	26%	30%	21%	26%	24%	31%	10%	31%	25%	33%	23%	32%	14%	21%	26%	32%	26%	25%
		b		fl	fl	flm		flm	fl	fjlm	f	flm		f	fl	flm		
Website or apps using a mobile phone	334	224	110	297	21	10	6	24	54	44	28	31	14	39	16	49	295	39
	16%	19%	12%	17%	12%	9%	10%	9%	18%	25%	14%	21%	8%	22%	18%	21%	16%	14%
		b		efgl					efgl	cdefgjil	l	defgl		defgl	egl	defgl		
Word of mouth (family, friends, colleagues) - either in person, by phone, by email	235	131	104	197	22	11	6	20	21	38	13	13	16	30	12	33	202	33
	11%	11%	11%	11%	12%	10%	11%	8%	7%	21%	7%	9%	9%	17%	14%	14%	11%	12%
									cdefghijkl					cghjkl	hj	ghj		
Magazines	47	34	13	42	3	2	-	12	6	6	3	3	2	3	1	7	45	2
	2%	3%	1%	2%	2%	2%	-%	4%	2%	3%	2%	2%	1%	1%	1%	3%	2%	1%
		b						fl		f						f	q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 148

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q63 (SHOWCARD) And which of these are your other sources of news about what is going on in the UK and in the world today? (MULTI CODE - ALL MENTIONS)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Interactive TV services via the 'red button' or apps on the TV set	35 2%	24 2%	11 1%	33 2%	- -%	1 1%	* 1%	4 2%	9 3% dl	6 3% dl	3 2%	3 2%	- -%	5 3% dl	2 2%	3 1%	30 2%	5 2%
TOTAL WEBSITE OR APPS	732 35%	483 41% b	249 27%	627 36% fl	57 31% fl	38 37% fl	10 17%	87 33% fl	105 36% fl	85 47% cdfghjln	62 32% fl	64 44% dfgjl	35 19%	67 37% fl	32 36% fl	90 39% fl	639 35%	93 33%
Do not watch/ read/ listen to news	66 3%	33 3%	33 4%	53 3%	5 3%	4 4%	3 6% ijko	12 4% i	7 2%	1 1%	3 1%	2 1%	13 7% chijko	7 4%	6 6% cijko	4 2%	62 3% q	3 1%
Don't know	5 *%	4 *%	1 *%	4 *%	- -%	- -%	* 1%	- -%	2 1%	- -%	2 1%	- -%	- -%	1 1%	- -%	- -%	5 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Television	1257	576	682	169	208	240	201	181	258	284	329	297	345	461	796	973	282
	60%	57%	62%	54%	56%	58%	63%	61%	66%	50%	58%	67%	65%	59%	60%	58%	66%
			a				c		cde		i	ij	ij				o
Radio	166	88	78	5	27	23	22	41	49	55	43	29	39	43	123	124	42
	8%	9%	7%	2%	7%	6%	7%	14%	12%	10%	8%	7%	7%	6%	9%	7%	10%
					c	c	c	cdef	cdef						m		
Internet - Broadcaster websites/ apps	145	76	69	38	40	33	23	6	5	56	54	17	18	71	75	140	5
	7%	8%	6%	12%	11%	8%	7%	2%	1%	10%	10%	4%	3%	9%	6%	8%	1%
				gh	gh	gh	gh			kl	kl			n		p	
Newspapers	108	70	38	19	15	21	10	17	26	33	31	20	24	40	68	85	23
	5%	7%	3%	6%	4%	5%	3%	6%	7%	6%	6%	5%	4%	5%	5%	5%	5%
		b							f								
Internet - Newspaper websites/ apps	46	27	18	10	8	12	10	4	2	20	11	9	4	19	27	45	1
	2%	3%	2%	3%	2%	3%	3%	1%	*%	4%	2%	2%	1%	2%	2%	3%	*%
				h	h	h	h			l						p	
Other internet	22	13	9	8	6	3	3	2	-	6	7	6	3	11	11	20	1
	1%	1%	1%	3%	2%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	*%
				h	h												
Talking to people	13	6	6	1	4	4	1	1	2	6	1	2	4	6	6	10	2
	1%	1%	1%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%	*%	1%	1%
										j							
Magazines	5	2	3	2	2	1	-	*	-	-	1	2	2	4	*	5	-
	*%	*%	*%	1%	*%	*%	-%	*%	-%	-%	*%	*%	*%	1%	*%	*%	-%
														n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Other	3	2	2	-	1	1	-	-	2	2	1	-	1	1	2	3	-
	%	%	%	-%	%	%	-%	-%	%	%	%	-%	%	%	%	%	-%
TOTAL INTERNET	213	117	96	56	53	49	36	12	7	82	72	32	25	100	112	205	7
	10%	12%	9%	18%	14%	12%	11%	4%	2%	14%	13%	7%	5%	13%	8%	12%	2%
		b		fgh	gh	gh	gh			kl	kl			n		p	
None are accurate	129	60	69	24	29	21	22	17	15	41	30	25	33	45	84	98	31
	6%	6%	6%	8%	8%	5%	7%	6%	4%	7%	5%	6%	6%	6%	6%	6%	7%
				h	h												
All are equally accurate	94	43	50	9	15	23	12	19	16	37	25	14	18	32	61	84	9
	4%	4%	5%	3%	4%	6%	4%	6%	4%	6%	4%	3%	3%	4%	5%	5%	2%
										kl						p	
Do not watch/ read/ listen to news	29	10	19	17	4	5	2	1	2	5	3	6	16	17	13	20	10
	1%	1%	2%	5%	1%	1%	1%	%	%	1%	%	1%	3%	2%	1%	1%	2%
				defgh									ij	n			
Don't Know	90	35	55	13	13	24	13	9	18	26	29	15	20	33	58	68	22
	4%	3%	5%	4%	3%	6%	4%	3%	5%	5%	5%	3%	4%	4%	4%	4%	5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Television	1257 60%	669 57%	586 63% a	1041 59%	122 67% ejln	57 55%	37 63% n	171 65% jn	179 61%	108 60%	101 53%	84 57%	102 56%	117 65% jn	46 52%	132 57%	1086 59%	171 62%
Radio	166 8%	89 8%	77 8%	136 8%	13 7%	11 10% g	6 10% gm	11 4%	24 8%	18 10% g	21 11% gm	12 8%	16 9%	8 5%	9 10% g	18 8%	133 7%	33 12% p
Internet - Broadcaster websites/ apps	145 7%	99 8% b	46 5%	123 7% n	10 6%	10 9% in	3 5%	23 9% in	14 5%	6 3%	14 7%	19 13% cdfhilmn	9 5%	11 6%	2 3%	25 11% fhiln	132 7%	13 5%
Newspapers	108 5%	58 5%	50 5%	96 5% f	5 3%	7 7% f	1 1%	16 6% f	18 6% f	7 4%	15 8% dfo	6 4%	14 8% dfo	7 4%	4 5%	7 3%	93 5%	15 5%
Internet - Newspaper websites/ apps	46 2%	25 2%	20 2%	41 2% l	2 1%	2 2% l	- -%	7 3% fl	12 4% fl	4 2%	2 1%	3 2%	- -%	4 2%	5 6% cdfjl	6 2% l	42 2%	4 1%
Other internet	22 1%	9 1%	12 1%	20 1%	1 *%	- -%	* 1%	2 1%	1 *%	2 1%	9 4% cdefghlmn	3 2%	- -%	- -%	- -%	4 2%	14 1%	7 3% p
Talking to people	13 1%	9 1%	4 *%	12 1%	- -%	1 1%	- -%	1 *%	2 1%	- -%	4 2%	1 1%	- -%	1 1%	1 1%	3 1%	11 1%	2 1%
Magazines	5 *%	4 *%	* *%	4 *% -%	- -%	- -%	* 1%	- -%	3 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 *% -%	5 *% -%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q64 (SHOWCARD) Still thinking about news concerning events in the UK and in the world today, which one , if any, of these sources do you believe presents the most accurate news coverage? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Other	3	2	2	2	1	-	-	-	2	1	-	-	-	-	-	-	3	1
	*%	*%	*%	*%	1%	-%	-%	-%	1%	*%	-%	-%	-%	-%	-%	-%	*%	*%
TOTAL INTERNET	213	134	78	184	13	12	3	32	26	12	24	25	9	15	8	35	189	24
	10%	11%	8%	10%	7%	12%	5%	12%	9%	6%	12%	17%	5%	8%	9%	15%	10%	9%
		b		f		f		f			f	cdhilmn				dfilm		
None are accurate	129	86	44	109	13	4	3	3	19	18	14	9	15	8	9	13	119	10
	6%	7%	5%	6%	7%	4%	5%	1%	6%	10%	7%	6%	8%	5%	11%	6%	7%	4%
		b		g	g		g		g	eg	g	g	g	g	cegm	g	q	
All are equally accurate	94	67	27	79	8	4	2	10	15	13	4	2	16	4	4	10	84	10
	4%	6%	3%	5%	4%	4%	3%	4%	5%	7%	2%	2%	9%	2%	4%	4%	5%	3%
		b								jkm			cfgjkm					
Do not watch/ read/ listen to news	29	9	20	23	1	2	3	5	2	1	1	1	3	6	3	-	26	4
	1%	1%	2%	1%	1%	2%	5%	2%	1%	1%	1%	1%	1%	3%	4%	-%	1%	1%
			a			o	cdhijko							cho	cho			
Don't Know	90	49	41	74	7	5	3	15	6	2	8	7	7	12	5	12	82	8
	4%	4%	4%	4%	4%	5%	6%	6%	2%	1%	4%	5%	4%	7%	6%	5%	4%	3%
							i	hi						hi	i	i		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q65 (SHOWCARD) And which one would you say is the next most accurate after that - so the second most accurate source? (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Radio	500 24%	241 24%	259 24%	58 18%	85 23%	75 18%	82 26% ce	83 28% ce	117 30% cde	128 23%	132 23%	133 30% ijl	106 20%	170 22%	330 25%	401 24%	99 23%
Newspapers	436 21%	213 21%	223 20%	57 18%	68 18%	90 22%	68 21%	61 21%	92 23%	99 17%	98 17%	98 22%	139 26% ij	152 19%	284 21%	320 19%	114 27% o
Television	302 14%	169 17% b	133 12%	45 14%	56 15%	60 15%	39 12%	46 15%	55 14%	106 19% kl	90 16% l	52 12%	52 10%	119 15%	183 14%	260 16% p	41 10%
Internet - Broadcaster websites/ apps	185 9%	90 9%	94 9%	40 13% h	31 8% h	52 13% h	25 8% h	24 8% h	12 3%	51 9%	64 11% kl	31 7%	38 7%	78 10%	107 8%	168 10% p	16 4%
Internet - Newspaper websites/ apps	69 3%	26 3%	43 4%	16 5% h	21 6% fgh	15 4% h	7 2% h	7 2% h	2 1%	15 3%	33 6% ikl	6 1%	15 3%	34 4%	35 3%	67 4% p	2 *%
Talking to people	24 1%	8 1%	16 1%	2 1%	5 1%	3 1%	10 3% eh	3 1%	1 *%	2 *%	5 1%	8 2%	8 2%	10 1%	15 1%	17 1%	7 2%
Other	17 1%	5 *%	13 1%	2 1%	5 1%	3 1%	1 *%	1 *%	5 1%	5 1%	4 1%	4 1%	5 1%	6 1%	11 1%	15 1%	2 *%
TOTAL INTERNET	254 12%	116 11%	138 13%	57 18% fgh	52 14% h	67 16% fgh	33 10% h	31 11% h	14 4%	66 12%	97 17% ikl	38 9%	54 10%	112 14% n	142 11%	236 14% p	18 4%
None/ no others are accurate	176 8%	85 8%	91 8%	29 9%	36 10%	23 6%	35 11% e	23 8%	30 8%	50 9%	41 7%	41 9%	43 8%	58 7%	118 9%	131 8%	45 10%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q65 (SHOWCARD) And which one would you say is the next most accurate after that - so the second most accurate source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
All/ all others are equally accurate	138	69	69	15	23	32	22	23	23	50	40	22	26	52	86	118	20
	7%	7%	6%	5%	6%	8%	7%	8%	6%	9%	7%	5%	5%	7%	7%	7%	5%
										kl							
Do not watch/ read/ listen to news	29	10	19	17	4	5	2	1	2	5	3	6	16	17	13	20	10
	1%	1%	2%	5%	1%	1%	1%	*%	*%	1%	*%	1%	3%	2%	1%	1%	2%
				defgh									ij	n			
Don't know	231	94	137	34	37	53	27	26	55	59	55	40	77	89	142	158	73
	11%	9%	12%	11%	10%	13%	8%	9%	14%	10%	10%	9%	15%	11%	11%	9%	17%
			a						fg				jk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q65 (SHOWCARD) And which one would you say is the next most accurate after that - so the second most accurate source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Radio	500	268	231	410	52	25	13	25	97	55	38	41	42	46	17	49	421	78
	24%	23%	25%	23%	28%	24%	22%	10%	33%	31%	20%	28%	23%	26%	19%	21%	23%	28%
				g	g	g	g		cfgjlno	cgjino	g	g	g	g	g	g		
Newspapers	436	239	197	376	33	18	9	117	53	21	30	22	41	35	11	45	382	55
	21%	20%	21%	21%	18%	17%	16%	44%	18%	12%	15%	15%	22%	19%	13%	20%	21%	20%
				in				cdefhijklm no					in					
Television	302	170	131	260	16	18	8	34	52	25	36	17	24	19	16	37	258	44
	14%	14%	14%	15%	9%	17%	13%	13%	18%	14%	19%	12%	13%	11%	18%	16%	14%	16%
				d		d			d		dm				d	d		
Internet - Broadcaster websites/ apps	185	126	58	158	18	8	2	27	22	23	18	16	4	20	7	21	160	25
	9%	11%	6%	9%	10%	8%	3%	10%	7%	13%	9%	11%	2%	11%	7%	9%	9%	9%
		b		fl	fl	fl		fl	fl	fl	fl	fl		fl	l	fl		
Internet - Newspaper websites/ apps	69	42	27	61	4	3	1	7	7	7	9	8	4	7	2	10	61	8
	3%	4%	3%	3%	2%	3%	2%	3%	2%	4%	5%	5%	2%	4%	2%	4%	3%	3%
Talking to people	24	13	11	18	3	2	1	1	2	3	1	1	4	2	2	3	21	3
	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
Other	17	9	8	17	-	-	*	3	2	2	1	4	-	1	2	1	14	3
	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	3%	-%	1%	3%	1%	1%	1%
												cdel			del			
TOTAL INTERNET	254	168	85	219	21	11	3	35	29	30	27	25	8	27	8	31	221	33
	12%	14%	9%	12%	12%	11%	4%	13%	10%	16%	14%	17%	4%	15%	9%	13%	12%	12%
		b		fl	fl	fl		fl	l	fl	fl	fl		fl		fl		
None/ no others are accurate	176	105	71	151	16	5	4	3	23	20	22	19	18	13	12	23	158	18
	8%	9%	8%	9%	9%	5%	6%	1%	8%	11%	11%	13%	10%	7%	13%	10%	9%	7%
				g	g	g	g		g	g	eg	eg	g	g	eg	g		
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 150

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q65 (SHOWCARD) And which one would you say is the next most accurate after that - so the second most accurate source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
All/ all others are equally accurate	138 7%	89 8% b	49 5%	113 6%	15 8% m	5 5%	5 8%	19 7%	16 5%	15 8%	11 5%	5 3%	22 12% cehijkmn	6 3%	4 4%	16 7%	122 7%	16 6%
Do not watch/ read/ listen to news	29 1%	9 1%	20 2% a	23 1%	1 1%	2 2% o	3 5% cdhijko	5 2%	2 1%	1 1%	1 1%	1 1%	3 1%	6 3% cho	3 4% cho	- -%	26 1%	4 1%
Don't know	231 11%	105 9%	126 14% a	176 10% i	26 14% hi	17 16% cghi	13 22% cghijklmo	21 8%	21 7%	9 5%	26 14% hi	13 9%	21 12% i	24 14% hi	13 15% ghi	27 12% i	207 11%	24 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q66 (SHOWCARD) And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Newspapers	362 17%	174 17%	188 17%	47 15%	53 14%	70 17%	58 18%	59 20%	75 19%	102 18%	106 19%	85 19%	69 13%	124 16%	238 18%	294 18%	68 16%
Radio	291 14%	160 16% b	131 12%	47 15%	44 12%	51 13%	55 17% h	47 16%	47 12%	80 14%	84 15%	58 13%	70 13%	103 13%	188 14%	239 14%	51 12%
Internet - Broadcaster websites/ apps	183 9%	87 9%	96 9%	23 7%	41 11% h	36 9%	39 12% h	22 8%	21 5%	64 11% jl	40 7%	52 12% jl	26 5%	74 9%	109 8%	172 10% p	11 3%
Internet - Newspaper websites/ apps	111 5%	52 5%	59 5%	33 10% fgh	29 8% fgh	28 7% fgh	7 2%	9 3%	7 2%	26 5%	38 7%	24 5%	23 4%	54 7% n	57 4%	106 6% p	5 1%
Television	77 4%	40 4%	36 3%	9 3%	11 3%	19 5%	12 4%	12 4%	13 3%	33 6% kl	21 4%	10 2%	14 3%	29 4%	48 4%	68 4% p	9 2%
Talking to people	72 3%	33 3%	39 4%	7 2%	11 3%	18 4%	12 4%	11 4%	13 3%	11 2%	18 3%	16 4%	26 5% i	26 3%	46 3%	52 3%	20 5%
Magazines	72 3%	32 3%	40 4%	11 3%	23 6% fh	15 4%	5 2%	10 3%	9 2%	13 2%	19 3%	13 3%	27 5% i	37 5% n	35 3%	54 3%	17 4%
Other internet	18 1%	14 1% b	4 *%	2 1%	5 1%	2 1%	3 1%	5 2% h	1 *%	8 1% j	2 *%	2 *%	6 1%	8 1%	10 1%	17 1%	1 *%
Other	4 *%	1 *%	3 *%	- -%	- -%	2 1%	1 *%	1 *%	- -%	1 *%	* *%	1 *%	2 *%	2 *%	2 *%	3 *%	1 *%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q66 (SHOWCARD) And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TOTAL INTERNET	312	152	159	58	74	65	48	37	29	98	79	78	54	136	175	295	17
	15%	15%	15%	18% h	20% gh	16% h	15% h	12% h	7%	17% l	14% l	18% l	10%	17% n	13% p	18% p	4%
None/ no others are accurate	258	125	132	41	51	32	48	35	50	61	66	57	72	83	174	191	67
	12%	12%	12%	13% e	14% e	8% e	15% e	12% e	13% e	11% kl	12% kl	13% kl	14% kl	11% n	13% n	11% o	16% o
All/ all others are equally accurate	197	102	96	20	31	49	30	31	37	66	60	32	39	73	124	163	34
	9%	10%	9%	6% defgh	8% defgh	12% c	9% c	10% c	9% cdefg	12% kl	11% kl	7% kl	7% kl	9% n	9% n	10% o	8% o
Do not watch/ read/ listen to news	29	10	19	17	4	5	2	1	2	5	3	6	16	17	13	20	10
	1%	1%	2%	5% defgh	1% defgh	1% defgh	1% defgh	*% defgh	*% defgh	1% defgh	*% defgh	1% defgh	3% defgh	2% n	1% n	1% o	2% o
Don't know	432	179	253	59	69	84	47	54	119	100	108	87	137	153	279	295	136
	21%	18%	23% a	19% a	19% a	20% a	15% a	18% a	30% cdefg	18% cdefg	19% cdefg	20% cdefg	26% ijk	20% n	21% n	18% o	32% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 151

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q66 (SHOWCARD) And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	362 17%	213 18%	149 16%	310 18%	29 16%	14 13%	9 15%	49 19%	61 21%	32 18%	29 15%	23 16%	29 16%	29 16%	14 16%	43 19%	319 17%	44 16%
Radio	291 14%	180 15% b	112 12%	254 14% f	21 12%	12 11%	5 8%	33 12%	43 14%	23 13%	19 10%	21 14%	33 18% fj	34 19% fj	10 11%	39 17% f	259 14%	32 12%
Internet - Broadcaster websites/ apps	183 9%	120 10% b	62 7%	156 9% o	17 9%	6 6%	3 6%	31 12% jo	31 11% jo	24 14% efjo	9 4%	14 9%	15 8%	16 9%	7 7%	9 4%	152 8%	30 11%
Internet - Newspaper websites/ apps	111 5%	72 6%	39 4%	96 5% f	8 4%	6 6% f	1 1% f	22 8% fjl	25 8% fjl	12 7% f	6 3%	5 3%	5 3%	7 4%	4 5%	10 4%	96 5%	15 5%
Television	77 4%	52 4% b	25 3%	69 4%	4 2%	3 3%	1 2%	13 5%	12 4%	4 2%	13 7% dfl	7 5%	3 2%	4 2%	2 2%	11 5%	70 4%	6 2%
Talking to people	72 3%	35 3%	38 4%	55 3%	10 5% gl	5 5% gl	3 5% gl	2 1%	14 5% gl	5 3%	6 3%	2 2%	1 1%	12 6% cgkl	4 4% gl	9 4%	60 3%	13 5%
Magazines	72 3%	43 4%	28 3%	67 4% diln	1 *% o	3 3%	1 2% o	28 11% cdefhijlmno	8 3%	1 *% o	8 4% diln	9 6% dilmn	1 1%	2 1%	1 1%	9 4% di	61 3%	11 4%
Other internet	18 1%	12 1%	6 1%	15 1%	2 1%	1 1%	- -%	- -%	1 *% o	3 2%	1 1%	3 2%	2 1%	4 2% go	1 1%	- -%	14 1%	4 1%
Other	4 *% c	1 *% c	3 *% c	4 *% c	- -% c	- -% c	- -% c	- -% c	1 *% c	- -% c	- -% c	1 1% c	- -% c	1 *% c	1 1% c	- -% c	3 *% c	1 *% c

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 151

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Q66 (SHOWCARD) And finally which one would you say is the next most accurate after that - so the third most accurate source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	312	204	107	267	27	14	4	53	57	40	16	21	21	27	12	20	263	49
	15%	17%	12%	15%	15%	14%	7%	20%	19%	22%	9%	14%	11%	15%	13%	8%	14%	18%
		b		fjo	f			fjlo	fjlo	cfjlno		f		f				
None/ no others are accurate	258	138	118	221	26	5	5	15	32	25	30	24	23	20	19	32	230	28
	12%	12%	13%	13%	14%	5%	9%	6%	11%	14%	16%	16%	13%	11%	22%	14%	13%	10%
				eg	eg					eg	eg	efg	eg		cefglm	eg		
All/ all others are equally accurate	197	119	79	166	17	7	7	30	28	18	13	10	29	11	5	23	171	26
	9%	10%	8%	9%	9%	7%	12%	11%	10%	10%	7%	7%	16%	6%	5%	10%	9%	10%
							mn	n					cejkmn					
Do not watch/ read/ listen to news	29	9	20	23	1	2	3	5	2	1	1	1	3	6	3	-	26	4
	1%	1%	2%	1%	1%	2%	5%	2%	1%	1%	1%	1%	1%	3%	4%	-%	1%	1%
			a			o	cdhijko							cho	cho			
Don't know	432	183	249	326	48	38	20	35	36	31	56	27	40	34	18	48	369	64
	21%	16%	27%	19%	26%	37%	34%	13%	12%	17%	29%	19%	22%	19%	20%	21%	20%	23%
			a	h	cgh	cdghiklmn	cghiklmno				cghikm		gh		h	h		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 152

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Television	1636	785	851	223	276	320	252	239	326	422	440	358	411	609	1027	1302	332
	78%	78%	78%	71%	74%	78%	79% c	80% c	83% cd	74%	78%	81% i	78%	78%	78%	78%	77%
Radio	957	490	467	110	155	149	159	170	213	263	258	220	215	316	641	764	192
	45%	48% b	43%	35%	42%	36%	50% ce	57% cde	54% cde	46%	46%	50% l	41%	40%	48% m	46%	45%
Newspapers	907	457	449	123	137	181	136	138	194	233	235	204	232	317	590	699	205
	43%	45%	41%	39%	37%	44%	43%	46% d	49% cd	41%	42%	46%	44%	40%	45%	42%	48% o
Internet - Broadcaster websites/ apps	513	253	259	101	111	121	87	53	39	171	157	101	82	223	290	480	32
	24%	25%	24%	32% gh	30% gh	29% gh	27% gh	18% h	10%	30% kl	28% l	23% l	16%	28% n	22%	29% p	8%
Internet - Newspaper websites/ apps	226	105	121	59	58	55	24	20	11	61	82	39	43	107	119	218	8
	11%	10%	11%	19% fgh	16% fgh	13% fgh	8% h	7% h	3%	11%	14% kl	9%	8%	14% n	9%	13% p	2%
Talking to people	109	48	61	11	20	25	22	15	16	19	23	27	39	42	67	80	30
	5%	5%	6%	3%	6%	6%	7%	5%	4%	3%	4%	6%	7% ij	5%	5%	5%	7%
Magazines	77	34	43	12	24	16	5	10	9	13	20	15	28	41	35	59	17
	4%	3%	4%	4%	6% fh	4%	2%	3%	2%	2%	4%	3%	5% i	5% n	3%	4%	4%
Other internet	39	27	13	10	11	5	5	7	1	14	9	8	9	19	20	37	2
	2%	3% b	1%	3% h	3% h	1%	2% h	2% h	*%	2%	2%	2%	2%	2%	2%	2% p	1%
Other	24	7	18	2	6	6	2	2	7	7	5	5	8	9	16	22	3
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TOTAL INTERNET	685	339	346	143	153	158	111	73	47	219	208	137	119	303	382	648	37
	32%	34%	32%	45%	41%	38%	35%	24%	12%	38%	37%	31%	23%	39%	29%	39%	9%
				fgh	gh	gh	gh	h		kl	l	l		n		p	
None are accurate	129	60	69	24	29	21	22	17	15	41	30	25	33	45	84	98	31
	6%	6%	6%	8%	8%	5%	7%	6%	4%	7%	5%	6%	6%	6%	6%	6%	7%
				h	h												
All are equally accurate	94	43	50	9	15	23	12	19	16	37	25	14	18	32	61	84	9
	4%	4%	5%	3%	4%	6%	4%	6%	4%	6%	4%	3%	3%	4%	5%	5%	2%
										kl						p	
Do not watch/ read/ listen to news	29	10	19	17	4	5	2	1	2	5	3	6	16	17	13	20	10
	1%	1%	2%	5%	1%	1%	1%	*%	*%	1%	*%	1%	3%	2%	1%	1%	2%
				defgh									ij	n			
Don't Know	90	35	55	13	13	24	13	9	18	26	29	15	20	33	58	68	22
	4%	3%	5%	4%	3%	6%	4%	3%	5%	5%	5%	3%	4%	4%	4%	4%	5%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Television	1636	891	742	1370	142	79	45	217	242	138	150	109	129	141	64	180	1414	221
	78%	76%	80%	78%	77%	76%	78%	82%	82%	76%	78%	74%	71%	78%	72%	78%	77%	80%
			a	l				ln	ln									
Radio	957	536	419	801	86	47	24	69	163	96	78	73	91	88	36	106	814	143
	45%	46%	45%	45%	47%	45%	40%	26%	55%	53%	41%	50%	50%	49%	40%	46%	44%	52%
				g	g	g	g		cfgjn	fgjn	g	g	g	g	g	g		p
Newspapers	907	509	396	782	67	39	19	183	133	61	74	52	84	71	30	95	793	113
	43%	43%	43%	44%	37%	37%	33%	69%	45%	34%	38%	35%	46%	40%	34%	41%	43%	41%
				fikn				cdefhijklm no	fin				fikn					
Internet - Broadcaster websites/ apps	513	346	166	436	45	24	8	82	67	54	40	49	27	47	16	55	445	68
	24%	29%	18%	25%	24%	23%	13%	31%	23%	30%	21%	33%	15%	26%	18%	24%	24%	25%
		b		fl	fl	f		fjln	f	fln		cfhjln		fl		fl		
Internet - Newspaper websites/ apps	226	140	86	198	14	12	2	36	43	22	17	16	9	17	11	26	199	27
	11%	12%	9%	11%	8%	12%	3%	14%	15%	12%	9%	11%	5%	10%	13%	11%	11%	10%
				fl		fl		fl	dfl	fl	f	fl		f	fl	fl		
Talking to people	109	57	52	85	13	7	4	4	18	7	11	4	5	15	7	14	92	17
	5%	5%	6%	5%	7%	7%	7%	2%	6%	4%	6%	3%	3%	8%	7%	6%	5%	6%
				g	g	g	g		g		g			gkl	g	g		
Magazines	77	48	29	71	1	3	2	28	12	1	8	9	1	2	1	10	66	11
	4%	4%	3%	4%	*%	3%	3%	11%	4%	*%	4%	6%	1%	1%	1%	4%	4%	4%
				diln				cdefhijlmn o	diln		diln	dilmn		1%		diln		
Other internet	39	21	18	35	2	1	*	2	3	5	10	6	2	4	1	4	29	11
	2%	2%	2%	2%	1%	1%	1%	1%	1%	3%	5%	4%	1%	2%	1%	2%	2%	4%
										cd fghln		g						p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST ACCURATE FOR NEWS COVERAGE

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Other	24	11	13	23	1	-	*	3	5	3	1	5	-	2	3	1	19	5
	1%	1%	1%	1%	1%	-%	1%	1%	2%	2%	*%	4%	-%	1%	4%	*%	1%	2%
												cejlo			cdejlo			
TOTAL INTERNET	685	453	230	586	54	36	9	110	95	63	57	61	36	63	25	76	590	94
	32%	39%	25%	33%	29%	35%	15%	42%	32%	35%	30%	41%	20%	35%	28%	33%	32%	34%
		b		fl	fl	fl		cdfjln	fl	fl	fl	cdfjln		fl	f	fl		
None are accurate	129	86	44	109	13	4	3	3	19	18	14	9	15	8	9	13	119	10
	6%	7%	5%	6%	7%	4%	5%	1%	6%	10%	7%	6%	8%	5%	11%	6%	7%	4%
		b		g	g		g		g	eg	g	g	g	g	cegm	g	q	
All are equally accurate	94	67	27	79	8	4	2	10	15	13	4	2	16	4	4	10	84	10
	4%	6%	3%	5%	4%	4%	3%	4%	5%	7%	2%	2%	9%	2%	4%	4%	5%	3%
		b								jkm			cfgjkm					
Do not watch/ read/ listen to news	29	9	20	23	1	2	3	5	2	1	1	1	3	6	3	-	26	4
	1%	1%	2%	1%	1%	2%	5%	2%	1%	1%	1%	1%	1%	3%	4%	-%	1%	1%
		a				o	cdhijko							cho	cho			
Don't Know	90	49	41	74	7	5	3	15	6	2	8	7	7	12	5	12	82	8
	4%	4%	4%	4%	4%	5%	6%	6%	2%	1%	4%	5%	4%	7%	6%	5%	4%	3%
							i	hi						hi	i	i		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 153

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Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very important that this is impartial	1543	736	807	195	259	286	255	238	311	445	439	306	351	548	995	1249	295
	73%	73%	74%	62%	70%	70%	80%	80%	79%	78%	78%	69%	67%	70%	75%	75%	69%
					c	c	cde	cde	cde	kl	kl				m	p	
Fairly important that this is impartial	304	152	152	48	63	71	38	32	51	75	72	75	82	136	168	243	60
	14%	15%	14%	15%	17%	17%	12%	11%	13%	13%	13%	17%	15%	17%	13%	14%	14%
					g	g								n			
TOTAL IMPORTANT	1847	888	959	243	322	357	293	271	362	520	511	381	433	684	1163	1491	354
	88%	88%	87%	77%	87%	87%	92%	91%	92%	91%	91%	86%	82%	87%	88%	89%	83%
					c	c	c	c	cde	kl	kl					p	
Neither/ nor	115	60	55	29	15	29	13	13	18	27	31	22	33	33	81	87	27
	5%	6%	5%	9%	4%	7%	4%	4%	4%	5%	5%	5%	6%	4%	6%	5%	6%
				dfgh													
Fairly unimportant that this is impartial	22	8	14	2	6	1	5	5	4	4	4	6	8	8	14	16	6
	1%	1%	1%	*%	2%	*%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Not at all important that this is impartial	14	8	6	8	-	2	4	1	*	3	3	1	8	6	8	11	3
	1%	1%	1%	2%	-%	*%	1%	*%	*%	1%	*%	*%	1%	1%	1%	1%	1%
				degh			h										
TOTAL NOT IMPORTANT	36	16	20	9	6	3	9	5	4	7	6	7	16	15	22	27	9
	2%	2%	2%	3%	2%	1%	3%	2%	1%	1%	1%	2%	3%	2%	2%	2%	2%
				e									j				
Don't know	53	26	28	12	15	10	3	4	9	6	8	17	22	27	27	34	19
	3%	3%	3%	4%	4%	2%	1%	1%	2%	1%	1%	4%	4%	3%	2%	2%	5%
				f	fg							ij	ij				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	56	21	35	22	14	12	1	5	1	8	8	16	24	25	31	36	20
	3%	2%	3%	7%	4%	3%	*%	2%	*%	1%	1%	4%	4%	3%	2%	2%	5%
				efgh	fh	fh						j	ij				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1543 73%	855 73%	686 74%	1287 73% kl	131 72%	84 81% cfklo	41 71%	195 74% kl	236 80% cfklo	141 78% kl	147 76% kl	91 62%	114 63%	129 72%	73 81% cdfklmo	162 70%	1339 73%	205 74%
Fairly important that this is impartial	304 14%	179 15%	125 13%	257 15% jn	26 14% n	12 12%	8 14%	39 15% jn	47 16% jn	24 14%	14 8%	27 18% jn	33 18% jn	27 15% jn	7 7%	39 17% jn	261 14%	43 16%
TOTAL IMPORTANT	1847 88%	1034 88%	811 87%	1545 88% kl	157 86%	96 93% dfjkl	49 85%	234 89% kl	283 96% cdfgijklmn o	166 92% jkl	161 84%	118 80%	148 81%	156 87%	79 89% k	201 86%	1599 87%	248 90%
Neither/ nor	115 5%	70 6%	45 5%	97 6% fn	13 7% fn	4 4%	1 1%	19 7% fn	10 3%	6 3%	11 6% fn	15 10% cefn	9 5%	10 5% f	1 1%	17 7% fn	102 6%	13 5%
Fairly unimportant that this is impartial	22 1%	14 1%	8 1%	18 1%	2 1%	- -%	2 3% cehmn	2 1%	- -%	1 1%	5 3% ehm	2 1%	4 2% hm	- -%	- -%	3 1%	17 1%	5 2%
Not at all important that this is impartial	14 1%	11 1%	3 *%	12 1%	1 1%	1 *%	1 2%	- -%	- -%	1 1%	1 1%	2 1%	5 3% cghm	- -%	1 1%	2 1%	13 1%	2 1%
TOTAL NOT IMPORTANT	36 2%	25 2%	11 1%	30 2%	3 2%	1 *% ceghmn	3 5%	2 1%	- -%	3 1%	6 3% hm	4 3% hm	10 5% ceghmn	- -%	1 1%	5 2% h	30 2%	6 2%
Don't know	53 3%	21 2%	32 3% a	46 3% h	3 2%	1 1%	3 5% gh	2 1%	- -%	3 1%	5 3% h	6 4% gh	11 6% cdeghi	7 4% h	3 3% h	9 4% h	48 3%	5 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 153

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know, as don't use	56	26	29	45	7	2	2	6	2	4	9	5	5	8	6	1	50	5
	3%	2%	3%	3%	4% ho	2%	4% ho	2%	1%	2%	5% ho	3%	3%	4% ho	6% ceho	1%	3%	2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 154

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'	1998	964	1035	281	343	389	314	289	383	555	549	409	481	732	1266	1606	390
Very important that this is impartial	1543	736	807	195	259	286	255	238	311	445	439	306	351	548	995	1249	295
	77%	76%	78%	69%	76%	74%	81%	83%	81%	80%	80%	75%	73%	75%	79%	78%	76%
							ce	cde	ce	l	l						
Fairly important that this is impartial	304	152	152	48	63	71	38	32	51	75	72	75	82	136	168	243	60
	15%	16%	15%	17%	18%	18%	12%	11%	13%	14%	13%	18%	17%	19%	13%	15%	15%
				g	fg	fg						j		n			
TOTAL IMPORTANT	1847	888	959	243	322	357	293	271	362	520	511	381	433	684	1163	1491	354
	92%	92%	93%	87%	94%	92%	93%	94%	94%	94%	93%	93%	90%	93%	92%	93%	91%
				c	c	c	c	c	c	l							
Neither/ nor	115	60	55	29	15	29	13	13	18	27	31	22	33	33	81	87	27
	6%	6%	5%	10%	4%	7%	4%	4%	5%	5%	6%	5%	7%	5%	6%	5%	7%
				d f g h													
Fairly unimportant that this is impartial	22	8	14	2	6	1	5	5	4	4	4	6	8	8	14	16	6
	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Not at all important that this is impartial	14	8	6	8	-	2	4	1	*	3	3	1	8	6	8	11	3
	1%	1%	1%	3%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
				d e g h			h										
TOTAL NOT IMPORTANT	36	16	20	9	6	3	9	5	4	7	6	7	16	15	22	27	9
	2%	2%	2%	3%	2%	1%	3%	2%	1%	1%	1%	2%	3%	2%	2%	2%	2%
				e h									j				
Don't know	53	26	28	12	15	10	3	4	9	6	8	17	22	27	27	34	19

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 154

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Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	56	21	35	22	14	12	1	5	1	8	8	16	24	25	31	36	20
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 154

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1998	1129	867	1671	174	100	53	255	293	174	178	137	166	165	81	222	1731	267
Very important that this is impartial	1543 77%	855 76%	686 79%	1287 77% kl	131 76%	84 83% klo	41 78% k	195 76% k	236 81% kl	141 81% kl	147 82% klo	91 67%	114 69%	129 78% k	73 90% cdfghiklm o	162 73%	1339 77%	205 77%
Fairly important that this is impartial	304 15%	179 16%	125 14%	257 15% jn	26 15%	12 12%	8 15% j	39 15% jn	47 16% jn	24 14%	14 8%	27 20% jn	33 20% jn	27 16% jn	7 8%	39 18% jn	261 15%	43 16%
TOTAL IMPORTANT	1847 92%	1034 92%	811 94%	1545 92% k	157 91%	96 96% kl	49 93%	234 92%	283 97% cdgjklo	166 95% kl	161 91%	118 86%	148 89%	156 94% k	79 98% cdfgjklo	201 90%	1599 92%	248 93%
Neither/ nor	115 6%	70 6%	45 5%	97 6% fn	13 8% fn	4 4%	1 1%	19 8% fn	10 3%	6 3%	11 6% fn	15 11% cefn	9 5%	10 6% fn	1 2%	17 7% fn	102 6%	13 5%
Fairly unimportant that this is impartial	22 1%	14 1%	8 1%	18 1%	2 1%	- -%	2 4% cehmn	2 1%	- -%	1 1%	5 3% ehmn	2 1%	4 3% ehmn	- -%	- -%	3 2%	17 1%	5 2%
Not at all important that this is impartial	14 1%	11 1%	3 *%	12 1%	1 1%	1 1%	1 2% gh	- -%	- -%	1 1%	1 1%	2 1%	5 3% cghm	- -%	1 1%	2 1%	13 1%	2 1%
TOTAL NOT IMPORTANT	36 2%	25 2%	11 1%	30 2%	3 2%	1 1%	3 6% ceghimn	2 1%	- -%	3 2%	6 3% hm	4 3% hm	10 6% cdeghimn	- -%	1 1%	5 2% h	30 2%	6 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 154

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Q67A (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on TV as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	53	21	32	46	3	1	3	2	-	3	5	6	11	7	3	9	48	5
Don't know, as don't use	56	26	29	45	7	2	2	6	2	4	9	5	5	8	6	1	50	5
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 155

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very important that this is impartial	1364	659	705	160	231	253	235	210	275	427	381	270	283	478	886	1120	244
	65%	65%	64%	51%	62%	62%	74%	71%	70%	75%	68%	61%	54%	61%	67%	67%	57%
					c	c	cde	cde	cde	jkl	kl	l			m	p	
Fairly important that this is impartial	324	167	157	55	68	70	42	39	49	62	80	89	91	129	195	253	69
	15%	17%	14%	18%	18%	17%	13%	13%	13%	11%	14%	20%	17%	16%	15%	15%	16%
					h							ij	i				
TOTAL IMPORTANT	1688	826	861	215	299	323	277	248	324	490	461	359	374	606	1081	1373	313
	80%	82%	79%	68%	81%	79%	87%	84%	82%	86%	82%	81%	71%	77%	82%	82%	73%
					c	c	cde	c	c	l	l	l			m	p	
Neither/ nor	119	51	68	25	18	30	9	17	20	30	24	27	38	38	81	90	29
	6%	5%	6%	8%	5%	7%	3%	6%	5%	5%	4%	6%	7%	5%	6%	5%	7%
				f		f							j				
Fairly unimportant that this is impartial	32	16	16	6	2	5	6	7	5	9	6	4	13	12	20	22	9
	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%
Not at all important that this is impartial	19	10	9	7	1	4	4	2	-	3	6	2	7	6	12	17	2
	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%
				dh		h	h										
TOTAL NOT IMPORTANT	50	25	25	13	4	9	10	10	5	12	11	7	20	18	32	39	11
	2%	3%	2%	4%	1%	2%	3%	3%	1%	2%	2%	2%	4%	2%	2%	2%	3%
				dh									k				
Don't know	73	29	44	16	18	18	8	7	5	8	17	17	31	39	34	48	24
	3%	3%	4%	5%	5%	4%	2%	2%	1%	1%	3%	4%	6%	5%	3%	3%	6%
				h	h	h						i	ij	n			o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 155

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	177	79	99	46	32	31	15	14	39	30	51	33	64	82	95	125	51
	8%	8%	9%	15%	9%	8%	5%	5%	10%	5%	9%	7%	12%	11%	7%	7%	12%
				defg					fg		i		ik	n			o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 155

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1364 65%	773 66%	590 64%	1134 64% gk	121 66% gk	75 73% cfgklo	34 58% f	141 54% g	217 74% cfhgklo	133 73% cfhgklo	125 65% gk	76 52% k	110 60% l	119 66% m	69 77% n	143 62% o	1188 65% p	176 64% q
Fairly important that this is impartial	324 15%	194 17%	130 14%	278 16% ejn	28 15% en	8 8% f	10 17% ejn	56 21% cejn	44 15% en	26 15% i	17 9% j	25 17% k	29 16% l	30 17% m	7 8% n	44 19% o	276 15% p	48 17% q
TOTAL IMPORTANT	1688 80%	967 82% b	719 77% c	1412 80% k	149 81% k	84 81% k	43 74% f	198 75% g	261 89% cfhgklo	159 88% cfhgkl	142 74% j	101 68% k	139 76% l	149 83% m	76 85% n	187 81% o	1463 80% p	224 81% q
Neither/ nor	119 6%	73 6%	46 5%	101 6% f	15 8% efi	3 3% f	- -% f	23 9% efhin	10 3% f	5 3% i	13 7% j	12 8% k	8 5% l	8 5% m	3 3% n	18 8% o	107 6% p	12 4% q
Fairly unimportant that this is impartial	32 2%	16 1%	16 2%	26 1% m	3 1% n	1 1% o	3 5% p	3 1% q	2 1% r	1 *% s	6 3% t	3 2% u	8 4% v	- -% w	- -% x	4 2% y	25 1% z	7 2% aa
Not at all important that this is impartial	19 1%	15 1% b	4 *% c	18 1% d	- -% e	1 *% f	* 1% g	2 1% h	- -% i	3 2% j	1 1% k	3 2% l	5 3% m	- -% n	1 1% o	2 1% p	17 1% q	2 1% r
TOTAL NOT IMPORTANT	50 2%	30 3% b	20 2% c	44 2% m	3 1% n	1 1% o	3 5% p	5 2% q	2 1% r	4 2% s	7 4% t	6 4% u	13 7% v	- -% w	1 1% x	6 2% y	42 2% z	8 3% aa

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 155

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	73	38	35	64	2	4	3	13	-	2	5	9	13	6	4	12	67	5
	3%	3%	4%	4%	1%	4%	5%	5%	-%	1%	2%	6%	7%	3%	4%	5%	4%	2%
				h		h	dh	dh			h	dhi	cdhij	h	h	dhi		
Don't know, as don't use	177	68	108	142	15	12	9	25	22	10	25	19	9	16	6	9	150	27
	8%	6%	12%	8%	8%	12%	15%	9%	7%	6%	13%	13%	5%	9%	7%	4%	8%	10%
			a			lo	cdhilno	o			cilo	cilo						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 156

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'	1857	903	954	253	321	362	296	276	350	531	497	393	432	662	1195	1502	353
Very important that this is impartial	1364	659	705	160	231	253	235	210	275	427	381	270	283	478	886	1120	244
	73%	73%	74%	63%	72%	70%	79%	76%	79%	80%	77%	69%	66%	72%	74%	75%	69%
					c		cde	c	cde	kl	kl					p	
Fairly important that this is impartial	324	167	157	55	68	70	42	39	49	62	80	89	91	129	195	253	69
	17%	18%	16%	22%	21%	19%	14%	14%	14%	12%	16%	23%	21%	19%	16%	17%	20%
				fgh	fgh							ij	ij				
TOTAL IMPORTANT	1688	826	861	215	299	323	277	248	324	490	461	359	374	606	1081	1373	313
	91%	92%	90%	85%	93%	89%	94%	90%	93%	92%	93%	92%	87%	92%	91%	91%	89%
					c		c		c	l	l	l					
Neither/ nor	119	51	68	25	18	30	9	17	20	30	24	27	38	38	81	90	29
	6%	6%	7%	10%	6%	8%	3%	6%	6%	6%	5%	7%	9%	6%	7%	6%	8%
				f		f							j				
Fairly unimportant that this is impartial	32	16	16	6	2	5	6	7	5	9	6	4	13	12	20	22	9
	2%	2%	2%	2%	1%	1%	2%	3%	1%	2%	1%	1%	3%	2%	2%	1%	3%
													j				
Not at all important that this is impartial	19	10	9	7	1	4	4	2	-	3	6	2	7	6	12	17	2
	1%	1%	1%	3%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%
				dh		h	h										
TOTAL NOT IMPORTANT	50	25	25	13	4	9	10	10	5	12	11	7	20	18	32	39	11
	3%	3%	3%	5%	1%	2%	3%	3%	1%	2%	2%	2%	5%	3%	3%	3%	3%
				dh									jk				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 156

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	73	29	44	16	18	18	8	7	5	8	17	17	31	39	34	48	24
Don't know, as don't use	177	79	99	46	32	31	15	14	39	30	51	33	64	82	95	125	51
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 156

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1857	1071	785	1557	167	87	46	226	273	168	162	119	160	157	79	211	1612	245
Very important that this is impartial	1364 73%	773 72%	590 75%	1134 73%	121 73%	75 86%	34 73%	141 62%	217 80%	133 79%	125 77%	76 64%	110 69%	119 75%	69 87%	143 68%	1188 74%	176 72%
				gk	g	cdgijklmo	g		cgklo	gklo	gk			gk	cdgijklmo			
Fairly important that this is impartial	324 17%	194 18%	130 17%	278 18%	28 17%	8 10%	10 21%	56 25%	44 16%	26 16%	17 10%	25 21%	29 18%	30 19%	7 9%	44 21%	276 17%	48 20%
				ejn	n		ejn	cehijn	n			ejn	en	ejn		ejn		
TOTAL IMPORTANT	1688 91%	967 90%	719 92%	1412 91%	149 90%	84 95%	43 93%	198 87%	261 96%	159 95%	142 88%	101 85%	139 86%	149 95%	76 96%	187 89%	1463 91%	224 92%
				k		cdgjklo	kl		cdgjklo	gijkl				gijkl	cdgjklo			
Neither/ nor	119 6%	73 7%	46 6%	101 7%	15 9%	3 3%	- -%	23 10%	10 4%	5 3%	13 8%	12 10%	8 5%	8 5%	3 4%	18 8%	107 7%	12 5%
				f	efhi	f		efhin	f	f	f	efhin	f	f	f	efhi		
Fairly unimportant that this is impartial	32 2%	16 1%	16 2%	26 2%	3 2%	1 1%	3 6%	3 1%	2 1%	1 *	6 4%	3 2%	8 5%	- -%	- -%	4 2%	25 2%	7 3%
							cdghehimn				himn	m	ceghimn					
Not at all important that this is impartial	19 1%	15 1%	4 *%	18 1%	- -%	1 1%	* 1%	2 1%	- -%	3 2%	1 1%	3 3%	5 3%	- -%	1 1%	2 1%	17 1%	2 1%
		b										dhm	cdhm					
TOTAL NOT IMPORTANT	50 3%	30 3%	20 3%	44 3%	3 2%	1 1%	3 7%	5 2%	2 1%	4 2%	7 4%	6 5%	13 8%	- -%	1 1%	6 3%	42 3%	8 3%
				m			cdehmnm	m			hm	ehmn	cdghehimno			m		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 156

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67B (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on radio as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	73	38	35	64	2	4	3	13	-	2	5	9	13	6	4	12	67	5
Don't know, as don't use	177	68	108	142	15	12	9	25	22	10	25	19	9	16	6	9	150	27
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 157

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very important that this is impartial	1296 62%	619 61%	677 62%	160 51%	221 59%	240 58%	216 68%	202 68%	257 65%	381 67%	359 64%	268 61%	285 54%	456 58%	840 63%	1052 63%	244 57%
					c		cde	cde	c	l	l				m	p	
Fairly important that this is impartial	380 18%	186 18%	194 18%	60 19%	69 19%	98 24%	52 16%	42 14%	59 15%	100 18%	89 16%	88 20%	101 19%	161 21%	219 17%	301 18%	77 18%
						fg								n			
TOTAL IMPORTANT	1676 80%	804 80%	871 79%	220 70%	289 78%	338 82%	269 84%	244 82%	316 80%	481 85%	449 80%	356 81%	386 73%	617 79%	1059 80%	1353 81%	321 75%
					c	c	c	c	c	jl	l	l				p	
Neither/ nor	146 7%	75 7%	71 6%	35 11%	26 7%	24 6%	12 4%	20 7%	29 7%	36 6%	45 8%	30 7%	33 6%	44 6%	102 8%	113 7%	32 8%
				ef													
Fairly unimportant that this is impartial	36 2%	18 2%	18 2%	4 1%	7 2%	5 1%	6 2%	7 2%	7 2%	11 2%	9 2%	1 *	14 3%	8 1%	28 2%	29 2%	7 2%
										k	k		k				
Not at all important that this is impartial	25 1%	19 2%	6 1%	8 3%	- -	3 1%	5 2%	5 2%	2 1%	6 1%	6 1%	5 1%	8 2%	7 1%	18 1%	23 1%	2 *
		b		dh			d	d									
TOTAL NOT IMPORTANT	61 3%	36 4%	24 2%	13 4%	7 2%	8 2%	11 4%	12 4%	9 2%	17 3%	15 3%	6 1%	22 4%	15 2%	45 3%	51 3%	9 2%
													k				
Don't know	66 3%	30 3%	36 3%	18 6%	15 4%	12 3%	7 2%	4 1%	10 3%	9 2%	13 2%	18 4%	26 5%	32 4%	34 3%	42 2%	24 6%
				fg	g							i	ij				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 157

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Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	159	64	94	30	34	29	19	17	29	26	42	32	59	75	84	117	42
	8%	6%	9%	10%	9%	7%	6%	6%	7%	4%	8%	7%	11% ijk	10% n	6%	7%	10%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 157

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1296 62%	726 62%	568 61%	1088 62% fk	103 56% k	76 73% cdfgklo	29 50%	157 59% k	207 70% cdfgklo	119 66% fk	126 66% fk	62 42%	107 59% k	116 65% fk	64 72% cdfgklo	130 56% k	1133 62%	163 59%
Fairly important that this is impartial	380 18%	234 20% b	146 16%	318 18% ejn	38 21% ejn	10 10%	14 24% ejn	61 23% ejn	55 19% ej	27 15% j	10 5% cehijmno	43 29% ejn	39 21% ejn	28 15% j	10 11%	45 20% ejn	325 18%	55 20%
TOTAL IMPORTANT	1676 80%	960 82% b	714 77%	1406 80% jk	141 77% jk	87 83% fjk	43 73%	218 83% fjk	261 89% cdfijklmo	146 81% jk	136 71%	104 71%	146 80%	144 80%	74 83% fjk	175 75%	1458 80%	218 79%
Neither/ nor	146 7%	83 7%	63 7%	119 7% h	18 10% h	6 6%	3 4%	17 7% h	10 3% h	10 6% h	17 9% h	15 10% h	9 5%	12 7%	4 4%	24 11% fhn	129 7%	17 6%
Fairly unimportant that this is impartial	36 2%	17 1%	19 2%	34 2%	1 *% e	- -%	1 1%	5 2% e	7 2% e	1 *% e	5 2% deimn	6 4% deimn	4 2%	1 1%	1 1%	5 2%	28 2%	8 3%
Not at all important that this is impartial	25 1%	18 2%	6 1%	24 1%	- -%	- -%	1 1%	2 1%	- -%	2 1%	2 1%	9 6% o	7 4% cdefghijmn cdeghmo	- -%	1 1%	1 *% e	22 1%	3 1%
TOTAL NOT IMPORTANT	61 3%	35 3%	26 3%	58 3% dem	1 *% e	- -%	2 3% e	6 2% e	7 2% e	3 2%	7 4% de	16 11% cdefghijmn	11 6% deimn	1 1%	1 1%	6 3% e	50 3%	11 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 157

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Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	66 3%	27 2%	39 4% a	50 3% h	8 5% h	4 4% h	4 6% ch	6 2% h	- -%	4 2%	5 2% h	4 3% h	9 5% h	7 4% h	3 3% h	13 6% ch	60 3%	6 2%
Don't know, as don't use	159 8%	72 6%	87 9% a	129 7%	16 8%	6 6%	8 13% ceghklo	16 6%	16 5%	18 10% l	27 14% ceghklo	9 6%	7 4%	15 8%	8 9%	14 6%	133 7%	26 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 158

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'	1882	916	967	267	322	370	292	277	355	534	509	393	442	677	1206	1517	363
Very important that this is impartial	1296 69%	619 68%	677 70%	160 60%	221 68% c	240 65%	216 74%	202 73% ce	257 72% ce	381 71% l	359 71% l	268 68%	285 65%	456 67%	840 70%	1052 69%	244 67%
Fairly important that this is impartial	380 20%	186 20%	194 20%	60 22% g	69 21% g	98 26% fgh	52 18%	42 15%	59 17%	100 19%	89 18%	88 22%	101 23% j	161 24% n	219 18%	301 20%	77 21%
TOTAL IMPORTANT	1676 89%	804 88%	871 90%	220 82%	289 90% c	338 91% c	269 92% c	244 88%	316 89% c	481 90%	449 88%	356 91%	386 87%	617 91% n	1059 88%	1353 89%	321 89%
Neither/ nor	146 8%	75 8%	71 7%	35 13% efgh	26 8%	24 6%	12 4%	20 7%	29 8% f	36 7%	45 9%	30 8%	33 8%	44 7%	102 8%	113 7%	32 9%
Fairly unimportant that this is impartial	36 2%	18 2%	18 2%	4 2%	7 2%	5 1%	6 2%	7 3%	7 2%	11 2% k	9 2% k	1 *% k	14 3% k	8 1%	28 2%	29 2%	7 2%
Not at all important that this is impartial	25 1%	19 2% b	6 1%	8 3% dh	- -%	3 1%	5 2% d	5 2% d	2 1%	6 1%	6 1%	5 1%	8 2%	7 1%	18 1%	23 1%	2 1%
TOTAL NOT IMPORTANT	61 3%	36 4%	24 3%	13 5%	7 2%	8 2%	11 4%	12 5%	9 3%	17 3%	15 3%	6 2%	22 5% k	15 2%	45 4%	51 3%	9 3%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 158

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	66	30	36	18	15	12	7	4	10	9	13	18	26	32	34	42	24
Don't know, as don't use	159	64	94	30	34	29	19	17	29	26	42	32	59	75	84	117	42
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 158

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Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1882	1078	803	1583	159	93	47	242	278	159	161	135	167	157	79	206	1637	246
Very important that this is impartial	1296 69%	726 67%	568 71%	1088 69%	103 65%	76 82%	29 62%	157 65%	207 74%	119 75%	126 78%	62 46%	107 64%	116 74%	64 81%	130 63%	1133 69%	163 66%
				k	k	cdfgklo	k	k	dfgklo	fgklo	cdfgklo		k	fko	cdfgklo	k		
Fairly important that this is impartial	380 20%	234 22%	146 18%	318 20%	38 24%	10 11%	14 29%	61 25%	55 20%	27 17%	10 6%	43 32%	39 23%	28 18%	10 12%	45 22%	325 20%	55 22%
				ejn	ejn		cehijmn	ejn	ej	j		cehijmn	ejn	j		ejn		
TOTAL IMPORTANT	1676 89%	960 89%	714 89%	1406 89%	141 88%	87 93%	43 91%	218 90%	261 94%	146 92%	136 85%	104 78%	146 88%	144 92%	74 94%	175 85%	1458 89%	218 89%
				k	k	jko	k	k	cklo	k			k	k	jko			
Neither/ nor	146 8%	83 8%	63 8%	119 8%	18 11%	6 7%	3 6%	17 7%	10 4%	10 6%	17 11%	15 11%	9 6%	12 8%	4 5%	24 12%	129 8%	17 7%
				h	hn						h	h				cfhln		
Fairly unimportant that this is impartial	36 2%	17 2%	19 2%	34 2%	1 *%	- -%	1 2%	5 2%	7 3%	1 *%	5 3%	6 5%	4 3%	1 1%	1 1%	5 2%	28 2%	8 3%
									e		e	deimn	e			e		
Not at all important that this is impartial	25 1%	18 2%	6 1%	24 2%	- -%	- -%	1 2%	2 1%	- -%	2 1%	2 2%	9 7%	7 4%	- -%	1 1%	1 *%	22 1%	3 1%
												o	cddefghijmn	cddeghmo				
TOTAL NOT IMPORTANT	61 3%	35 3%	26 3%	58 4%	1 *%	- -%	2 3%	6 3%	7 3%	3 2%	7 4%	16 12%	11 7%	1 1%	1 1%	6 3%	50 3%	11 4%
				dem			de	e	e		dem	cddefghijmn	deimn			e		
												o						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 158

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Q67C (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in newspapers as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	66	27	39	50	8	4	4	6	-	4	5	4	9	7	3	13	60	6
Don't know, as don't use	159	72	87	129	16	6	8	16	16	18	27	9	7	15	8	14	133	26
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 159

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very important that this is impartial	933	430	503	115	169	177	160	147	164	279	262	189	201	346	588	774	160
	44%	43%	46%	37%	45%	43%	50%	49%	42%	49%	46%	43%	38%	44%	44%	46%	37%
					c		ch	ch		l	l					p	
Fairly important that this is impartial	321	148	173	59	62	86	37	29	47	89	79	71	82	141	181	272	49
	15%	15%	16%	19%	17%	21%	12%	10%	12%	16%	14%	16%	16%	18%	14%	16%	12%
				fgh	g	fgh								n		p	
TOTAL IMPORTANT	1255	578	676	175	231	264	197	176	211	368	340	260	283	486	768	1045	209
	60%	57%	62%	55%	62%	64%	62%	59%	54%	65%	60%	59%	54%	62%	58%	62%	49%
					h	ch	h			l	l					p	
Neither/ nor	191	87	104	44	33	39	23	25	28	55	50	38	48	66	125	160	30
	9%	9%	10%	14%	9%	9%	7%	8%	7%	10%	9%	9%	9%	8%	9%	10%	7%
				fgh													
Fairly unimportant that this is impartial	75	35	40	10	12	17	12	17	8	24	12	14	25	26	50	60	15
	4%	4%	4%	3%	3%	4%	4%	6%	2%	4%	2%	3%	5%	3%	4%	4%	4%
								h					j				
Not at all important that this is impartial	57	33	24	12	6	14	13	4	8	11	19	12	15	24	33	44	13
	3%	3%	2%	4%	2%	3%	4%	1%	2%	2%	3%	3%	3%	3%	2%	3%	3%
TOTAL NOT IMPORTANT	132	68	64	22	18	31	25	21	16	35	31	26	40	50	83	104	28
	6%	7%	6%	7%	5%	7%	8%	7%	4%	6%	5%	6%	8%	6%	6%	6%	7%
							h										
Don't know	99	50	50	18	19	17	15	8	22	17	24	21	38	39	61	62	38
	5%	5%	5%	6%	5%	4%	5%	3%	6%	3%	4%	5%	7%	5%	5%	4%	9%
													ij				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 159

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Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	430	227	203	57	70	61	59	66	116	94	120	97	119	143	287	305	124
	20%	22%	18%	18%	19%	15%	18%	22%	29%	17%	21%	22%	23%	18%	22%	18%	29%
		b						e	cdefg				i				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 159

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Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	933 44%	542 46%	390 42%	793 45% dk	66 36%	51 50% dgk	23 40% k	101 38% k	152 52% dfgk	81 45% k	107 55% cdfgkmo	39 26%	95 52% dfgk	75 42% k	45 51% dgk	98 42% k	825 45%	109 39%
Fairly important that this is impartial	321 15%	199 17% b	122 13%	279 16% ej	22 12% j	9 9%	12 20% dej	71 27% cdehijlmno	39 13% j	24 13% j	9 5%	27 18% ej	33 18% ej	29 16% ej	13 14% j	33 14% j	278 15%	43 16%
TOTAL IMPORTANT	1255 60%	741 63% b	512 55%	1072 61% dk	88 48%	60 58% k	35 60% dk	173 65% dk	191 65% dk	106 58% k	116 60% dk	66 45% cdeikmo	128 70% k	104 58% k	58 65% dk	131 56% k	1103 60%	152 55%
Neither/ nor	191 9%	120 10%	71 8%	159 9% f	22 12% f	7 7%	3 5%	36 14% cefjlm	25 9%	14 7%	13 7%	19 13% flm	11 6%	11 6%	7 8%	22 9%	173 9%	18 6%
Fairly unimportant that this is impartial	75 4%	51 4% b	24 3%	63 4%	9 5% j	2 2%	1 2%	6 2%	15 5% j	6 3%	2 1%	10 7% cefgjin	5 3%	10 6% j	2 2%	8 3%	58 3%	17 6% p
Not at all important that this is impartial	57 3%	34 3%	23 3%	48 3% e	8 5% ejn	- -%	1 1%	6 2%	4 1%	2 1%	2 1%	15 10% cdefghijmn o	9 5% ehjn	6 3% e	1 1%	4 2%	51 3%	6 2%
TOTAL NOT IMPORTANT	132 6%	85 7%	47 5%	111 6% ej	17 9% efjn	2 2%	2 3%	11 4%	19 6% ej	8 4%	3 2%	26 17% cdefghijlm no	14 8% ejn	16 9% efjn	2 3%	11 5%	109 6%	23 8%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	99	39	60	82	9	4	5	9	5	7	5	8	10	11	3	23	91	8
	5%	3%	6%	5%	5%	4%	9%	4%	2%	4%	3%	5%	6%	6%	3%	10%	5%	3%
			a	h			cghjn						h	h		ceghijn		
Don't know, as don't use	430	191	237	338	47	31	13	34	54	46	54	29	18	38	19	45	354	76
	20%	16%	26%	19%	26%	30%	23%	13%	18%	26%	28%	20%	10%	21%	21%	19%	19%	27%
			a	gl	cgl	cghklo	gl		l	gl	cghl	l		gl	gl	l		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 160

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'	1578	734	844	240	282	333	245	223	255	458	421	324	370	602	976	1309	268
Very important that this is impartial	933	430	503	115	169	177	160	147	164	279	262	189	201	346	588	774	160
	59%	59%	60%	48%	60%	53%	65%	66%	64%	61%	62%	58%	54%	57%	60%	59%	60%
					c		ce	ce	ce	l	l						
Fairly important that this is impartial	321	148	173	59	62	86	37	29	47	89	79	71	82	141	181	272	49
	20%	20%	20%	25%	22%	26%	15%	13%	18%	19%	19%	22%	22%	23%	19%	21%	18%
				fgh	fg	fgh								n			
TOTAL IMPORTANT	1255	578	676	175	231	264	197	176	211	368	340	260	283	486	768	1045	209
	80%	79%	80%	73%	82%	79%	81%	79%	83%	80%	81%	80%	76%	81%	79%	80%	78%
					c		c		c								
Neither/ nor	191	87	104	44	33	39	23	25	28	55	50	38	48	66	125	160	30
	12%	12%	12%	18%	12%	12%	9%	11%	11%	12%	12%	12%	13%	11%	13%	12%	11%
				defgh													
Fairly unimportant that this is impartial	75	35	40	10	12	17	12	17	8	24	12	14	25	26	50	60	15
	5%	5%	5%	4%	4%	5%	5%	8%	3%	5%	3%	4%	7%	4%	5%	5%	6%
								h					j				
Not at all important that this is impartial	57	33	24	12	6	14	13	4	8	11	19	12	15	24	33	44	13
	4%	5%	3%	5%	2%	4%	5%	2%	3%	2%	4%	4%	4%	4%	3%	3%	5%
				g			dg										
TOTAL NOT IMPORTANT	132	68	64	22	18	31	25	21	16	35	31	26	40	50	83	104	28
	8%	9%	8%	9%	6%	9%	10%	10%	6%	8%	7%	8%	11%	8%	8%	8%	11%
													j				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 160

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	99	50	50	18	19	17	15	8	22	17	24	21	38	39	61	62	38
Don't know, as don't use	430	227	203	57	70	61	59	66	116	94	120	97	119	143	287	305	124
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 160

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1578	946	631	1342	127	69	40	220	235	127	133	111	154	130	68	164	1385	193
Very important that this is impartial	933 59%	542 57%	390 62% a	793 59% gk	66 52% k	51 75% cdfghiklm o	23 59% gk	101 46% k	152 65% dgk	81 64% dgk	107 80% cdfghiklm no	39 35% gk	95 62% gk	75 57% gk	45 67% dgk	98 60% gk	825 60%	109 56%
Fairly important that this is impartial	321 20%	199 21%	122 19%	279 21% ej	22 17% j	9 13% cdehijn	12 29% cdehijlmno	71 32%	39 17% j	24 19% j	9 7%	27 24% ej	33 21% j	29 22% ej	13 19% j	33 20% j	278 20%	43 22%
TOTAL IMPORTANT	1255 80%	741 78%	512 81%	1072 80% dk	88 69% dk	60 88% cdgk	35 88% cdgkmo	173 78% dk	191 81% dk	106 83% dk	116 87% cdgk	66 59% gk	128 83% dk	104 80% dk	58 86% dk	131 80% dk	1103 80%	152 79%
Neither/ nor	191 12%	120 13%	71 11%	159 12% ceflm	22 17% j	7 10% ceflm	3 8% flm	36 16% flm	25 11% j	14 11% j	13 10% j	19 17% flm	11 7% j	11 8% j	7 11% j	22 13% j	173 13%	18 9%
Fairly unimportant that this is impartial	75 5%	51 5%	24 4%	63 5% j	9 7% gj	2 2% j	1 3% j	6 3% j	15 7% j	6 5% j	2 1% j	10 9% cefgijn	5 3% j	10 8% egjin	2 3% j	8 5% j	58 4%	17 9% p
Not at all important that this is impartial	57 4%	34 4%	23 4%	48 4% e	8 7% efhijn	- -% j	1 2% j	6 3% j	4 1% j	2 2% j	2 1% j	15 14% cdefghijlm no	9 6% ehjn	6 4% e	1 1% j	4 2% j	51 4%	6 3%
TOTAL NOT IMPORTANT	132 8%	85 9%	47 8%	111 8% ejn	17 14% cefgijn	2 2% j	2 5% j	11 5% j	19 8% ej	8 6% j	3 3% j	26 23% cdefghijlm no	14 9% ejn	16 12% efgjin	2 3% j	11 7% j	109 8%	23 12% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 160

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67D (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting in magazines as a whole (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	99	39	60	82	9	4	5	9	5	7	5	8	10	11	3	23	91	8
Don't know, as don't use	430	191	237	338	47	31	13	34	54	46	54	29	18	38	19	45	354	76
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very important that this is impartial	1118	545	573	159	210	226	194	174	156	352	325	220	219	424	694	977	142
	53%	54%	52%	50%	56%	55%	61%	58%	40%	62%	58%	50%	42%	54%	52%	58%	33%
				h	h	h	ch	h		kl	kl	l				p	
Fairly important that this is impartial	298	145	153	58	63	73	37	39	27	81	73	64	79	135	163	258	40
	14%	14%	14%	18%	17%	18%	12%	13%	7%	14%	13%	14%	15%	17%	12%	15%	9%
				fh	h	fh	h	h						n		p	
TOTAL IMPORTANT	1417	691	726	217	273	300	231	213	183	432	398	284	299	559	857	1235	181
	67%	68%	66%	69%	74%	73%	73%	72%	47%	76%	71%	64%	57%	71%	65%	74%	42%
				h	h	h	h	h		kl	kl	l		n		p	
Neither/ nor	115	50	66	25	15	27	17	13	19	29	25	26	35	41	75	91	24
	5%	5%	6%	8%	4%	7%	5%	4%	5%	5%	4%	6%	7%	5%	6%	5%	6%
Fairly unimportant that this is impartial	25	11	14	2	4	7	8	2	2	6	3	7	9	13	12	19	6
	1%	1%	1%	1%	1%	2%	3%	1%	*%	1%	1%	2%	2%	2%	1%	1%	1%
							gh										
Not at all important that this is impartial	19	14	5	8	2	3	4	-	3	3	5	6	4	10	9	18	1
	1%	1%	*%	2%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	*%
		b		g													
TOTAL NOT IMPORTANT	44	25	19	10	6	9	12	2	4	9	9	13	13	23	20	36	7
	2%	2%	2%	3%	2%	2%	4%	1%	1%	2%	2%	3%	2%	3%	2%	2%	2%
				g			gh							n			
Don't know	105	47	57	18	19	17	15	9	26	16	25	21	42	42	63	60	44
	5%	5%	5%	6%	5%	4%	5%	3%	7%	3%	4%	5%	8%	5%	5%	4%	10%
								g					ij				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	427	197	229	45	58	59	43	61	161	82	107	98	138	119	308	252	172
	20%	20%	21%	14%	16%	14%	14%	20%	41%	14%	19%	22%	26%	15%	23%	15%	40%
								ef	cdefg			i	ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	1118 53%	683 58% b	434 47%	951 54% dfk	82 45%	62 60% dfgk	23 40%	128 49%	190 65% cdfgklmo	99 55% fk	111 58% dfk	63 43%	93 51% f	88 49% cdfgiklmo	60 67% f	118 51%	983 54%	135 49%
Fairly important that this is impartial	298 14%	194 16% b	104 11%	265 15% ejn	21 11% e	5 5%	7 12% e	59 22% cdefijmno	46 16% ejn	18 10%	11 6%	36 24% cdefijmno	32 18% ejn	23 13% ej	7 8%	32 14% ej	262 14%	36 13%
TOTAL IMPORTANT	1417 67%	876 74% b	538 58%	1216 69% df	103 56%	67 65% f	30 52%	187 71% df	236 80% cdefgijklm o	117 65% f	123 64% f	99 67% df	126 69% df	111 62%	67 75% dfjmo	150 64% f	1245 68% q	171 62%
Neither/ nor	115 5%	69 6%	46 5%	95 5% hi	17 9% cefhin	2 2%	2 3%	25 9% cefhin	5 2%	3 2%	8 4%	15 10% cefhijnm	10 6%	8 4%	2 2%	19 8% ehin	99 5%	16 6%
Fairly unimportant that this is impartial	25 1%	17 1%	8 1%	19 1%	4 2% h	1 1%	1 2% h	2 1%	- -%	3 1%	2 1%	3 2%	4 2% h	2 1%	- -%	3 1%	18 1%	7 3% p
Not at all important that this is impartial	19 1%	11 1%	8 1%	18 1%	- -%	- -%	1 1%	2 1%	2 1%	2 1%	1 1%	5 3% cdem	5 3% dem	- -%	1 1%	1 1%	17 1%	2 1%
TOTAL NOT IMPORTANT	44 2%	28 2%	16 2%	37 2%	4 2%	1 1%	2 3%	4 2%	2 1%	4 2%	3 2%	7 5% cehm	9 5% cehm	2 1%	1 1%	4 2%	35 2%	9 3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 161

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	105 5%	43 4%	62 7% a	87 5%	5 3%	4 4%	9 15% cdeghijkln	7 3%	10 3%	6 4%	5 3%	4 3%	14 8% dgjkn	17 9% cdghijkln	2 2% cdghijkln	22 9% cdghijkln	98 5% q	7 3%
Don't know, as don't use	427 20%	160 14%	267 29% a	327 19%	54 30% cghklno	29 28% cghklo	16 27% cghklo	40 15%	41 14%	50 28% cghklo	53 27% cghklo	22 15%	23 13%	42 24% ghl	17 20%	38 17%	353 19%	74 27% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 162

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'	1576	765	810	252	294	336	260	228	207	470	432	323	347	623	953	1363	213
Very important that this is impartial	1118	545	573	159	210	226	194	174	156	352	325	220	219	424	694	977	142
	71%	71%	71%	63%	71%	67%	75%	76%	76%	75%	75%	68%	63%	68%	73%	72%	67%
					c		c	ce	ce	kl	kl				m	p	
Fairly important that this is impartial	298	145	153	58	63	73	37	39	27	81	73	64	79	135	163	258	40
	19%	19%	19%	23%	21%	22%	14%	17%	13%	17%	17%	20%	23%	22%	17%	19%	19%
				fh	fh	fh							ij	n			
TOTAL IMPORTANT	1417	691	726	217	273	300	231	213	183	432	398	284	299	559	857	1235	181
	90%	90%	90%	86%	93%	89%	89%	93%	89%	92%	92%	88%	86%	90%	90%	91%	85%
					c			ch		l	kl					p	
Neither/ nor	115	50	66	25	15	27	17	13	19	29	25	26	35	41	75	91	24
	7%	7%	8%	10%	5%	8%	6%	6%	9%	6%	6%	8%	10%	7%	8%	7%	11%
				d					d				ij				o
Fairly unimportant that this is impartial	25	11	14	2	4	7	8	2	2	6	3	7	9	13	12	19	6
	2%	1%	2%	1%	1%	2%	3%	1%	1%	1%	1%	2%	2%	2%	1%	1%	3%
							gh						j				o
Not at all important that this is impartial	19	14	5	8	2	3	4	-	3	3	5	6	4	10	9	18	1
	1%	2%	1%	3%	1%	1%	1%	-%	1%	1%	1%	2%	1%	2%	1%	1%	-%
		b		dg			g		g								
TOTAL NOT IMPORTANT	44	25	19	10	6	9	12	2	4	9	9	13	13	23	20	36	7
	3%	3%	2%	4%	2%	3%	5%	1%	2%	2%	2%	4%	4%	4%	2%	3%	3%
				g			g							n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 162

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	105	47	57	18	19	17	15	9	26	16	25	21	42	42	63	60	44
Don't know, as don't use	427	197	229	45	58	59	43	61	161	82	107	98	138	119	308	252	172

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 162

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1576	974	600	1348	124	70	34	216	243	125	135	121	145	120	70	172	1379	197
Very important that this is impartial	1118 71%	683 70%	434 72%	951 71%	82 66% gk	62 89% k cdghiklmo	** **	128 59%	190 78%	99 79%	111 83%	63 52%	93 64%	88 73%	60 86%	118 68%	983 71%	135 69%
Fairly important that this is impartial	298 19%	194 20%	104 17%	265 20%	21 17% ejn	5 7% ej	** **	59 27% cdeijno	46 19% ejn	18 15% e	11 9%	36 29%	32 22%	23 19%	7 10%	32 18% ejn	262 19%	36 18%
TOTAL IMPORTANT	1417 90%	876 90%	538 90%	1216 90%	103 83% dk	67 96% cdgklo	** **	187 87%	236 97%	117 94% dgklo	123 91% dk	99 82%	126 87%	111 92% dk	67 96% cdgklo	150 87%	1245 90%	171 87%
Neither/ nor	115 7%	69 7%	46 8%	95 7% ehin	17 14% cehijlmn	2 3%	** **	25 11% cehin	5 2%	3 2%	8 6%	15 12%	10 7%	8 6%	2 3%	19 11% ehin	99 7%	16 8%
Fairly unimportant that this is impartial	25 2%	17 2%	8 1%	19 1%	4 3% hn	1 1%	** **	2 1%	- -%	3 2% h	2 2%	3 2% h	4 3% hn	2 2%	- -%	3 2%	18 1%	7 4% p
Not at all important that this is impartial	19 1%	11 1%	8 1%	18 1%	- -%	- -%	** **	2 1%	2 1%	2 1%	1 1%	5 4% cdem	5 3% dem	- -%	1 2%	1 1%	17 1%	2 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 162

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67E (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on broadcaster websites on the internet - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL NOT IMPORTANT	44	28	16	37	4	1	**	4	2	4	3	7	9	2	1	4	35	9
	3%	3%	3%	3%	3%	1%	**	2%	1%	3%	3%	6% cehm	6% ceghmn	2%	2%	2%	3%	5% p
Don't know	105	43	62	87	5	4	**	7	10	6	5	4	14	17	2	22	98	7
Don't know, as don't use	427	160	267	327	54	29	**	40	41	50	53	22	23	42	17	38	353	74
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 163

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very important that this is impartial	997	477	519	133	182	206	174	160	141	308	286	192	209	380	616	862	135
	47%	47%	47%	42%	49%	50%	55%	54%	36%	54%	51%	43%	40%	49%	47%	51%	31%
					h	h	ch	ch		kl	kl					p	
Fairly important that this is impartial	332	163	169	67	70	86	48	34	28	107	84	66	73	144	188	296	36
	16%	16%	15%	21%	19%	21%	15%	11%	7%	19%	15%	15%	14%	18%	14%	18%	8%
				gh	gh	gh	h			l				n		p	
TOTAL IMPORTANT	1328	640	688	199	252	292	222	193	170	415	370	258	283	525	804	1158	170
	63%	63%	63%	63%	68%	71%	70%	65%	43%	73%	65%	58%	54%	67%	61%	69%	40%
				h	h	ch	h	h		jkl	kl			n		p	
Neither/ nor	125	58	67	29	18	26	18	15	19	25	35	26	38	45	80	100	25
	6%	6%	6%	9%	5%	6%	6%	5%	5%	4%	6%	6%	7%	6%	6%	6%	6%
				gh													
Fairly unimportant that this is impartial	40	21	19	3	11	5	7	6	8	16	5	7	12	12	29	32	8
	2%	2%	2%	1%	3%	1%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%
										j							
Not at all important that this is impartial	20	16	4	5	3	3	5	2	2	6	5	6	3	11	9	19	1
	1%	2%	4%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b															1%
TOTAL NOT IMPORTANT	60	38	22	9	14	8	12	8	10	22	11	13	14	23	37	51	9
	3%	4%	2%	3%	4%	2%	4%	3%	3%	4%	2%	3%	3%	3%	3%	3%	2%
		b															
Don't know	106	47	59	21	19	16	13	12	24	18	19	28	41	43	63	60	46
	5%	5%	5%	7%	5%	4%	4%	4%	6%	3%	3%	6%	8%	6%	5%	4%	11%
												ij	ij				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 163

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	487	227	260	57	68	69	53	70	170	88	129	118	150	148	339	305	179
	23%	22%	24%	18%	18%	17%	17%	23%	43%	16%	23%	27%	28%	19%	26%	18%	42%
								ef	cdefg		i	i	ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 163

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	997 47%	601 51%	393 42%	849 48%	68 37%	57 55%	23 39%	114 43%	174 59%	85 47%	107 56%	47 32%	82 45%	79 44%	54 61%	106 46%	885 48%	112 40%
		b		dfk		dfgk		k	cdgiklmo	k	dfgkm		k	k	cdgiklmo	k	q	
Fairly important that this is impartial	332 16%	226 19%	106 11%	293 17%	24 13%	7 7%	7 12%	68 26%	44 15%	24 13%	8 4%	34 23%	39 21%	27 15%	9 10%	42 18%	298 16%	34 12%
		b		ejn	j		j	cdghijlmn	ej	j		defijn	efijn	ej	j	ejn		
TOTAL IMPORTANT	1328 63%	827 70%	500 54%	1142 65%	92 50%	64 62%	30 51%	182 69%	218 74%	109 60%	115 60%	81 55%	121 66%	106 59%	63 70%	148 64%	1183 65%	146 53%
		b		dfk		d		dfk	cdghijkmo				dfk		dfkm	df	q	
Neither/ nor	125 6%	75 6%	50 5%	100 6%	20 11%	3 3%	2 3%	30 11%	2 1%	5 3%	8 4%	16 11%	10 5%	7 4%	4 4%	18 8%	108 6%	17 6%
				h	cefhijmn			cefhijlmn			h	cefhijmn	h	h	h	hi		
Fairly unimportant that this is impartial	40 2%	23 2%	17 2%	38 2%	2 1%	- -%	* 1%	2 1%	10 3%	1 *%	4 2%	9 6%	5 3%	5 3%	1 1%	3 1%	28 2%	12 4%
									e			cdgfgino	e	e			p	
Not at all important that this is impartial	20 1%	15 1%	5 1%	17 1%	2 1%	- -%	1 1%	1 *%	2 1%	1 1%	1 1%	4 3%	5 3%	- -%	1 1%	2 1%	17 1%	3 1%
												cem	cem					
TOTAL NOT IMPORTANT	60 3%	39 3%	21 2%	55 3%	4 2%	- -%	1 2%	3 1%	11 4%	2 1%	5 2%	13 9%	10 6%	5 3%	1 1%	4 2%	46 2%	15 5%
				e					e		e	cdgfhijlmn	egin	e				p

o

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 163

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	106	47	59	87	6	5	9	6	10	6	7	7	15	13	3	21	97	9
	5%	4%	6%	5%	3%	5%	15%	2%	3%	3%	3%	5%	8%	7%	3%	9%	5%	3%
			a				cdeghijklm	n					gh	g		cdghijn		
Don't know, as don't use	487	189	298	378	60	32	17	43	53	59	58	30	27	48	19	41	396	90
	23%	16%	32%	21%	33%	31%	29%	16%	18%	32%	30%	20%	15%	27%	21%	18%	22%	33%
			a	l	cghklno	cghklo	cghlo			cghklno	cghklo			ghlo				p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 164

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'	1514	736	778	237	284	326	252	215	199	463	416	297	335	592	922	1310	204
Very important that this is impartial	997 66%	477 65%	519 67%	133 56%	182 64%	206 63%	174 69%	160 74%	141 71%	308 67%	286 69%	192 65%	209 62%	380 64%	616 67%	862 66%	135 66%
							c	cde	ce		l						
Fairly important that this is impartial	332 22%	163 22%	169 22%	67 28% fgh	70 25% gh	86 26% fgh	48 19%	34 16%	28 14%	107 23%	84 20%	66 22%	73 22%	144 24% n	188 20%	296 23% p	36 17%
TOTAL IMPORTANT	1328 88%	640 87%	688 88%	199 84%	252 89%	292 90%	222 88%	193 90%	170 85%	415 90% l	370 89% l	258 87%	283 84%	525 89%	804 87%	1158 88% p	170 83%
Neither/ nor	125 8%	58 8%	67 9%	29 12% dfg	18 6%	26 8%	18 7%	15 7%	19 10%	25 5%	35 9%	26 9%	38 11% i	45 8%	80 9%	100 8%	25 12% o
Fairly unimportant that this is impartial	40 3%	21 3%	19 2%	3 1%	11 4%	5 2%	7 3%	6 3%	8 4%	16 4% j	5 1%	7 2%	12 3% j	12 2%	29 3%	32 2%	8 4%
Not at all important that this is impartial	20 1%	16 2% b	4 *%	5 2%	3 1%	3 1%	5 2%	2 1%	2 1%	6 1%	5 1%	6 2%	3 1%	11 2%	9 1%	19 1%	1 *%
TOTAL NOT IMPORTANT	60 4%	38 5% b	22 3%	9 4%	14 5%	8 2%	12 5%	8 4%	10 5%	22 5%	11 3%	13 4%	14 4%	23 4%	37 4%	51 4%	9 4%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 164

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	106	47	59	21	19	16	13	12	24	18	19	28	41	43	63	60	46
Don't know, as don't use	487	227	260	57	68	69	53	70	170	88	129	118	150	148	339	305	179
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 164

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1514	940	571	1297	117	67	33	214	231	116	128	111	141	118	68	171	1336	178
Very important that this is impartial	997 66%	601 64%	393 69% a	849 65% gk	68 58% k	57 84% cdghiklmo	** **	114 53%	174 75% cdgklo	85 74% cdgklo	107 84% cdgiklmo	47 43% k	82 58% k	79 67% gk	54 80% cdgklmo	106 62% k	885 66%	112 63%
Fairly important that this is impartial	332 22%	226 24% b	106 19%	293 23% ejn	24 21% ej	7 11%	** **	68 32% cdehijn	44 19% ej	24 20% ej	8 6% cehijn	34 30% cehijn	39 28% ehjn	27 23% ejn	9 13% j	42 24% ejn	298 22%	34 19%
TOTAL IMPORTANT	1328 88%	827 88%	500 87%	1142 88% dk	92 79% cdgklo	64 95%	** **	182 85% k	218 94% cdgklo	109 94% cdgklo	115 90% dk	81 73% k	121 86% k	106 90% dk	63 93% dgkl	148 87% k	1183 88% q	146 82%
Neither/ nor	125 8%	75 8%	50 9%	100 8% h	20 17% cehijlmn	3 5% h	** **	30 14% cehijlmn	2 1% h	5 4% h	8 6% cehijlmn	16 15% cehijlmn	10 7% h	7 6% h	4 5% h	18 11% ehi	108 8%	17 10%
Fairly unimportant that this is impartial	40 3%	23 2%	17 3%	38 3% e	2 2% e	- -%	** **	2 1%	10 4% egi	1 1%	4 3% e	9 8% cdegino	5 3% e	5 4% e	1 1%	3 2%	28 2%	12 7% p
Not at all important that this is impartial	20 1%	15 2%	5 1%	17 1% e	2 2% e	- -%	** **	1 *% e	2 1% eg	1 1% eg	1 1% e	4 4% ceghm	5 4% ceghm	- -% e	1 1% e	2 1% e	17 1% e	3 2% p
TOTAL NOT IMPORTANT	60 4%	39 4%	21 4%	55 4% e	4 4% e	- -%	** **	3 1%	11 5% eg	2 2% eg	5 4% e	13 12% cdeghijlmno	10 7% egino	5 4% e	1 2% e	4 3% e	46 3%	15 8% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 164

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67F (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on newspaper websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	106	47	59	87	6	5	**	6	10	6	7	7	15	13	3	21	97	9
Don't know, as don't use	487	189	298	378	60	32	**	43	53	59	58	30	27	48	19	41	396	90
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very important that this is impartial	833	399	434	105	151	162	157	132	125	259	240	154	177	317	516	714	119
	40%	39%	40%	33%	41%	40%	49%	45%	32%	46%	43%	35%	34%	40%	39%	43%	28%
					h	h	cdeh	ch		kl	kl					p	
Fairly important that this is impartial	262	126	136	48	62	67	37	23	24	70	60	66	65	117	145	231	31
	12%	12%	12%	15%	17%	16%	12%	8%	6%	12%	11%	15%	12%	15%	11%	14%	7%
				gh	gh	gh	h							n		p	
TOTAL IMPORTANT	1095	524	571	153	213	230	194	156	149	329	301	220	242	434	661	945	150
	52%	52%	52%	49%	57%	56%	61%	52%	38%	58%	53%	50%	46%	55%	50%	56%	35%
				h	ch	h	cgh	h		kl	l			n		p	
Neither/ nor	173	87	86	40	30	38	25	24	17	46	43	36	48	62	111	138	35
	8%	9%	8%	13%	8%	9%	8%	8%	4%	8%	8%	8%	9%	8%	8%	8%	8%
				h	h	h		h									
Fairly unimportant that this is impartial	67	23	44	13	9	15	11	11	7	26	14	14	14	23	44	60	7
	3%	2%	4%	4%	2%	4%	3%	4%	2%	5%	2%	3%	3%	3%	3%	4%	2%
			a													p	
Not at all important that this is impartial	47	32	15	10	9	10	9	4	4	10	20	6	10	19	27	44	3
	2%	3%	1%	3%	3%	3%	3%	1%	1%	2%	4%	1%	2%	2%	2%	3%	1%
		b									k					p	
TOTAL NOT IMPORTANT	113	55	58	23	18	26	20	16	11	36	34	20	23	42	72	104	10
	5%	5%	5%	7%	5%	6%	6%	5%	3%	6%	6%	4%	4%	5%	5%	6%	2%
				h		h	h									p	
Don't know	108	40	68	21	21	20	9	9	27	21	23	21	42	48	60	65	42
	5%	4%	6%	7%	6%	5%	3%	3%	7%	4%	4%	5%	8%	6%	5%	4%	10%
			a	f					fg				ij				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	618	304	314	79	89	98	70	93	189	137	163	145	171	198	420	424	192
	29%	30%	29%	25%	24%	24%	22%	31%	48%	24%	29%	33%	32%	25%	32%	25%	45%
								ef	cdefg			i	i		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	833 40%	492 42% b	339 36% dk	714 41% dk	57 31% j	41 39% k	21 36% k	96 37% k	146 50% cdfgikmo	65 36% cdfgikmo	102 53% cdfgikmo	39 26% ehj	78 43% dk	60 33% ej	43 48% dfgikmo	84 36% ej	741 40% q	92 33% q
Fairly important that this is impartial	262 12%	180 15% b	82 9% b	231 13% ej	19 10% j	6 6% j	6 10% o	59 22% cdefhijmn o	24 8% o	17 9% o	8 4% o	23 16% ehj	36 20% cdefhijn	23 13% ej	9 10% ej	32 14% ej	239 13% q	23 8% q
TOTAL IMPORTANT	1095 52%	672 57% b	421 45% b	946 54% defik	76 42% j	47 45% j	26 45% o	155 59% defikm	171 58% defikm	81 45% o	110 57% defikm	62 42% fhjl	114 63% cdefikmo	83 46% i	52 58% defikm	117 50% ej	980 54% q	115 41% q
Neither/ nor	173 8%	113 10% b	60 6% b	145 8% f	20 11% fj	6 6% j	2 3% o	44 17% cefhijlmno	18 6% o	13 7% o	8 4% o	18 12% fhjl	10 6% o	11 6% o	6 6% o	17 7% o	156 9% q	17 6% q
Fairly unimportant that this is impartial	67 3%	41 4% b	25 3% b	60 3% ej	4 2% j	1 1% j	1 1% o	4 1% o	18 6% efg	5 3% o	4 2% o	8 5% g	7 4% o	8 5% o	2 2% o	5 2% o	51 3% p	16 6% p
Not at all important that this is impartial	47 2%	34 3% b	13 1% b	37 2% ceijn	8 5% ceijn	1 1% j	1 1% o	6 2% o	4 1% o	- -% o	2 1% o	8 6% cefhijn	5 3% i	7 4% i	1 1% o	5 2% o	41 2% q	5 2% q
TOTAL NOT IMPORTANT	113 5%	76 6% b	38 4% b	97 6% ej	13 7% e	2 2% j	2 3% o	10 4% o	21 7% e	5 3% o	6 3% o	16 11% cefgijno	12 7% e	15 8% efijn	2 3% o	10 4% o	92 5% q	22 8% q

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 165

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	108 5%	50 4%	57 6%	88 5%	5 3%	5 5%	9 16% cdeghijklm	7 3%	11 4%	9 5%	5 3%	8 5%	12 6%	11 6%	3 4%	24 10% cdghjn	98 5%	9 3%
							n											
Don't know, as don't use	618 29%	265 23%	353 38% a	486 28% gl	69 37% cghl	44 42% cghklno	19 33% gl	48 18%	74 25%	72 40% cghlo	63 33% gl	44 30% gl	34 19%	60 33% gl	26 30% gl	65 28% gl	503 28%	114 41% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 166

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'	1382	667	715	216	261	294	239	195	177	411	378	276	314	538	844	1187	195
Very important that this is impartial	833 60%	399 60%	434 61%	105 49%	151 58% c	162 55%	157 66%	132 68%	125 70% cde	259 63% kl	240 64% kl	154 56%	177 56%	317 59%	516 61%	714 60%	119 61%
Fairly important that this is impartial	262 19%	126 19%	136 19%	48 22% gh	62 24% fgh	67 23% fgh	37 16%	23 12%	24 14%	70 17%	60 16%	66 24% ij	65 21% j	117 22% n	145 17%	231 19%	31 16%
TOTAL IMPORTANT	1095 79%	524 79%	571 80%	153 71%	213 82% c	230 78% c	194 81% c	156 80% c	149 84% ce	329 80%	301 80%	220 80%	242 77%	434 81%	661 78%	945 80%	150 77%
Neither/ nor	173 13%	87 13%	86 12%	40 19% dfgh	30 11%	38 13%	25 10%	24 12%	17 10%	46 11%	43 11%	36 13%	48 15% j	62 12%	111 13%	138 12%	35 18% o
Fairly unimportant that this is impartial	67 5%	23 3%	44 6% a	13 6%	9 3%	15 5%	11 5%	11 6%	7 4%	26 6%	14 4%	14 5%	14 4%	23 4%	44 5%	60 5%	7 3%
Not at all important that this is impartial	47 3%	32 5% b	15 2%	10 4%	9 4%	10 4%	9 4%	4 2%	4 2%	10 2%	20 5% ik	6 2%	10 3%	19 4%	27 3%	44 4% p	3 2%
TOTAL NOT IMPORTANT	113 8%	55 8%	58 8%	23 10%	18 7%	26 9%	20 8%	16 8%	11 6%	36 9%	34 9%	20 7%	23 7%	42 8%	72 8%	104 9% p	10 5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 166

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	108	40	68	21	21	20	9	9	27	21	23	21	42	48	60	65	42
Don't know, as don't use	618	304	314	79	89	98	70	93	189	137	163	145	171	198	420	424	192
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 166

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1382	861	518	1188	109	55	30	209	210	100	124	96	137	109	60	144	1228	153
Very important that this is impartial	833 60%	492 57%	339 65% a	714 60% dgk	57 52% k	** **	** **	96 46%	146 70% cdgklmo	** **	102 82% cdghklmno	39 41%	78 57% gk	60 55% k	43 72% cdgklmo	84 59% gk	741 60%	92 60%
Fairly important that this is impartial	262 19%	180 21% b	82 16%	231 19% hj	19 18% j	** **	** **	59 28% cdhjn	24 12%	** **	8 7%	23 24% hjn	36 26% chjn	23 21% hj	9 14% j	32 23% hj	239 19%	23 15%
TOTAL IMPORTANT	1095 79%	672 78%	421 81%	946 80% dk	76 70%	** **	** **	155 74%	171 81% dk	** **	110 89% cdghkmo	62 65%	114 84% dgk	83 76% k	52 87% cdgkm	117 81% dk	980 80% q	115 75%
Neither/ nor	173 13%	113 13%	60 12%	145 12% j	20 19% chjlmn	** **	** **	44 21% chjlmno	18 8%	** **	8 6%	18 19% chjlmn	10 7%	11 10%	6 9%	17 12%	156 13%	17 11%
Fairly unimportant that this is impartial	67 5%	41 5%	25 5%	60 5% g	4 4%	** **	** **	4 2%	18 9% cgjn	** **	4 3%	8 8% g	7 5%	8 8% g	2 3%	5 4%	51 4%	16 11% p
Not at all important that this is impartial	47 3%	34 4%	13 2%	37 3%	8 8% cghjn	** **	** **	6 3%	4 2%	** **	2 1%	8 9% cghjno	5 4%	7 6% chjn	1 1%	5 3%	41 3%	5 4%
TOTAL NOT IMPORTANT	113 8%	76 9%	38 7%	97 8%	13 12% gjn	** **	** **	10 5%	21 10% gjn	** **	6 4%	16 16% cgjlno	12 9%	15 14% cgjno	2 4%	10 7%	92 7%	22 14% p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 166

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67G (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	108	50	57	88	5	**	**	7	11	**	5	8	12	11	3	24	98	9
Don't know, as don't use	618	265	353	486	69	**	**	48	74	**	63	44	34	60	26	65	503	114
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 167

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very important that this is impartial	887	429	457	118	171	179	152	142	125	269	260	167	188	346	540	768	118
	42%	42%	42%	37%	46%	44%	48%	48%	32%	47%	46%	38%	36%	44%	41%	46%	28%
					ch	h	ch	ch		kl	kl					p	
Fairly important that this is impartial	312	151	161	58	61	83	57	27	26	83	75	78	75	147	165	276	36
	15%	15%	15%	18%	17%	20%	18%	9%	7%	15%	13%	18%	14%	19%	12%	16%	8%
				gh	gh	gh	gh							n		p	
TOTAL IMPORTANT	1199	580	619	176	233	262	209	169	151	352	335	245	264	493	705	1045	154
	57%	57%	56%	56%	63%	64%	66%	57%	38%	62%	59%	55%	50%	63%	53%	62%	36%
				h	h	h	cgh	h		l	l			n		p	
Neither/ nor	186	93	93	49	31	43	24	21	19	50	53	39	44	68	118	158	28
	9%	9%	8%	15%	8%	10%	8%	7%	5%	9%	9%	9%	8%	9%	9%	9%	7%
				dfgh		h											
Fairly unimportant that this is impartial	49	23	25	13	6	12	8	8	2	9	15	11	13	16	33	38	11
	2%	2%	2%	4%	2%	3%	3%	3%	1%	2%	3%	3%	2%	2%	3%	2%	2%
				h		h	h	h									
Not at all important that this is impartial	35	23	12	11	8	5	7	1	3	11	8	7	8	15	19	29	5
	2%	2%	1%	3%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%
		b		gh	g		g										
TOTAL NOT IMPORTANT	83	47	37	23	14	17	15	9	5	21	23	19	21	31	52	68	16
	4%	5%	3%	7%	4%	4%	5%	3%	1%	4%	4%	4%	4%	4%	4%	4%	4%
				gh	h	h	h										
Don't know	111	54	57	12	22	19	14	18	27	26	26	24	36	41	71	72	39
	5%	5%	5%	4%	6%	5%	4%	6%	7%	5%	5%	5%	7%	5%	5%	4%	9%
																o	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 167

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know, as don't use	527	236	291	56	71	71	56	81	192	120	128	116	163	150	377	333	192
	25%	23%	27%	18%	19%	17%	18%	27%	49%	21%	23%	26%	31%	19%	28%	20%	45%
								cdef	cdefg				ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 167

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Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very important that this is impartial	887 42%	529 45% b	355 38%	749 43% g	70 38%	46 44% g	21 36%	84 32%	157 53% cdfgiklmo	72 40%	106 55% cdefgiklmo	55 37%	73 40%	64 36%	46 52% cdfgiklmo	91 39%	789 43% q	97 35%
Fairly important that this is impartial	312 15%	215 18% b	97 10%	275 16% eij	23 12% j	8 8% j	6 10% j	73 28% cdefhijmno	43 15% j	17 9% j	5 3% cdefijmno	34 23% f	38 21% defijn	24 13% j	9 10% j	31 14% j	270 15%	42 15%
TOTAL IMPORTANT	1199 57%	745 63% b	452 49%	1024 58% fim	93 51%	54 52%	27 47%	158 60% fm	200 68% cdefijmo	89 49%	111 58% f	88 60% f	111 61% fim	88 49%	55 62% dfim	123 53%	1060 58% q	139 50%
Neither/ nor	186 9%	117 10%	69 7%	156 9% fj	22 12% fij	7 7%	2 3% cefhijlmno	46 17%	19 7%	10 6%	8 4%	17 12% fj	14 8% f	17 9% f	5 6%	19 8% f	168 9%	18 6%
Fairly unimportant that this is impartial	49 2%	30 3%	19 2%	46 3% e	2 1%	- -%	1 2%	3 1%	4 1%	6 3% e	3 2%	6 4% e	6 3% e	8 5% deg	1 1%	8 4% e	41 2%	8 3%
Not at all important that this is impartial	35 2%	25 2%	9 1%	30 2%	2 1%	1 1%	1 2%	2 1%	2 1%	1 1%	2 1%	5 3%	8 5% cghijn	5 3%	1 1%	4 2%	31 2%	3 1%
TOTAL NOT IMPORTANT	83 4%	55 5%	28 3%	76 4%	4 2%	1 1%	2 4%	5 2%	6 2%	7 4%	5 3%	10 7% deghn	14 8% cdeghjn	13 7% deghn	2 2%	13 5% e	72 4%	11 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 167

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Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	111 5%	55 5%	57 6%	91 5%	8 4%	4 3%	9 15% cdeghijklm	13 5%	12 4%	10 5%	7 3%	6 4%	9 5%	10 5%	3 4%	22 9% cdehjkn	99 5%	12 4%
							n											
Don't know, as don't use	527 25%	205 17%	322 35% a	414 24% g	57 31% cghkl	38 37% cghklo	18 32% cghkl	41 16%	56 19%	64 36% cghklo	61 32% cghkl	26 18%	34 18%	52 29% ghkl	24 26% g	56 24% g	430 24%	97 35% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 168

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'	1468	720	749	248	278	321	248	198	175	423	411	303	328	592	876	1270	198
Very important that this is impartial	887 60%	429 60%	457 61%	118 48%	171 62%	179 56%	152 61%	142 72%	125 71%	269 64%	260 63%	167 55%	188 57%	346 58%	540 62%	768 60%	118 60%
					c	c	c	cdef	cdef	k	kl						
Fairly important that this is impartial	312 21%	151 21%	161 22%	58 23%	61 22%	83 26%	57 23%	27 13%	26 15%	83 20%	75 18%	78 26%	75 23%	147 25%	165 19%	276 22%	36 18%
				gh	gh	gh	gh				ij	j		n			
TOTAL IMPORTANT	1199 82%	580 81%	619 83%	176 71%	233 84%	262 81%	209 84%	169 85%	151 86%	352 83%	335 82%	245 81%	264 80%	493 83%	705 81%	1045 82%	154 78%
					c	c	c	c	c							p	
Neither/ nor	186 13%	93 13%	93 12%	49 20%	31 11%	43 13%	24 10%	21 10%	19 11%	50 12%	53 13%	39 13%	44 13%	68 11%	118 14%	158 12%	28 14%
				defgh													
Fairly unimportant that this is impartial	49 3%	23 3%	25 3%	13 5%	6 2%	12 4%	8 3%	8 4%	2 1%	9 2%	15 4%	11 4%	13 4%	16 3%	33 4%	38 3%	11 5%
				h				h									o
Not at all important that this is impartial	35 2%	23 3%	12 2%	11 4%	8 3%	5 1%	7 3%	1 *%	3 2%	11 3%	8 2%	7 2%	8 3%	15 3%	19 2%	29 2%	5 3%
		b		eg	g		g										
TOTAL NOT IMPORTANT	83 6%	47 6%	37 5%	23 9%	14 5%	17 5%	15 6%	9 4%	5 3%	21 5%	23 6%	19 6%	21 6%	31 5%	52 6%	68 5%	16 8%
				egh													o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 168

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Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	111	54	57	12	22	19	14	18	27	26	26	24	36	41	71	72	39
Don't know, as don't use	527	236	291	56	71	71	56	81	192	120	128	116	163	150	377	333	192
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 168

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Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'	1468	917	550	1256	119	62	31	209	226	106	124	116	140	118	63	154	1300	168
Very important that this is impartial	887 60%	529 58%	355 65% a	749 60% gk	70 59% gk	** **	** **	84 40%	157 70%	** **	106 86%	55 47%	73 52% g	64 54% g	46 74% cdgklmo	91 59% gk	789 61%	97 58%
Fairly important that this is impartial	312 21%	215 23% b	97 18%	275 22% jn	23 19% j	** **	** **	73 35% cdhjmn	43 19% j	** **	5 4%	34 29% cdhjn	38 27% jn	24 20% j	9 15% j	31 20% j	270 21%	42 25%
TOTAL IMPORTANT	1199 82%	745 81%	452 82%	1024 82% gm	93 78%	** **	** **	158 75% cdgklmo	200 89%	** **	111 89% cdgklmo	88 76%	111 80%	88 74%	55 89% cdgklmo	123 80%	1060 81%	139 83%
Neither/ nor	186 13%	117 13%	69 13%	156 12% j	22 19% chjln	** **	** **	46 22% chjln	19 9%	** **	8 6%	17 15% j	14 10%	17 14% j	5 9%	19 12%	168 13%	18 11%
Fairly unimportant that this is impartial	49 3%	30 3%	19 3%	46 4%	2 1%	** **	** **	3 1%	4 2%	** **	3 3%	6 5%	6 4%	8 7% cdghn	1 2%	8 5% dg	41 3%	8 5%
Not at all important that this is impartial	35 2%	25 3%	9 2%	30 2%	2 2%	** **	** **	2 1%	2 1%	** **	2 1%	5 4%	8 6% cghjn	5 4% h	1 1%	4 3%	31 2%	3 2%
TOTAL NOT IMPORTANT	83 6%	55 6%	28 5%	76 6%	4 3%	** **	** **	5 3%	6 3%	** **	5 4%	10 9% ghn	14 10% cdghjn	13 11% cdghjn	2 3%	13 8% ghn	72 6%	11 7%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q67H (SHOWCARD) RATING OF IMPORTANCE THAT NEWS SOURCE IS IMPARTIAL - News reporting on other internet sites (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	111	55	57	91	8	**	**	13	12	**	7	6	9	10	3	22	99	12
Don't know, as don't use	527	205	322	414	57	**	**	41	56	**	61	26	34	52	24	56	430	97
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 169

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	446	207	239	60	89	95	70	57	76	123	116	93	113	182	264	352	94
		21%	21%	22%	19%	24%	23%	22%	19%	19%	22%	21%	21%	21%	23%	20%	21%	22%
Fairly impartial	(2.0)	794	363	431	106	130	147	120	125	166	210	210	173	199	278	516	635	160
		38%	36%	39%	34%	35%	36%	38%	42%	42%	37%	37%	39%	38%	35%	39%	38%	37%
									c	c								
TOTAL IMPARTIAL		1240	570	670	166	219	242	189	182	242	333	327	266	312	460	780	987	253
		59%	56%	61%	53%	59%	59%	59%	61%	62%	59%	58%	60%	59%	59%	59%	59%	59%
				a					c	c								
Neither/ nor	(3.0)	447	228	219	76	70	95	67	56	82	114	126	92	113	162	285	353	93
		21%	23%	20%	24%	19%	23%	21%	19%	21%	20%	22%	21%	21%	21%	21%	21%	22%
Fairly biased	(4.0)	213	121	92	32	41	37	38	31	34	74	65	37	36	76	137	182	31
		10%	12%	8%	10%	11%	9%	12%	11%	9%	13%	12%	8%	7%	10%	10%	11%	7%
			b								kl	l					p	
Very biased	(5.0)	70	44	27	8	12	14	11	12	13	25	19	16	9	32	38	63	7
		3%	4%	2%	3%	3%	3%	4%	4%	3%	4%	3%	4%	2%	4%	3%	4%	2%
			b								l						p	
TOTAL BIASED		284	165	118	40	53	51	50	44	46	99	85	53	46	108	175	245	38
		13%	16%	11%	13%	14%	12%	16%	15%	12%	17%	15%	12%	9%	14%	13%	15%	9%
			b								kl	l					p	
Don't know		136	46	90	33	30	22	12	16	23	22	27	31	56	53	83	90	44
		6%	5%	8%	11%	8%	5%	4%	5%	6%	4%	5%	7%	11%	7%	6%	5%	10%
				a	efgh	f								ij				o
Mean score		2.3	2.4	2.2	2.4	2.3	2.3	2.4	2.4	2.3	2.4	2.4	2.3	2.2	2.3	2.3	2.3	2.2
			b								l	l					p	
Standard deviation		1.05	1.09	1.00	1.03	1.08	1.05	1.08	1.06	1.01	1.11	1.06	1.04	.96	1.09	1.03	1.07	.96
Standard error		.02	.04	.03	.06	.06	.06	.06	.06	.05	.05	.04	.05	.04	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

Table 169

Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)

		WORKING STATUS			NATION/ REGION													LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL		
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356	
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311	
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
Very impartial		(1.0)	446	262	184	339	46	35	27	64	67	27	48	18	34	31	14	36	406	41
		21%	22%	20%	19% k	25% ikno	33% chiklmno	46% cdeghijklm	24% iko	23% k	15% i	25% iko	12% k	19% l	17% m	16% n	15% o	22% p q	15% q	
Fairly impartial		(2.0)	794	431	362	680	71	30	13	86	125	72	47	55	84	73	36	103	672	122
		38%	37%	39%	39% efj	39% fj	29% j	23% f	32% f	43% efgj	40% efj	24% fj	37% fj	46% efgj	41% efj	40% efj	44% efgj	37% p	44% p	
TOTAL IMPARTIAL		1240	693	546	1019	117	64	40	149	192	99	95	73	118	104	50	139	1077	163	
		59%	59%	59%	58% jk	64% jk	62% jk	69% cgijkmn	57% cijk	65% cijk	55% j	49% j	49% jk	65% jk	58% j	56% j	60% j	59% j	59% j	
Neither/ nor		(3.0)	447	251	195	393	35	15	4	92	46	38	38	37	34	41	11	56	394	53
		21%	21%	21%	22% efhn	19% f	14% f	6% cdefhijklmn o	35% o	16% f	21% fn	20% f	25% efhn	19% f	23% fn	12% fn	24% efhn	22% efhn	19% efhn	
Fairly biased		(4.0)	213	137	75	186	13	9	5	14	37	25	24	17	11	20	15	22	182	32
		10%	12% b	8% g	11% g	7% g	9% g	9% g	5% g	13% gl	14% dgl	12% gl	12% g	6% g	11% g	17% cdefgl	10% g	10% g	11% g	
Very biased		(5.0)	70	38	32	61	6	3	1	2	7	9	13	14	2	3	6	5	56	14
		3%	3%	3%	3% g	4% g	2% g	1% g	1% g	2% g	5% g	7% cfghlmo	10% cdefghlmo	1% g	1% g	7% cdefghlmo	2% g	3% g	5% g	
TOTAL BIASED		284	176	107	247	19	12	6	16	44	34	37	31	13	23	21	27	238	46	
		13%	15% b	12% g	14% gl	10% g	11% g	10% g	6% gl	15% gl	19% dfgl	19% defglo	21% cdefglmo	7% g	13% g	24% cdefghlmo	12% g	13% g	17% g	
Don't know		136	56	80	103	12	13	8	6	12	9	23	6	18	12	7	10	120	16	
		6%	5%	9% a	6% g	7% g	12% cghiko	15% cdghikmo	2% g	4% g	5% g	12% cghiko	4% g	10% ghk	7% g	8% g	4% g	7% g	6% g	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																				

Prepared by Saville Rossiter-Base : 01727 899 399

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.3	2.3	2.3	2.4 defl	2.2 f	2.1 f	1.8	2.2 f	2.3 f	2.5 defghl	2.5 defl	2.7 cdefghlmo	2.2 f	2.3 ef	2.6 cdefghl	2.4 ef	2.3	2.4 p
Standard deviation	1.05	1.07	1.02	1.04	1.04	1.10	1.07	.91	1.04	1.08	1.25	1.15	.87	.97	1.20	.94	1.05	1.06
Standard error	.02	.03	.03	.03	.08	.09	.09	.06	.07	.09	.10	.09	.07	.07	.10	.07	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 170

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1971	964	1007	282	341	389	306	282	371	546	538	412	471	731	1240	1585	385
Very impartial	(1.0)	446	207	239	60	89	95	70	57	76	123	116	93	113	182	264	352	94
		23%	21%	24%	21%	26%	24%	23%	20%	21%	23%	22%	23%	24%	25%	21%	22%	24%
Fairly impartial	(2.0)	794	363	431	106	130	147	120	125	166	210	210	173	199	278	516	635	160
		40%	38%	43%	38%	38%	38%	39%	44%	45%	38%	39%	42%	42%	38%	42%	40%	41%
			a															
TOTAL IMPARTIAL		1240	570	670	166	219	242	189	182	242	333	327	266	312	460	780	987	253
		63%	59%	67%	59%	64%	62%	62%	65%	65%	61%	61%	65%	66%	63%	63%	62%	66%
			a															
Neither/ nor	(3.0)	447	228	219	76	70	95	67	56	82	114	126	92	113	162	285	353	93
		23%	24%	22%	27%	21%	25%	22%	20%	22%	21%	23%	22%	24%	22%	23%	22%	24%
Fairly biased	(4.0)	213	121	92	32	41	37	38	31	34	74	65	37	36	76	137	182	31
		11%	13%	9%	11%	12%	9%	13%	11%	9%	13%	12%	9%	8%	10%	11%	11%	8%
			b														p	
Very biased	(5.0)	70	44	27	8	12	14	11	12	13	25	19	16	9	32	38	63	7
		4%	5%	3%	3%	3%	4%	4%	4%	3%	5%	4%	4%	2%	4%	3%	4%	2%
			b														p	
TOTAL BIASED		284	165	118	40	53	51	50	44	46	99	85	53	46	108	175	245	38
		14%	17%	12%	14%	15%	13%	16%	15%	13%	18%	16%	13%	10%	15%	14%	15%	10%
			b								kl						p	
Don't know		136	46	90	33	30	22	12	16	23	22	27	31	56	53	83	90	44
Mean score		2.3	2.4	2.2	2.4	2.3	2.3	2.4	2.4	2.3	2.4	2.4	2.3	2.2	2.3	2.3	2.3	2.2
			b														p	
Standard deviation		1.05	1.09	1.00	1.03	1.08	1.05	1.08	1.06	1.01	1.11	1.06	1.04	.96	1.09	1.03	1.07	.96
Standard error		.02	.04	.03	.06	.06	.06	.06	.06	.05	.05	.04	.05	.04	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 170

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION			
		Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q	
Significance Level: 95%																				
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356	
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311	
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277	
BASE FOR % EXCLUDING 'Don't know'		1971	1120	848	1659	171	91	50	258	282	171	170	142	165	168	83	222	1709	261	
Very impartial	(1.0)	446	262	184	339	46	35	27	64	67	27	48	18	34	31	14	36	406	41	
		23%	23%	22%	20%	27%	38%	54%	25%	24%	16%	28%	13%	21%	19%	17%	16%	24%	16%	
					k	cikno	cdghiklmno	cdeghijklmno	iko	k		cikmno						q		
Fairly impartial		(2.0)	794	431	362	680	71	30	13	86	125	72	47	55	84	73	36	103	672	122
			40%	38%	43%	41%	41%	33%	26%	33%	44%	42%	28%	38%	51%	44%	44%	46%	39%	47%
					efgj	fj				efgj	fj		fj	cefgjk	efgj	efgj	efgj	p		
TOTAL IMPARTIAL			1240	693	546	1019	117	64	40	149	192	99	95	73	118	104	50	139	1077	163
			63%	62%	64%	61%	68%	71%	81%	58%	68%	58%	56%	51%	72%	62%	61%	63%	63%	62%
					k	gijk	cgijk	cdeghijklmno		gijk				cgijkn			k			
Neither/ nor	(3.0)	447	251	195	393	35	15	4	92	46	38	38	37	34	41	11	56	394	53	
		23%	22%	23%	24%	20%	16%	7%	36%	16%	22%	22%	26%	21%	24%	13%	25%	23%	20%	
					efhn	f	f		cdefhijlmno	f	fn	fn	efhn	f	fn		fhn			
Fairly biased		(4.0)	213	137	75	186	13	9	5	14	37	25	24	17	11	20	15	22	182	32
			11%	12%	9%	11%	7%	10%	10%	6%	13%	15%	14%	12%	6%	12%	18%	10%	11%	12%
				b		g					gl	dgl	gl	g		g	cdeglo			
Very biased	(5.0)	70	38	32	61	6	3	1	2	7	9	13	14	2	3	6	5	56	14	
		4%	3%	4%	4%	4%	3%	2%	1%	2%	5%	8%	10%	1%	2%	8%	2%	3%	5%	
					g	g					g	cefglmo	cdefghlmo			cefglmo				
TOTAL BIASED			284	176	107	247	19	12	6	16	44	34	37	31	13	23	21	27	238	46
			14%	16%	13%	15%	11%	13%	12%	6%	16%	20%	22%	22%	8%	14%	26%	12%	14%	18%
					gl		g			gl	dgl	cdefglmo	cdefglmo		g	cdefghlmo	g			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 170

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Q68A (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - TV as a whole as a source of news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	136	56	80	103	12	13	8	6	12	9	23	6	18	12	7	10	120	16
Mean score	2.3	2.3	2.3	2.4 defl	2.2 f	2.1 f	1.8	2.2 f	2.3 f	2.5 defghl	2.5 defl	2.7 cdefghlmo	2.2 f	2.3 ef	2.6 cdefghl	2.4 ef	2.3	2.4 p
Standard deviation	1.05	1.07	1.02	1.04	1.04	1.10	1.07	.91	1.04	1.08	1.25	1.15	.87	.97	1.20	.94	1.05	1.06
Standard error	.02	.03	.03	.03	.08	.09	.09	.06	.07	.09	.10	.09	.07	.07	.10	.07	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 171

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	496	242	254	62	91	109	68	73	93	149	130	98	117	197	298	397	99
		24%	24%	23%	20%	25%	26%	21%	25%	24%	26%	23%	22%	22%	25%	23%	24%	23%
Fairly impartial	(2.0)	739	352	387	98	126	143	127	108	138	202	181	168	187	257	481	582	155
		35%	35%	35%	31%	34%	35%	40%	36%	35%	35%	32%	38%	36%	33%	36%	35%	36%
								c										
TOTAL IMPARTIAL		1234	593	641	159	217	251	195	181	231	351	311	266	304	455	779	978	254
		59%	59%	58%	51%	58%	61%	61%	61%	59%	62%	55%	60%	58%	58%	59%	58%	59%
							c	c	c	c	j							
Neither/ nor	(3.0)	404	183	221	73	70	74	60	48	79	93	121	85	103	143	261	323	80
		19%	18%	20%	23%	19%	18%	19%	16%	20%	16%	21%	19%	20%	18%	20%	19%	19%
					g						i							
Fairly biased	(4.0)	229	129	100	27	33	48	37	36	47	80	68	45	35	80	148	196	33
		11%	13%	9%	9%	9%	12%	12%	12%	12%	14%	12%	10%	7%	10%	11%	12%	8%
			b								l	l					p	
Very biased	(5.0)	77	49	29	7	14	14	11	15	17	27	24	15	12	33	45	69	8
		4%	5%	3%	2%	4%	3%	4%	5%	4%	5%	4%	3%	2%	4%	3%	4%	2%
			b								l						p	
TOTAL BIASED		306	178	128	34	47	62	48	51	64	107	92	59	47	113	193	264	41
		15%	18%	12%	11%	13%	15%	15%	17%	16%	19%	16%	13%	9%	14%	15%	16%	10%
			b						c	c	kl	l	l				p	
Don't know		163	56	107	49	38	24	15	17	20	18	40	32	73	73	90	110	53
		8%	6%	10%	15%	10%	6%	5%	6%	5%	3%	7%	7%	14%	9%	7%	7%	12%
				a	efgh	efh						i	i	ijk				o
Mean score		2.3	2.4	2.3	2.3	2.3	2.3	2.3	2.3	2.4	2.3	2.4	2.3	2.2	2.3	2.3	2.3	2.2
			b									l					p	
Standard deviation		1.09	1.15	1.04	1.02	1.09	1.10	1.07	1.15	1.12	1.16	1.13	1.06	.99	1.13	1.08	1.12	1.00
Standard error		.02	.04	.03	.06	.06	.06	.06	.06	.05	.06	.05	.05	.04	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 171

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Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT	ENGLAND	SCOT	WALES	N		SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH			
		Total	WORKING		-LAND		IRELAND	LONDON	EAST	WEST		MIDS	MIDS	&	EAST	WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	496	289	206	385	48	38	25	73	76	42	49	23	34	34	17	36	435	60
		24%	25%	22%	22% o	26% ko	36% cdhijklmn o	43% cdghijklm no	28% kmo	26% ko	23%	26% ko	16%	19%	19%	19%	15%	24%	22%
Fairly impartial	(2.0)	739	428	310	628	68	29	13	88	130	62	42	51	76	60	29	90	645	94
		35%	36%	33%	36% fj	37% fj	28%	22%	33% fj	44% cefgjmn	34% fj	22%	34% fj	42% efj	33% fj	32% j	39% efj	35%	34%
TOTAL IMPARTIAL		1234	717	516	1013	116	67	38	161	206	104	92	74	111	94	46	126	1080	154
		59%	61% b	56% j	58% jkmn	63% jkmn	65% jkmn	66% cjkmnno	61% jk	70% cijkmno	58%	48%	50% j	61%	52%	52%	54%	59%	56%
Neither/ nor	(3.0)	404	220	184	344	40	15	4	65	29	32	38	32	36	40	12	61	358	46
		19%	19%	20%	20% fhn	22% fhn	15% f	7%	25% efhn	10%	18% fh	20% fh	21% fh	20% fh	22% fhn	13%	26% cefh	20%	17%
Fairly biased	(4.0)	229	135	92	206	9	8	6	19	40	28	22	20	16	20	14	26	187	41
		11%	11%	10%	12% d	5% d	8% d	10%	7% dg	14% dg	15% deg	12% d	14% d	9% d	11% d	16% deg	11% d	10%	15% p
Very biased	(5.0)	77	39	38	67	7	2	1	2	10	6	14	14	2	6	6	7	62	15
		4%	3%	4%	4% g	4% g	2% g	1%	1%	4% g	3% g	7% cefgl	10% cdefghilmo	1% g	3% g	7% efgl	3%	3% g	6% g
TOTAL BIASED		306	174	131	273	16	10	7	21	50	33	36	34	19	26	21	33	249	57
		15%	15%	14%	15% dg	9% dg	10% dg	11% dg	8% dg	17% dg	18% degl	19% degl	23% cdefglmo	10% g	14% g	23% cdefglo	14%	14% p	20% p
Don't know		163	65	98	132	11	11	9	17	8	11	27	8	17	20	11	12	143	20
		8%	6% a	11% a	7% h	6% h	11% h	16% cdahiko	7% h	3% h	6% h	14% cdahiko	5% h	9% h	11% ho	13% cdhko	5% h	8% h	7% h

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.3	2.3	2.3	2.4	2.2	2.0	1.9	2.1	2.2	2.4	2.4	2.7	2.2	2.4	2.5	2.4	2.3	2.4
				efg	f			f	f	efg	defg	cdefghil	ef	efg	defghi	defgh		p
Standard deviation	1.09	1.09	1.10	1.10	1.03	1.08	1.10	.96	1.10	1.12	1.27	1.21	.94	1.07	1.25	1.00	1.08	1.18
Standard error	.02	.03	.04	.03	.08	.09	.10	.07	.08	.09	.10	.10	.07	.08	.11	.07	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 172

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Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1944	954	990	267	333	387	304	280	374	551	524	410	454	711	1233	1566	376
Very impartial	(1.0)	496	242	254	62	91	109	68	73	93	149	130	98	117	197	298	397	99
		25%	25%	26%	23%	27%	28%	22%	26%	25%	27%	25%	24%	26%	28%	24%	25%	26%
Fairly impartial	(2.0)	739	352	387	98	126	143	127	108	138	202	181	168	187	257	481	582	155
		38%	37%	39%	37%	38%	37%	42%	38%	37%	37%	35%	41%	41% j	36%	39%	37%	41%
TOTAL IMPARTIAL		1234 63%	593 62%	641 65%	159 60%	217 65%	251 65%	195 64%	181 65%	231 62%	351 64%	311 59%	266 65%	304 67% j	455 64%	779 63%	978 62%	254 68% o
Neither/ nor	(3.0)	404	183	221	73	70	74	60	48	79	93	121	85	103	143	261	323	80
		21%	19%	22%	27% efg	21%	19%	20%	17%	21%	17%	23% i	21%	23% i	20%	21%	21%	21%
Fairly biased	(4.0)	229	129	100	27	33	48	37	36	47	80	68	45	35	80	148	196	33
		12%	14% b	10%	10%	10%	12%	12%	13%	13%	15%	13%	11%	8%	11%	12%	12%	9%
Very biased	(5.0)	77	49	29	7	14	14	11	15	17	27	24	15	12	33	45	69	8
		4%	5% b	3%	3%	4%	4%	4%	5%	5%	5%	5%	4%	3%	5%	4%	4% p	2%
TOTAL BIASED		306 16%	178 19% b	128 13%	34 13%	47 14%	62 16%	48 16%	51 18%	64 17%	107 19% l	92 17% l	59 14%	47 10%	113 16%	193 16%	264 17% p	41 11%
Don't know		163	56	107	49	38	24	15	17	20	18	40	32	73	73	90	110	53
Mean score		2.3	2.4 b	2.3	2.3	2.3	2.3	2.3	2.3	2.4	2.3	2.4 l	2.3	2.2	2.3	2.3	2.3 p	2.2
Standard deviation		1.09	1.15	1.04	1.02	1.09	1.10	1.07	1.15	1.12	1.16	1.13	1.06	.99	1.13	1.08	1.12	1.00
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 172

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard error	.02	.04	.03	.06	.06	.06	.06	.06	.05	.06	.05	.05	.04	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 172

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT		ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH		
		Total	WORKING			-LAND				EAST	WEST		MIDS	MIDS	&	EAST	WEST		
Significance Level: 95%		a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1944	1111	831	1630	172	93	49	247	286	169	166	140	165	159	78	220	1687	257
Very impartial	(1.0)	496	289	206	385	48	38	25	73	76	42	49	23	34	34	17	36	435	60
		25%	26%	25%	24%	28%	41%	51%	29%	27%	25%	30%	17%	21%	21%	22%	16%	26%	24%
					o	ko	cdghijklm	cdghijklm	ko	ko		ko							
Fairly impartial	(2.0)	739	428	310	628	68	29	13	88	130	62	42	51	76	60	29	90	645	94
		38%	39%	37%	39%	40%	31%	27%	36%	45%	37%	26%	36%	46%	38%	37%	41%	38%	36%
					fj	fj			j	efj	j		j	efgj	fj	j	fj		
TOTAL IMPARTIAL		1234	717	516	1013	116	67	38	161	206	104	92	74	111	94	46	126	1080	154
		63%	65%	62%	62%	67%	72%	78%	65%	72%	61%	55%	53%	67%	59%	59%	57%	64%	60%
					k	jk	cijkmno	cdgijklmn	k	cijkmno				jk					
Neither/ nor	(3.0)	404	220	184	344	40	15	4	65	29	32	38	32	36	40	12	61	358	46
		21%	20%	22%	21%	23%	17%	8%	26%	10%	19%	23%	23%	22%	25%	15%	28%	21%	18%
					fh	fh	f		efhn		fh	fh	fh	fh	fhn		cefh		
Fairly biased	(4.0)	229	135	92	206	9	8	6	19	40	28	22	20	16	20	14	26	187	41
		12%	12%	11%	13%	5%	9%	12%	8%	14%	16%	13%	14%	10%	13%	18%	12%	11%	16%
					dg			d		dg	deg	d	dg		d	degl	d		p
Very biased	(5.0)	77	39	38	67	7	2	1	2	10	6	14	14	2	6	6	7	62	15
		4%	4%	5%	4%	4%	3%	1%	1%	4%	3%	8%	10%	1%	4%	8%	3%	4%	6%
					g	g						cefglo	cdefghilmo		g	cefglo			
TOTAL BIASED		306	174	131	273	16	10	7	21	50	33	36	34	19	26	21	33	249	57
		16%	16%	16%	17%	9%	11%	14%	8%	18%	20%	22%	24%	11%	16%	26%	15%	15%	22%
					dg					dg	degl	degl	cdefglo		g	cdefglmo	g		p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 172

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Q68B (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on the BBC - so BBC One, BBC Two and the BBC News channel (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	163	65	98	132	11	11	9	17	8	11	27	8	17	20	11	12	143	20
Mean score	2.3	2.3	2.3	2.4	2.2	2.0	1.9	2.1	2.2	2.4	2.4	2.7	2.2	2.4	2.5	2.4	2.3	2.4
				efg	f			f	f	efg	defg	cdefghil	ef	efg	defghi	defgh		p
Standard deviation	1.09	1.09	1.10	1.10	1.03	1.08	1.10	.96	1.10	1.12	1.27	1.21	.94	1.07	1.25	1.00	1.08	1.18
Standard error	.02	.03	.04	.03	.08	.09	.10	.07	.08	.09	.10	.10	.07	.08	.11	.07	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 173

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Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	412	193	219	56	76	75	59	64	81	114	105	85	108	154	258	317	95
		20%	19%	20%	18%	20%	18%	19%	22%	21%	20%	19%	19%	20%	20%	19%	19%	22%
Fairly impartial	(2.0)	736	342	395	92	124	142	126	104	148	204	181	164	187	266	470	585	150
		35%	34%	36%	29%	34%	35%	40%	35%	38%	36%	32%	37%	36%	34%	36%	35%	35%
							c		c									
TOTAL IMPARTIAL		1149	535	613	148	200	217	185	168	229	318	286	249	295	420	728	902	245
		55%	53%	56%	47%	54%	53%	58%	56%	58%	56%	51%	56%	56%	54%	55%	54%	57%
							c		c									
Neither/ nor	(3.0)	490	231	260	87	84	105	74	57	83	136	139	103	111	186	305	404	85
		23%	23%	24%	28%	23%	26%	23%	19%	21%	24%	25%	23%	21%	24%	23%	24%	20%
					g		g											
Fairly biased	(4.0)	180	109	71	18	33	37	26	31	35	57	58	33	30	62	118	148	32
		9%	11% b	6%	6%	9%	9%	8%	10% c	9%	10% l	10% l	7%	6%	8%	9%	9%	8%
Very biased	(5.0)	54	29	24	7	11	12	5	10	9	21	13	11	9	27	27	45	9
		3%	3%	2%	2%	3%	3%	1%	3%	2%	4%	2%	2%	2%	3%	2%	3%	2%
TOTAL BIASED		234	138	96	25	44	50	31	41	43	78	72	44	39	88	146	193	41
		11%	14% b	9%	8%	12%	12%	10%	14% c	11%	14% l	13% l	10%	7%	11%	11%	12%	10%
Don't know		234	106	128	55	43	39	28	32	37	37	68	47	82	89	145	176	58
		11%	10%	12%	18% defgh	12%	9%	9%	11%	9%	6%	12% i	11% i	16% ik	11%	11%	11%	13%
Mean score		2.3	2.4 b	2.3	2.3	2.3	2.4	2.3	2.3	2.3	2.4 l	2.4 l	2.3	2.2	2.3	2.3	2.3 p	2.2
Standard deviation		1.01	1.05	.97	.98	1.04	1.02	.94	1.08	1.00	1.06	1.03	.98	.95	1.04	1.00	1.01	1.00
Standard error		.02	.04	.03	.06	.06	.06	.06	.06	.05	.05	.04	.05	.04	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 173

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT		ENGLAND	SCOT		N		SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH		
		Total	WORKING			-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	&	EAST	WEST	URBAN	RURAL
Significance Level: 95%		a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	412	235	177	310	39	38	25	49	65	27	44	17	29	32	15	31	368	44
		20%	20%	19%	18%	21% k	37% cdghijklm no	44% cdghijklm no	19%	22% ko	15%	23% ko	11%	16%	18%	17%	13%	20%	16%
Fairly impartial	(2.0)	736	419	317	625	73	25	14	70	116	68	51	55	86	61	32	86	625	111
		35%	36%	34%	35% efgj	40% efgj	24%	24%	26%	39% efgj	38% efgj	27%	37% efg	47% cefgjmn	34% e	36% ef	37% efgj	34% p	40%
TOTAL IMPARTIAL		1149	654	493	934	112	63	40	119	181	95	95	71	115	93	47	117	993	156
		55%	56%	53%	53% g	61% cgjko	60% gk	68% cgijk mno	45%	61% cgjko	53%	50%	48% cgjkmo	63%	52%	53%	50%	54%	56%
Neither/ nor	(3.0)	490	285	206	423	46	18	4	91	48	39	39	37	38	46	12	72	430	61
		23%	24%	22%	24% fhn	25% fhn	17% f	7% cdefhijn	35%	16% f	22% f	20% f	25% fhn	21% f	26% fhn	13% cefhijn	31%	23%	22%
Fairly biased	(4.0)	180	110	69	160	10	5	5	19	33	22	17	12	9	15	13	20	153	27
		9%	9%	7%	9%	5%	5%	8%	7%	11% del	12% del	9%	8%	5%	9%	15% cdefgl	9%	8%	10%
Very biased	(5.0)	54	25	28	47	4	1	1	4	6	3	10	13	2	2	4	3	48	6
		3%	2%	3%	3%	2%	1%	2%	2%	2%	2%	5% elm	9% cdefghilmo	1%	1%	5%	1%	3%	2%
TOTAL BIASED		234	135	98	208	14	6	6	23	39	24	26	26	11	17	18	23	201	33
		11%	11%	11%	12% el	8%	6%	10%	9%	13% el	14% el	14% el	17% cdefglm	6%	10% cdefglmo	20%	10%	11%	12%
Don't know		234	102	132	197	12	17	9	31	26	22	31	14	18	23	12	20	206	28
		11%	9%	14% a	11%	6% dho	16%	15% d	12%	9%	12%	16% dho	9%	10%	13% d	14% d	9%	11%	10%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 173

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.3	2.3	2.3	2.4 efl	2.2 ef	1.9	1.8	2.4 efl	2.3 ef	2.4 efl	2.4 ef	2.6 cdefghilm	2.2 ef	2.3 ef	2.5 defl	2.4 defl	2.3	2.4
Standard deviation	1.01	1.00	1.02	1.01	.94	1.00	1.07	.97	1.03	.98	1.16	1.13	.84	.95	1.16	.91	1.02	.97
Standard error	.02	.03	.03	.03	.07	.09	.09	.07	.08	.08	.10	.09	.07	.08	.10	.07	.03	.05
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 174

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1873	904	969	260	328	372	290	266	356	532	497	396	445	694	1179	1499	371
Very impartial	(1.0)	412	193	219	56	76	75	59	64	81	114	105	85	108	154	258	317	95
		22%	21%	23%	22%	23%	20%	20%	24%	23%	21%	21%	22%	24%	22%	22%	21%	26% o
Fairly impartial	(2.0)	736	342	395	92	124	142	126	104	148	204	181	164	187	266	470	585	150
		39%	38%	41%	35%	38%	38%	43%	39%	42%	38%	36%	41%	42%	38%	40%	39%	40%
TOTAL IMPARTIAL		1149	535	613	148	200	217	185	168	229	318	286	249	295	420	728	902	245
		61%	59%	63%	57%	61%	58%	64%	63%	64%	60%	58%	63%	66% ij	61%	62%	60%	66% o
Neither/ nor	(3.0)	490	231	260	87	84	105	74	57	83	136	139	103	111	186	305	404	85
		26%	26%	27%	33% dfgh	26%	28% g	26%	21%	23%	26%	28%	26%	25%	27%	26%	27%	23%
Fairly biased	(4.0)	180	109	71	18	33	37	26	31	35	57	58	33	30	62	118	148	32
		10%	12% b	7%	7%	10%	10%	9%	12%	10%	11% l	12% l	8%	7%	9%	10%	10%	9%
Very biased	(5.0)	54	29	24	7	11	12	5	10	9	21	13	11	9	27	27	45	9
		3%	3%	3%	3%	3%	3%	2%	4%	2%	4%	3%	3%	2%	4%	2%	3%	2%
TOTAL BIASED		234	138	96	25	44	50	31	41	43	78	72	44	39	88	146	193	41
		12%	15% b	10%	10%	13%	13%	11%	16% c	12%	15% l	14% l	11%	9%	13%	12%	13%	11%
Don't know		234	106	128	55	43	39	28	32	37	37	68	47	82	89	145	176	58
Mean score		2.3	2.4 b	2.3	2.3	2.3	2.4	2.3	2.3	2.3	2.4 l	2.4 l	2.3	2.2	2.3	2.3	2.3 p	2.2
Standard deviation		1.01	1.05	.97	.98	1.04	1.02	.94	1.08	1.00	1.06	1.03	.98	.95	1.04	1.00	1.01	1.00
Standard error		.02	.04	.03	.06	.06	.06	.06	.06	.05	.05	.04	.05	.04	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 174

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																			
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1873	1074	796	1565	172	87	49	233	268	159	161	134	164	157	77	212	1624	249
Very impartial	(1.0)	412	235	177	310	39	38	25	49	65	27	44	17	29	32	15	31	368	44
		22%	22%	22%	20% k	23% k	44% cdghijklm no	52% cdghijklm no	21% k	24% ko	17% k	28% ciklo	12% k	18% l	21% m	20% n	15% o	23% p	18% q
Fairly impartial	(2.0)	736	419	317	625	73	25	14	70	116	68	51	55	86	61	32	86	625	111
		39%	39%	40%	40% efgj	43% efgj	28% f	29% g	30% h	43% efgj	43% efgj	32% f	41% efg	53% cefgjkmo	39% e	42% efg	41% efg	39% p	45% q
TOTAL IMPARTIAL		1149	654	493	934	112	63	40	119	181	95	95	71	115	93	47	117	993	156
		61%	61%	62%	60% g	65% gk	72% cgijkmo	80% cdghijklm no	51% h	67% cgko	60% h	59% i	53% j	70% cgijkmo	59% k	61% l	55% m	61% n	63% o
Neither/ nor	(3.0)	490	285	206	423	46	18	4	91	48	39	39	37	38	46	12	72	430	61
		26%	27%	26%	27% fhn	27% fhn	21% f	8% g	39% cdefhijkln	18% f	25% fn	24% f	28% fhn	23% f	29% fhn	16% f	34% efhln	26% p	24% q
Fairly biased	(4.0)	180	110	69	160	10	5	5	19	33	22	17	12	9	15	13	20	153	27
		10%	10%	9%	10% l	6% h	6% h	9% i	8% h	12% del	14% del	10% h	9% h	5% i	10% cdefgklmo	17% l	9% i	9% p	11% q
Very biased	(5.0)	54	25	28	47	4	1	1	4	6	3	10	13	2	2	4	3	48	6
		3%	2%	4%	3% i	2% h	1% h	2% i	2% h	2% del	2% del	6% eglm	10% cdefghilmo	1% i	1% i	5% elmo	2% i	3% p	2% q

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 174

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68C (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on ITV (ITV/ STV, ITV/ UTV, ITV Wales) (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL BIASED	234	135	98	208	14	6	6	23	39	24	26	26	11	17	18	23	201	33
	12%	13%	12%	13%	8%	7%	11%	10%	15%	15%	16%	19%	7%	11%	23%	11%	12%	13%
				el					el	del	del	cdeglmo			cdefghlmo			
Don't know	234	102	132	197	12	17	9	31	26	22	31	14	18	23	12	20	206	28
Mean score	2.3	2.3	2.3	2.4	2.2	1.9	1.8	2.4	2.3	2.4	2.4	2.6	2.2	2.3	2.5	2.4	2.3	2.4
				efl	ef			efl	ef	efl	ef	cdefghjlm	ef	ef	defl	defl		
Standard deviation	1.01	1.00	1.02	1.01	.94	1.00	1.07	.97	1.03	.98	1.16	1.13	.84	.95	1.16	.91	1.02	.97
Standard error	.02	.03	.03	.03	.07	.09	.09	.07	.08	.08	.10	.09	.07	.08	.10	.07	.03	.05
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 175

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	327	158	169	42	61	70	49	51	54	100	89	61	75	131	196	261	65
		16%	16%	15%	13%	17%	17%	15%	17%	14%	18%	16%	14%	14%	17%	15%	16%	15%
Fairly impartial	(2.0)	588	272	317	75	103	124	102	81	104	161	127	146	152	221	368	469	118
		28%	27%	29%	24%	28%	30%	32%	27%	26%	28%	23%	33%	29%	28%	28%	28%	27%
							c	c			j	j	j					
TOTAL IMPARTIAL		915	430	486	116	164	194	151	132	158	261	217	208	227	352	564	731	183
		43%	43%	44%	37%	44%	47%	47%	44%	40%	46%	38%	47%	43%	45%	43%	44%	43%
Neither/ nor	(3.0)	486	230	256	84	93	98	71	57	82	137	149	93	106	185	301	393	92
		23%	23%	23%	27%	25%	24%	22%	19%	21%	24%	26%	21%	20%	24%	23%	23%	21%
					g							l						
Fairly biased	(4.0)	178	103	74	25	24	43	27	28	30	47	60	37	33	63	114	146	31
		8%	10%	7%	8%	7%	11%	8%	9%	8%	8%	11%	8%	6%	8%	9%	9%	7%
			b									l						
Very biased	(5.0)	44	26	17	7	7	10	6	7	8	17	9	8	10	20	23	35	9
		2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%
TOTAL BIASED		221	129	92	32	31	53	33	35	38	64	68	44	44	84	138	181	40
		10%	13%	8%	10%	8%	13%	10%	12%	10%	11%	12%	10%	8%	11%	10%	11%	9%
			b									l						
Don't know		485	221	264	83	84	65	64	74	115	107	130	98	150	164	321	371	114
		23%	22%	24%	26%	23%	16%	20%	25%	29%	19%	23%	22%	28%	21%	24%	22%	27%
					e	e			e	def				ijk				
Mean score		2.4	2.5	2.3	2.5	2.3	2.4	2.4	2.4	2.4	2.4	2.5	2.4	2.3	2.4	2.4	2.4	2.4
			b									l						
Standard deviation		1.01	1.05	.97	1.00	.98	1.03	.98	1.06	1.01	1.05	1.03	.97	.98	1.03	1.00	1.01	1.01
Standard error		.03	.04	.03	.07	.06	.06	.06	.07	.06	.06	.05	.05	.05	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 175

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	327	198	129	258	25	23	22	38	61	26	38	13	21	25	9	27	294	33
		16%	17%	14%	15% k	13%	22% cdklno	37% cdeghijklm	15%	21% cklno	14%	20% klno	9%	12%	14%	10%	12%	16%	12%
		no																	
Fairly impartial	(2.0)	588	341	246	502	61	13	12	70	104	60	29	36	70	50	21	64	509	79
		28%	29%	27%	29% ej	33% efj	13%	21% e	26% ej	35% efjkn	33% efj	15%	24% ej	38% cefgjkmno	28% ej	23% e	27% ej	28%	29%
TOTAL IMPARTIAL		915	539	375	760	85	36	34	108	165	86	66	48	91	75	30	91	804	112
		43%	46% b	40%	43% ejkn	46% ejkn	35% cdegijkmno	59% o	41% cegjkmno	56% ejkn	48%	35%	33% ejkno	50%	42%	34%	39%	44%	40%
Neither/ nor	(3.0)	486	280	205	416	50	14	5	95	33	34	44	33	48	46	14	70	424	61
		23%	24%	22%	24% efhn	27% efhn	14%	9% cefhijklmn	36% f	11% efh	19% efh	23% efh	22% efhn	26% efhn	25% efhn	16% efhn	30% efhn	23%	22%
Fairly biased	(4.0)	178	115	62	162	8	4	3	22	31	15	16	22	13	16	10	17	151	27
		8% b	10% b	7%	9% de	4%	4%	6% de	8% de	10% de	9%	9%	15% cdeflo	7%	9%	11% de	7% de	8%	10%
Very biased	(5.0)	44	19	24	41	2	-	1	4	5	2	6	7	4	6	3	4	42	2
		2% e	2% e	3%	2% e	1% e	-%	1% e	1% e	2% e	1% e	3% e	5% e	2% e	3% e	3% e	2% e	2% e	1%
TOTAL BIASED		221	134	86	203	10	4	4	25	36	18	23	29	16	23	13	22	193	28
		10%	11%	9%	12% de	5% de	4% de	7% de	10% de	12% de	10% de	12% de	20% cdefgilo	9% de	13% de	14% def	9% e	11%	10%
Don't know		485	222	262	382	38	50	15	36	60	43	59	37	27	37	33	50	409	76
		23%	19%	28% a	22% gl	21% cd fghijklm	48% no	25% gl	13% no	21% gl	24% gl	31% cdghlm	25% gl	15% gl	20% cd fghiklm	37% o	22% g	22% g	27% g

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 175

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.4	2.4	2.4	2.4	2.3	2.0	1.8	2.5	2.2	2.3	2.4	2.8	2.4	2.5	2.6	2.5	2.4	2.4
				efh	ef			efh	ef	ef	ef	o	ef	efh	defhi	efh		
Standard deviation	1.01	1.01	1.02	1.02	.87	1.00	1.03	.94	1.04	.96	1.16	1.09	.91	1.05	1.10	.94	1.02	.94
Standard error	.03	.03	.04	.03	.07	.11	.10	.07	.08	.09	.11	.10	.07	.09	.11	.08	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 176

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1622	789	833	232	288	346	254	224	278	462	434	345	377	620	1002	1305	315
Very impartial	(1.0)	327	158	169	42	61	70	49	51	54	100	89	61	75	131	196	261	65
		20%	20%	20%	18%	21%	20%	19%	23%	19%	22%	21%	18%	20%	21%	20%	20%	21%
Fairly impartial	(2.0)	588	272	317	75	103	124	102	81	104	161	127	146	152	221	368	469	118
		36%	34%	38%	32%	36%	36%	40%	36%	37%	35%	29%	42% ij	40% j	36%	37%	36%	37%
TOTAL IMPARTIAL		915	430	486	116	164	194	151	132	158	261	217	208	227	352	564	731	183
		56%	54%	58%	50%	57%	56%	59% c	59% c	57%	57% j	50%	60% j	60% j	57%	56%	56%	58%
Neither/ nor	(3.0)	486	230	256	84	93	98	71	57	82	137	149	93	106	185	301	393	92
		30%	29%	31%	36% efg	32%	28%	28%	26%	29%	30%	34% kl	27%	28%	30%	30%	30%	29%
Fairly biased	(4.0)	178	103	74	25	24	43	27	28	30	47	60	37	33	63	114	146	31
		11%	13% b	9%	11%	8%	13%	11%	12%	11%	10%	14% l	11%	9%	10%	11%	11%	10%
Very biased	(5.0)	44	26	17	7	7	10	6	7	8	17	9	8	10	20	23	35	9
		3%	3%	2%	3%	2%	3%	2%	3%	3%	4%	2%	2%	3%	3%	2%	3%	3%
TOTAL BIASED		221	129	92	32	31	53	33	35	38	64	68	44	44	84	138	181	40
		14%	16% b	11%	14%	11%	15%	13%	16%	14%	14%	16% l	13%	12%	13%	14%	14%	13%
Don't know		485	221	264	83	84	65	64	74	115	107	130	98	150	164	321	371	114
Mean score		2.4	2.5	2.3	2.5	2.3	2.4	2.4	2.4	2.4	2.4	2.5	2.4	2.3	2.4	2.4	2.4	2.4
			b									l						
Standard deviation		1.01	1.05	.97	1.00	.98	1.03	.98	1.06	1.01	1.05	1.03	.97	.98	1.03	1.00	1.01	1.01
Standard error		.03	.04	.03	.07	.06	.06	.06	.07	.06	.06	.05	.05	.05	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 176

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1622	954	666	1380	145	54	43	228	234	137	133	110	155	143	57	182	1421	201
Very impartial	(1.0)	327	198	129	258	25	**	22	38	61	26	38	13	21	25	**	27	294	33
		20%	21%	19%	19% k	17%	**	50% cdghijklm o	17% cdgklmo	26% cdgklmo	19% cdgiklmo	28% cdgiklmo	11% cdgiklmo	14% cdgiklmo	17% cdgiklmo	** cdgiklmo	15% cdgiklmo	21% cdgiklmo	16% cdgiklmo
Fairly impartial	(2.0)	588	341	246	502	61	**	12	70	104	60	29	36	70	50	**	64	509	79
		36%	36%	37%	36% j	42% fgj	**	29% cdgijklmo	30% cdgijklmo	44% cdgijklmo	44% cdgijklmo	22% cdgijklmo	32% cdgijklmo	45% cdgijklmo	35% cdgijklmo	** cdgijklmo	35% cdgijklmo	36% cdgijklmo	39% cdgijklmo
TOTAL IMPARTIAL		915	539	375	760	85	**	34	108	165	86	66	48	91	75	**	91	804	112
		56%	57%	56%	55% gk	59% gk	**	79% cdgijklmo	47% cdgijklmo	70% cdgijklmo	63% gjko	50% gjko	44% gk	59% gk	52% gk	**	50% gk	57% gk	56% gk
Neither/ nor	(3.0)	486	280	205	416	50	**	5	95	33	34	44	33	48	46	**	70	424	61
		30%	29%	31%	30% fh	35% fh	**	12% cfhikl	41% cfhikl	14% cfhikl	25% fh	33% fh	30% fh	31% fh	32% fh	** cfhikl	38% cfhi	30% cfhi	30% cfhi
Fairly biased	(4.0)	178	115	62	162	8	**	3	22	31	15	16	22	13	16	**	17	151	27
		11%	12%	9%	12% d	5%	**	8% cdfgilm	9% cdfgilm	13% d	11% d	12% d	20% cdfgilm	8% d	11% d	** cdfgilm	10% d	11% d	13% d
Very biased	(5.0)	44	19	24	41	2	**	1	4	5	2	6	7	4	6	**	4	42	2
		3%	2%	4% a	3% d	1%	**	2% cdfgi	2% cdfgi	2% cdfgi	2% cdfgi	5% cdfgi	6% cdfgi	2% cdfgi	4% cdfgi	** cdfgi	2% cdfgi	3% q	1% q
TOTAL BIASED		221	134	86	203	10	**	4	25	36	18	23	29	16	23	**	22	193	28
		14%	14%	13%	15% d	7%	**	9% cdfghilm	11% cdfghilm	15% d	13% d	17% df	26% cdfahilm	11% d	16% d	** d	12% d	14% d	14% d

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 176

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68D (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Channel 4 (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	485	222	262	382	38	**	15	36	60	43	59	37	27	37	**	50	409	76
Mean score	2.4	2.4	2.4	2.4	2.3	**	1.8	2.5	2.2	2.3	2.4	2.8	2.4	2.5	**	2.5	2.4	2.4
				fh	f			fh	f	f	f	cd fghijlmo	f	fh		fh		
Standard deviation	1.01	1.01	1.02	1.02	.87	**	1.03	.94	1.04	.96	1.16	1.09	.91	1.05	**	.94	1.02	.94
Standard error	.03	.03	.04	.03	.07	**	.10	.07	.08	.09	.11	.10	.07	.09	**	.08	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 177

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	285	129	156	43	55	58	39	40	48	80	73	52	80	116	169	221	64
		14%	13%	14%	14%	15%	14%	12%	13%	12%	14%	13%	12%	15%	15%	13%	13%	15%
Fairly impartial	(2.0)	505	238	267	65	88	108	86	75	83	129	120	130	125	187	318	408	95
		24%	24%	24%	20%	24%	26%	27%	25%	21%	23%	21%	29%	24%	24%	24%	24%	22%
													ij					
TOTAL IMPARTIAL		790	367	423	108	143	166	126	115	131	210	193	182	205	303	487	629	159
		37%	36%	39%	34%	39%	40%	40%	39%	33%	37%	34%	41%	39%	39%	37%	38%	37%
							h						j					
Neither/ nor	(3.0)	468	223	245	81	93	96	77	53	67	122	137	104	104	190	279	380	88
		22%	22%	22%	26%	25%	23%	24%	18%	17%	22%	24%	23%	20%	24%	21%	23%	20%
					gh	gh	h	h										
Fairly biased	(4.0)	152	94	58	21	26	35	26	18	27	41	51	28	32	63	89	125	28
		7%	9%	5%	7%	7%	8%	8%	6%	7%	7%	9%	6%	6%	8%	7%	7%	6%
			b															
Very biased	(5.0)	46	28	17	7	4	11	4	11	7	19	12	5	10	17	28	36	9
		2%	3%	2%	2%	1%	3%	1%	4%	2%	3%	2%	1%	2%	2%	2%	2%	2%
											k							
TOTAL BIASED		198	122	75	28	30	46	31	29	34	60	62	32	42	80	118	161	37
		9%	12%	7%	9%	8%	11%	10%	10%	9%	11%	11%	7%	8%	10%	9%	10%	9%
			b															
Don't know		651	297	354	98	105	103	85	100	160	177	172	125	176	211	440	506	145
		31%	29%	32%	31%	28%	25%	27%	34%	41%	31%	31%	28%	33%	27%	33%	30%	34%
									e	cdef						m		
Mean score		2.4	2.5	2.3	2.5	2.4	2.5	2.4	2.4	2.4	2.5	2.5	2.4	2.3	2.4	2.4	2.4	2.4
			b									l						
Standard deviation		1.02	1.06	.97	1.02	.97	1.04	.96	1.08	1.04	1.08	1.03	.91	1.02	1.03	1.01	1.01	1.04
Standard error		.03	.04	.04	.07	.07	.06	.06	.07	.06	.06	.05	.05	.05	.05	.03	.03	.06
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 177

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																			
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	285	170	115	225	21	18	20	43	48	20	31	10	19	24	6	25	265	20
		14%	14%	12%	13%	12%	18%	35%	16%	16%	11%	16%	6%	10%	13%	6%	11%	14%	7%
					kn		kn	cdeghijklm	kn	kn		kn			n			q	
								no											
Fairly impartial	(2.0)	505	294	209	435	54	7	9	55	89	51	33	32	59	44	15	57	436	69
		24%	25%	23%	25%	29%	6%	16%	21%	30%	28%	17%	22%	32%	25%	17%	24%	24%	25%
					efjn	efjn		e	e	efgjn	efjn	e	e	cefgjkn	e	e	e		
TOTAL IMPARTIAL		790	465	324	660	75	25	30	98	137	71	63	42	78	68	20	82	700	90
		37%	40%	35%	37%	41%	24%	51%	37%	47%	39%	33%	28%	43%	38%	23%	35%	38%	32%
			b		ekn	ekn		cegiijkmn	en	cejkn	ekn	n		ekn	en		en	q	
Neither/ nor	(3.0)	468	280	188	398	50	15	5	98	37	22	36	35	50	45	12	63	410	58
		22%	24%	20%	23%	27%	15%	9%	37%	12%	12%	19%	24%	27%	25%	14%	27%	22%	21%
					efhin	efhin		cdefhijklm	no			f	efhin	efhin	efhin		efhin		
Fairly biased	(4.0)	152	100	51	138	9	3	3	27	28	13	12	15	10	15	7	10	131	22
		7%	9%	6%	8%	5%	3%	6%	10%	10%	7%	6%	10%	5%	9%	8%	4%	7%	8%
			b		e				eo	eo			eo		e	e			
Very biased	(5.0)	46	18	27	41	3	-	1	3	5	2	6	7	4	4	4	6	42	4
		2%	2%	3%	2%	2%	-%	2%	1%	2%	1%	3%	4%	2%	2%	4%	3%	2%	1%
				a								e	e		e	e			
TOTAL BIASED		198	118	78	179	12	3	4	30	33	15	18	21	14	20	11	16	172	26
		9%	10%	8%	10%	7%	3%	8%	11%	11%	8%	9%	14%	8%	11%	12%	7%	9%	9%
					e			e	e	e	e	e	deo	e	e	e			
Don't know		651	313	338	525	46	61	19	37	87	72	75	50	40	47	46	72	547	104
		31%	27%	36%	30%	25%	59%	32%	14%	30%	40%	39%	34%	22%	26%	51%	31%	30%	37%
				a	gl	g	cdfghijklm	gl		g	cdghlm	cdglm	gl	g	g	cdfghijklm	g		p
							o									o			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 177

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.4	2.4	2.4	2.5 efh	2.4 ef	2.0	1.9	2.5 efh	2.3 ef	2.3 ef	2.4 ef	2.8 cdefghijlm o	2.4 ef	2.5 ef	2.7 cdefhijlmo	2.5 ef	2.4	2.5
Standard deviation	1.02	1.00	1.04	1.02	.91	1.03	1.12	.98	1.04	.98	1.13	1.05	.92	1.02	1.15	.96	1.03	.94
Standard error	.03	.04	.04	.03	.08	.13	.11	.07	.09	.10	.11	.10	.08	.09	.13	.09	.03	.06
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 178

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1456	713	743	217	267	308	233	197	233	392	392	318	351	573	883	1170	284
Very impartial	(1.0)	285	129	156	43	55	58	39	40	48	80	73	52	80	116	169	221	64
		20%	18%	21%	20%	21%	19%	17%	20%	21%	20%	19%	16%	23% k	20%	19%	19%	23%
Fairly impartial	(2.0)	505	238	267	65	88	108	86	75	83	129	120	130	125	187	318	408	95
		35%	33%	36%	30%	33%	35%	37%	38% c	36%	33%	31%	41% ij	36%	33%	36%	35%	33%
TOTAL IMPARTIAL		790	367	423	108	143	166	126	115	131	210	193	182	205	303	487	629	159
		54%	52%	57% a	50%	54%	54%	54%	58% c	56%	53%	49%	57% j	58% j	53%	55%	54%	56%
Neither/ nor	(3.0)	468	223	245	81	93	96	77	53	67	122	137	104	104	190	279	380	88
		32%	31%	33%	37% gh	35% g	31%	33%	27%	29%	31%	35%	33%	30%	33%	32%	32%	31%
Fairly biased	(4.0)	152	94	58	21	26	35	26	18	27	41	51	28	32	63	89	125	28
		10%	13% b	8%	10%	10%	11%	11%	9%	12%	10%	13% kl	9%	9%	11%	10%	11%	10%
Very biased	(5.0)	46	28	17	7	4	11	4	11	7	19	12	5	10	17	28	36	9
		3%	4%	2%	3%	2%	4%	2%	6% df	3%	5% k	3%	2%	3%	3%	3%	3%	3%
TOTAL BIASED		198	122	75	28	30	46	31	29	34	60	62	32	42	80	118	161	37
		14%	17% b	10%	13%	11%	15%	13%	15%	15%	15% k	16% k	10%	12%	14%	13%	14%	13%
Don't know		651	297	354	98	105	103	85	100	160	177	172	125	176	211	440	506	145
Mean score		2.4	2.5 b	2.3	2.5	2.4	2.5	2.4	2.4	2.4	2.5	2.5 l	2.4	2.3	2.4	2.4	2.4	2.4

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 178

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.02	1.06	.97	1.02	.97	1.04	.96	1.08	1.04	1.08	1.03	.91	1.02	1.03	1.01	1.01	1.04
Standard error	.03	.04	.04	.07	.07	.06	.06	.07	.06	.06	.05	.05	.05	.05	.03	.03	.06
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 178

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT											YORKS					
		Total	WORKING	WORKING	ENGLAND	SCOT	WALES	N	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	&	NORTH	NORTH		
					-LAND	-LAND		IRELAND		EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST	URBAN	
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 95%																		q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	
BASE FOR % EXCLUDING 'Don't know'		1456	863	591	1237	138	43	40	227	207	108	117	98	142	133	44	161	1283	
Very impartial	(1.0)	285	170	115	225	21	**	20	43	48	**	31	10	19	24	**	25	265	
		20%	20%	19%	18%	16%	**	51%	19%	23%	**	26%	10%	13%	18%	**	16%	21%	
					k			cdghjklmo	k	kl		cdklo		k			q		
Fairly impartial	(2.0)	505	294	209	435	54	**	9	55	89	**	33	32	59	44	**	57	436	
		35%	34%	35%	35%	39%	**	24%	24%	43%	**	28%	33%	42%	33%	**	35%	34%	
					fg	fgj				cfgj				fgj		fg		p	
TOTAL IMPARTIAL		790	465	324	660	75	**	30	98	137	**	63	42	78	68	**	82	700	
		54%	54%	55%	53%	55%	**	75%	43%	66%	**	54%	43%	55%	51%	**	51%	55%	
					gk	gk		cdgijklmo	cdgijklmo		gk		gk						
Neither/ nor	(3.0)	468	280	188	398	50	**	5	98	37	**	36	35	50	45	**	63	410	
		32%	32%	32%	32%	36%	**	14%	43%	18%	**	30%	36%	35%	34%	**	39%	32%	
					fh	fh			cfhj			fh	fh	fh	fh	fh	fh		
Fairly biased	(4.0)	152	100	51	138	9	**	3	27	28	**	12	15	10	15	**	10	131	
		10%	12%	9%	11%	6%	**	8%	12%	14%	**	10%	15%	7%	12%	**	6%	10%	
			b		o					dlo			dlo						
Very biased	(5.0)	46	18	27	41	3	**	1	3	5	**	6	7	4	4	**	6	42	
		3%	2%	5%	3%	2%	**	3%	1%	2%	**	5%	7%	3%	3%	**	4%	3%	
				a							g	cgh							
TOTAL BIASED		198	118	78	179	12	**	4	30	33	**	18	21	14	20	**	16	172	
		14%	14%	13%	14%	9%	**	11%	13%	16%	**	15%	22%	10%	15%	**	10%	13%	
					d				d			cdfglo						15%	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 178

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68E (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Five/ Channel 5 (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	651	313	338	525	46	**	19	37	87	**	75	50	40	47	**	72	547	104
Mean score	2.4	2.4	2.4	2.5	2.4	**	1.9	2.5	2.3	**	2.4	2.8	2.4	2.5	**	2.5	2.4	2.5
				fh	f			fh	f		f	cd fghijlmo	f	f		f		
Standard deviation	1.02	1.00	1.04	1.02	.91	**	1.12	.98	1.04	**	1.13	1.05	.92	1.02	**	.96	1.03	.94
Standard error	.03	.04	.04	.03	.08	**	.11	.07	.09	**	.11	.10	.08	.09	**	.09	.03	.06

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 179

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	345 16%	166 16%	178 16%	50 16%	76 21% gh	72 18%	53 17%	41 14%	51 13%	105 19%	91 16%	71 16%	77 15%	140 18%	205 15%	285 17%	59 14%
Fairly impartial	(2.0)	476 23%	229 23%	247 23%	62 20%	72 19%	111 27% cdh	81 25%	76 26% h	75 19%	137 24%	128 23%	107 24%	104 20%	198 25% n	278 21%	399 24% p	76 18%
TOTAL IMPARTIAL		821 39%	396 39%	425 39%	112 36%	148 40% h	183 45% ch	134 42% h	118 40% h	126 32%	242 43% l	219 39%	179 40%	180 34%	338 43% n	483 36%	685 41% p	135 31%
Neither/ nor	(3.0)	397 19%	201 20%	196 18%	70 22% h	71 19%	85 21% h	66 21% h	48 16%	58 15%	96 17%	123 22% l	88 20%	88 17%	163 21%	234 18%	336 20% p	61 14%
Fairly biased	(4.0)	152 7%	92 9% b	61 6%	28 9% h	23 6%	34 8% h	30 9% h	18 6%	19 5%	52 9% l	41 7%	28 6%	30 6%	52 7%	100 8%	134 8% p	19 4%
Very biased	(5.0)	49 2%	30 3%	19 2%	4 1%	12 3% h	14 3% h	7 2%	7 2%	4 1%	21 4% j	10 2%	9 2%	9 2%	25 3% n	23 2%	46 3% p	2 *%
TOTAL BIASED		201 10%	121 12% b	79 7%	33 10% h	35 9%	48 12% h	37 12% h	25 9%	23 6%	73 13% kl	51 9%	37 8%	39 7%	78 10%	123 9%	180 11% p	21 5%
Don't know		688 33%	292 29%	396 36% a	100 32% e	118 32% e	95 23%	82 26%	106 36% ef	187 48% cdefg	158 28%	171 30%	139 31%	219 42% ijk	205 26%	483 36% m	475 28%	212 49% o
Mean score		2.4	2.4 b	2.3	2.4	2.3	2.4	2.4	2.3	2.3	2.4	2.4	2.3	2.3	2.4	2.4	2.4 p	2.2
Standard deviation		1.07	1.10	1.02	1.05	1.13	1.08	1.06	1.04	1.00	1.15	1.03	1.03	1.04	1.08	1.06	1.08	.97
Standard error		.03	.04	.04	.07	.08	.06	.07	.07	.07	.06	.05	.06	.06	.05	.04	.03	.06
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 179

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	345	213	131	272	29	24	20	46	61	23	33	11	24	30	13	31	315	29
		16%	18%	14%	15%	16%	23%	34%	17%	21%	13%	17%	8%	13%	16%	14%	13%	17%	11%
		b			k	k	ciklno	cdeghijklm	k	ik		k			k			q	
		no																	
Fairly impartial	(2.0)	476	292	184	398	53	14	12	61	73	39	23	33	54	40	20	54	410	66
		23%	25%	20%	23%	29%	14%	20%	23%	25%	22%	12%	22%	30%	23%	22%	23%	22%	24%
		b			ej	ej		j	ej	ej	j		j	cej	ej	j	ej		
TOTAL IMPARTIAL		821	505	315	670	82	38	31	107	134	62	56	44	78	70	32	85	726	95
		39%	43%	34%	38%	45%	37%	54%	41%	46%	35%	29%	30%	43%	39%	36%	37%	40%	34%
			b		jk	jk	cegijkmno		jk	cijk				jk					
Neither/ nor	(3.0)	397	242	155	340	38	14	5	105	38	15	31	23	44	25	11	48	352	45
		19%	21%	17%	19%	21%	13%	8%	40%	13%	8%	16%	16%	24%	14%	13%	21%	19%	16%
		b			fhi	fhi			cdefhijklm			fi	fi	efhimn			fhi		
		no																	
Fairly biased	(4.0)	152	100	51	130	12	6	4	12	34	16	11	12	4	16	6	19	130	23
		7%	8%	6%	7%	7%	5%	6%	5%	12%	9%	6%	8%	2%	9%	7%	8%	7%	8%
		b			l	l				cegl	l		l		l		l		
Very biased	(5.0)	49	31	17	44	2	1	2	4	8	2	4	9	2	3	5	5	45	4
		2%	3%	2%	2%	1%	1%	3%	2%	3%	1%	2%	6%	1%	1%	6%	2%	2%	1%
													cdegilm			cdegilm			
TOTAL BIASED		201	131	69	174	14	7	5	16	42	18	16	21	6	19	11	24	174	27
		10%	11%	7%	10%	8%	7%	9%	6%	14%	10%	8%	15%	3%	11%	12%	10%	10%	10%
			b		l			l		degl	l		egl		l	gl	l		
Don't know		688	298	390	577	49	45	17	35	80	86	89	59	54	66	35	75	578	110
		33%	25%	42%	33%	27%	43%	29%	13%	27%	47%	46%	40%	29%	37%	39%	32%	32%	40%
				a	g	g	cdfghlo	g		g	cdffghlo	cdffghlo	dfghl	g	g	dgh	g		p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 179

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.4	2.4	2.3	2.4 ef	2.3 f	2.1	1.9	2.4 ef	2.3 f	2.3 f	2.3 f	2.7 cdefghijlm o	2.3 f	2.3 f	2.5 ef	2.4 ef	2.3	2.4
Standard deviation	1.07	1.08	1.05	1.07	.96	1.11	1.14	.93	1.16	1.09	1.16	1.18	.86	1.08	1.23	1.05	1.07	1.01
Standard error	.03	.04	.04	.03	.08	.12	.11	.07	.10	.12	.12	.12	.08	.10	.13	.09	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 180

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1419	718	701	215	254	316	237	191	206	411	394	304	307	578	840	1200	217
Very impartial	(1.0)	345	166	178	50	76	72	53	41	51	105	91	71	77	140	205	285	59
		24%	23%	25%	23%	30% efg	23%	23%	22%	25%	26%	23%	24%	25%	24%	24%	24%	27%
Fairly impartial	(2.0)	476	229	247	62	72	111	81	76	75	137	128	107	104	198	278	399	76
		34%	32%	35%	29%	28%	35%	34%	40% cd	36% cd	33%	33%	35%	34%	34%	33%	33%	35%
TOTAL IMPARTIAL		821	396	425	112	148	183	134	118	126	242	219	179	180	338	483	685	135
		58%	55%	61% a	52%	58%	58%	57%	62% c	61% c	59%	56%	59%	59%	58%	57%	57%	62%
Neither/ nor	(3.0)	397	201	196	70	71	85	66	48	58	96	123	88	88	163	234	336	61
		28%	28%	28%	33% g	28%	27%	28%	25%	28%	23%	31% i	29%	29%	28%	28%	28%	28%
Fairly biased	(4.0)	152	92	61	28	23	34	30	18	19	52	41	28	30	52	100	134	19
		11%	13% b	9%	13%	9%	11%	12%	10%	9%	13%	10%	9%	10%	9%	12%	11%	9%
Very biased	(5.0)	49	30	19	4	12	14	7	7	4	21	10	9	9	25	23	46	2
		3%	4%	3%	2%	5% h	4%	3%	4%	2%	5% j	2%	3%	3%	4%	3%	4% p	1%
TOTAL BIASED		201	121	79	33	35	48	37	25	23	73	51	37	39	78	123	180	21
		14%	17% b	11%	15%	14%	15%	16%	13%	11%	18% jkl	13%	12%	13%	13%	15%	15% p	10%
Don't know		688	292	396	100	118	95	82	106	187	158	171	139	219	205	483	475	212
Mean score		2.4	2.4 b	2.3	2.4	2.3	2.4	2.4	2.3	2.3	2.4	2.4	2.3	2.3	2.4	2.4	2.4 p	2.2

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 180

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.07	1.10	1.02	1.05	1.13	1.08	1.06	1.04	1.00	1.15	1.03	1.03	1.04	1.08	1.06	1.08	.97
Standard error	.03	.04	.04	.07	.08	.06	.07	.07	.07	.06	.05	.06	.06	.05	.04	.03	.06
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 180

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT	ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH	URBAN	RURAL	
		Total	WORKING		-LAND				EAST	WEST		MIDS	MIDS	&	EAST	WEST			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1419	878	538	1184	134	59	41	228	214	95	103	88	129	114	55	158	1252	167
Very impartial	(1.0)	345	213	131	272	29	**	20	46	61	**	**	**	24	30	**	31	315	29
		24%	24%	24%	23%	22%	**	47%	20%	28%	**	**	**	19%	26%	**	20%	25%	18%
		cdghlmo																	
Fairly impartial	(2.0)	476	292	184	398	53	**	12	61	73	**	**	**	54	40	**	54	410	66
		34%	33%	34%	34%	39%	**	28%	27%	34%	**	**	**	42%	36%	**	34%	33%	40%
		fg																	
TOTAL IMPARTIAL		821	505	315	670	82	**	31	107	134	**	**	**	78	70	**	85	726	95
		58%	57%	59%	57%	61%	**	76%	47%	63%	**	**	**	61%	62%	**	54%	58%	57%
		g																	
Neither/ nor	(3.0)	397	242	155	340	38	**	5	105	38	**	**	**	44	25	**	48	352	45
		28%	28%	29%	29%	28%	**	11%	46%	18%	**	**	**	34%	22%	**	31%	28%	27%
		cdfhlmo																	
Fairly biased	(4.0)	152	100	51	130	12	**	4	12	34	**	**	**	4	16	**	19	130	23
		11%	11%	10%	11%	9%	**	9%	5%	16%	**	**	**	3%	14%	**	12%	10%	13%
		gl																	
Very biased	(5.0)	49	31	17	44	2	**	2	4	8	**	**	**	2	3	**	5	45	4
		3%	4%	3%	4%	1%	**	4%	2%	4%	**	**	**	2%	2%	**	3%	4%	2%
TOTAL BIASED		201	131	69	174	14	**	5	16	42	**	**	**	6	19	**	24	174	27
		14%	15%	13%	15%	11%	**	13%	7%	20%	**	**	**	5%	17%	**	15%	14%	16%
		l																	
Don't know		688	298	390	577	49	**	17	35	80	**	**	**	54	66	**	75	578	110
Mean score		2.4	2.4	2.3	2.4	2.3	**	1.9	2.4	2.3	**	**	**	2.3	2.3	**	2.4	2.3	2.4
		f																	
Standard deviation		1.07	1.08	1.05	1.07	.96	**	1.14	.93	1.16	**	**	**	.86	1.08	**	1.05	1.07	1.01
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 180

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68F (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Sky News (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard error	.03	.04	.04	.03	.08	.12	.11	.07	.10	.12	.12	.12	.08	.10	.13	.09	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 181

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	127	62	65	20	37	28	14	13	16	41	29	22	34	69	57	104	23
		6%	6%	6%	6%	10% fgh	7%	4%	4%	4%	7%	5%	5%	6%	9% n	4%	6%	5%
Fairly impartial	(2.0)	198	96	103	31	30	49	41	25	23	60	46	51	41	81	117	174	25
		9%	9%	9%	10%	8%	12% h	13% h	8%	6%	10%	8%	11%	8%	10%	9%	10% p	6%
TOTAL IMPARTIAL		325	157	168	50	67	76	55	38	38	100	75	73	75	150	175	278	47
		15%	16%	15%	16% h	18% h	19% gh	17% h	13%	10%	18%	13%	16%	14%	19% n	13%	17% p	11%
Neither/ nor	(3.0)	278	138	140	52	48	59	40	31	47	73	72	69	64	101	177	227	51
		13%	14%	13%	17% g	13%	14%	13%	10%	12%	13%	13%	16%	12%	13%	13%	14%	12%
Fairly biased	(4.0)	167	90	76	21	27	37	32	28	21	61	50	26	29	68	99	141	25
		8%	9%	7%	7%	7%	9%	10% h	10% h	5%	11% kl	9% l	6%	6%	9%	7%	8%	6%
Very biased	(5.0)	160	100	61	17	29	34	23	28	30	48	45	32	34	54	106	135	26
		8%	10% b	6%	5%	8%	8%	7%	9%	7%	8%	8%	7%	7%	7%	8%	8%	6%
TOTAL BIASED		327	190	137	38	56	71	55	56	51	109	95	58	64	122	205	276	51
		16%	19% b	12%	12%	15%	17%	17%	19% ch	13%	19% kl	17% l	13%	12%	16%	15%	16% p	12%
Don't know		1178	526	652	175	200	204	169	172	257	286	322	242	324	410	768	895	280
		56%	52%	59% a	55%	54%	50%	53%	58% e	65% cdefg	50%	57% i	55%	62% ik	52%	58% m	53% o	65% o
Mean score		3.0	3.1 b	2.9	2.9	2.9	3.0	3.1	3.3 cdef	3.2 cde	3.1	3.1 kl	3.0	2.9	2.9	3.1 m	3.0	3.0
Standard deviation		1.28	1.30	1.24	1.18	1.37	1.27	1.22	1.30	1.28	1.30	1.27	1.22	1.31	1.31	1.24	1.28	1.28
Standard error		.04	.06	.06	.11	.12	.10	.11	.11	.11	.09	.08	.09	.09	.07	.05	.05	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 181

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	127	79	48	107	6	9	5	28	27	8	22	3	8	6	1	5	115	12
		6%	7%	5%	6%	3%	9%	9%	11%	9%	4%	11%	2%	4%	3%	1%	2%	6%	4%
Fairly impartial	(2.0)	198	139	59	185	7	2	4	54	23	20	8	14	18	28	5	16	176	23
		9%	12% b	6%	11% dej	4%	2%	7% e	21% cdefhijkl no	8% e	11% dej	4%	10% de	10% dej	15% defhjno	6%	7%	10%	8%
TOTAL IMPARTIAL		325	217	107	292	12	12	10	82	50	28	29	17	26	34	6	21	291	34
		15%	18% b	11%	17% dno	7%	11%	16% dno	31% cdefhijkl no	17% dno	15% dn	15% dn	11%	14% dn	19% dno	7%	9%	16%	12%
Neither/ nor	(3.0)	278	170	108	251	21	5	2	88	31	13	14	16	25	19	10	35	259	19
		13%	14%	12%	14% efij	11% ef	5%	3%	34% cdefhijkl no	10% ef	7%	7%	11% ef	14% ef	10% ef	11% ef	15% efij	14% q	7%
Fairly biased	(4.0)	167	105	61	148	9	8	2	24	25	12	10	19	16	19	7	16	142	25
		8%	9%	7%	8% f	5%	8%	4%	9% f	8%	7%	5%	13% dfj	9%	11% df	8%	7%	8%	9%
Very biased	(5.0)	160	96	64	136	17	3	4	10	34	6	17	17	18	19	6	9	139	22
		8%	8%	7%	8% ei	9% egio	3%	8%	4%	12% egio	3%	9% ei	12% egio	10% egio	11% egio	7%	4%	8%	8%
TOTAL BIASED		327	201	124	284	25	11	7	35	59	18	27	36	33	38	13	25	281	46
		16%	17% b	13%	16% i	14%	11%	11%	13%	20% efio	10%	14%	24% cdefgijno	18% ei	21% efgio	15%	11%	15%	17%
Don't know		1178	588	590	935	125	77	40	59	155	123	122	79	99	89	60	151	1000	178
		56%	50%	63% a	53% g	68% cghklm	74% cghijklm	70% cghklm	22%	53% g	68% cghklm	63% cghm	53% g	54% g	50% g	67% cghklm	65% cghklm	55% p	64%

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 181

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.0	3.0	3.1	3.0	3.4	2.7	2.8	2.7	3.1	2.8	2.9	3.5	3.2	3.2	3.4	3.1	3.0	3.2
				efgi	cefgihjo				efgi			cefgihjmo	efgi	efgi	cefgihjo	efgi		p
Standard deviation	1.28	1.27	1.29	1.26	1.29	1.47	1.63	1.02	1.45	1.21	1.57	1.19	1.26	1.26	1.11	1.05	1.27	1.33
Standard error	.04	.06	.07	.05	.17	.23	.24	.08	.15	.17	.21	.14	.14	.14	.16	.13	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 182

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		929	485	445	140	172	207	149	125	136	282	242	200	203	374	556	781	149
Very impartial	(1.0)	127	62	65	20	37	28	14	13	16	41	29	22	34	69	57	104	23
		14%	13%	15%	14%	21% cefg	13%	9%	10%	12%	14%	12%	11%	17% jk	19% n	10%	13%	15%
Fairly impartial	(2.0)	198	96	103	31	30	49	41	25	23	60	46	51	41	81	117	174	25
		21%	20%	23%	22%	18%	24% h	27% dgh	20%	17%	21%	19%	25% j	20%	22%	21%	22% p	17%
TOTAL IMPARTIAL		325	157	168	50	67	76	55	38	38	100	75	73	75	150	175	278	47
		35%	32%	38% a	36% h	39% gh	37% h	37% h	30%	28%	36%	31%	36%	37% j	40% n	31%	36%	32%
Neither/ nor	(3.0)	278	138	140	52	48	59	40	31	47	73	72	69	64	101	177	227	51
		30%	28%	31%	37% defg	28%	29%	27%	25%	34% fg	26%	30%	35% i	32%	27%	32% m	29%	34%
Fairly biased	(4.0)	167	90	76	21	27	37	32	28	21	61	50	26	29	68	99	141	25
		18%	19%	17%	15%	16%	18%	21%	23% cdh	16%	22% kl	20% kl	13%	14%	18%	18%	18%	17%
Very biased	(5.0)	160	100	61	17	29	34	23	28	30	48	45	32	34	54	106	135	26
		17%	21% b	14%	12%	17%	16%	15%	22% cf	22% cf	17%	19%	16%	17%	15%	19% m	17%	17%
TOTAL BIASED		327	190	137	38	56	71	55	56	51	109	95	58	64	122	205	276	51
		35%	39% b	31%	27%	33%	34%	37% c	45% cdefh	37% c	39% kl	39% kl	29%	31%	33%	37%	35%	34%
Don't know		1178	526	652	175	200	204	169	172	257	286	322	242	324	410	768	895	280
Mean score		3.0	3.1 b	2.9	2.9	2.9	3.0	3.1	3.3 cde	3.2 cde	3.1	3.1 kl	3.0	2.9	2.9	3.1 m	3.0	3.0

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 182

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.28	1.30	1.24	1.18	1.37	1.27	1.22	1.30	1.28	1.30	1.27	1.22	1.31	1.31	1.24	1.28	1.28
Standard error	.04	.06	.06	.11	.12	.10	.11	.11	.11	.09	.08	.09	.09	.07	.05	.05	.10
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 182

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT	ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH	URBAN	RURAL	
		Total	WORKING		-LAND				EAST	WEST		MIDS	MIDS	&	EAST	WEST			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		929	588	339	827	58	27	18	205	139	58	71	69	83	91	29	81	830	99
Very impartial	(1.0)	127	79	48	107	**	**	**	28	**	**	**	**	**	**	**	**	115	12
		14%	13%	14%	13%	**	**	**	14%	**	**	**	**	**	**	**	**	14%	12%
Fairly impartial	(2.0)	198	139	59	185	**	**	**	54	**	**	**	**	**	**	**	**	176	23
		21%	24% b	17%	22%	**	**	**	26%	**	**	**	**	**	**	**	**	21%	23%
TOTAL IMPARTIAL		325	217	107	292	**	**	**	82	**	**	**	**	**	**	**	**	291	34
		35%	37% b	31%	35%	**	**	**	40%	**	**	**	**	**	**	**	**	35%	34%
Neither/ nor	(3.0)	278	170	108	251	**	**	**	88	**	**	**	**	**	**	**	**	259	19
		30%	29%	32%	30%	**	**	**	43% c	**	**	**	**	**	**	**	**	31% q	19%
Fairly biased	(4.0)	167	105	61	148	**	**	**	24	**	**	**	**	**	**	**	**	142	25
		18%	18%	18%	18% g	**	**	**	12%	**	**	**	**	**	**	**	**	17% p	25%
Very biased	(5.0)	160	96	64	136	**	**	**	10	**	**	**	**	**	**	**	**	139	22
		17%	16%	19%	16% g	**	**	**	5%	**	**	**	**	**	**	**	**	17% p	22%
TOTAL BIASED		327	201	124	284	**	**	**	35	**	**	**	**	**	**	**	**	281	46
		35%	34%	37%	34% g	**	**	**	17%	**	**	**	**	**	**	**	**	34% p	46%
Don't know		1178	588	590	935	**	**	**	59	**	**	**	**	**	**	**	**	1000	178
Mean score		3.0	3.0	3.1	3.0	**	**	**	2.7	**	**	**	**	**	**	**	**	3.0	3.2
					g													p	
Standard deviation		1.28	1.27	1.29	1.26	**	**	**	1.02	**	**	**	**	**	**	**	**	1.27	1.33
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 182

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68G (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Non-UK TV news channels such as Al Jazeera and RT (Russia Today) (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard error	.04	.06	.07	.05	.17	.23	.24	.08	.15	.17	.21	.14	.14	.14	.16	.13	.05	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 183

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	364	169	195	42	79	69	57	44	72	109	90	76	88	151	213	289	74
		17%	17%	18%	13%	21%	17%	18%	15%	18%	19%	16%	17%	17%	19%	16%	17%	17%
						cg												
Fairly impartial	(2.0)	700	347	353	76	122	119	109	126	148	211	195	150	142	224	476	572	126
		33%	34%	32%	24%	33%	29%	34%	42%	38%	37%	34%	34%	27%	29%	36%	34%	29%
						c		c	cdef	ce	l	l	l			m		
TOTAL IMPARTIAL		1064	516	548	118	201	188	166	170	221	320	284	226	231	375	689	862	201
		50%	51%	50%	37%	54%	46%	52%	57%	56%	56%	50%	51%	44%	48%	52%	51%	47%
						ce	c	c	ce	ce	l	l	l					
Neither/ nor	(3.0)	497	243	254	85	70	135	78	62	66	136	135	112	113	193	304	410	87
		24%	24%	23%	27%	19%	33%	24%	21%	17%	24%	24%	25%	22%	25%	23%	24%	20%
					dh		dfgh	h										
Fairly biased	(4.0)	100	54	46	15	18	15	20	15	17	43	28	14	15	31	69	90	10
		5%	5%	4%	5%	5%	4%	6%	5%	4%	8%	5%	3%	3%	4%	5%	5%	2%
											kl						p	
Very biased	(5.0)	28	18	10	5	7	5	5	3	3	9	8	7	4	18	10	23	5
		1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%
														n				
TOTAL BIASED		128	72	56	20	25	20	25	17	20	52	36	22	19	50	78	113	15
		6%	7%	5%	6%	7%	5%	8%	6%	5%	9%	6%	5%	4%	6%	6%	7%	4%
											kl	l					p	
Don't know		418	179	239	92	75	68	49	48	86	62	110	83	164	166	252	291	126
		20%	18%	22%	29%	20%	17%	16%	16%	22%	11%	19%	19%	31%	21%	19%	17%	29%
				a	defgh					f		i	i	ijk				o
Mean score		2.2	2.3	2.2	2.4	2.2	2.3	2.3	2.2	2.1	2.3	2.3	2.2	2.2	2.3	2.2	2.3	2.2
					dgh		dh	h									p	
Standard deviation		.91	.93	.89	.94	.97	.90	.94	.84	.87	.95	.91	.90	.89	.98	.87	.92	.89
Standard error		.02	.03	.03	.07	.06	.05	.06	.05	.05	.05	.04	.05	.04	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 183

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	364	203	161	286	29	32	17	38	62	25	39	14	20	33	11	43	317	46
		17%	17%	17%	16% k	16%	31% cdghijklm no	30% cdgiklmno	14%	21% kln	14%	20% kl	10%	11%	18% k	13%	19% k	17%	17%
Fairly impartial	(2.0)	700	415	283	585	74	27	14	55	131	76	37	47	84	51	27	75	596	104
		33% b	35% b	30% fgj	33% efgj	41% efgj	26% cefgjkmno	24% cefgjmn	21% cefgjkmno	45% cefgjmn	42% cefgjkmno	19% gj	32% cefgjkmno	46% cefgjkmno	28% gj	31% gj	32% gj	33% gj	38% gj
TOTAL IMPARTIAL		1064	618	444	870	104	59	31	92	193	102	76	61	104	84	39	118	913	151
		50% b	53% b	48% gj	49% gjk	56% gikn	57% gikn	54% gjk	35% cefgjkmno	66% cefgjkmno	56% gikn	40% cefgjkmno	41% gikn	57% gikn	47% g	43% gj	51% gj	50% gj	54% gj
Neither/ nor	(3.0)	497	313	184	434	47	13	4	110	41	40	42	31	41	47	17	65	448	49
		24% b	27% b	20% efh	25% efh	26% efh	12% cdefhijklm no	7% cdefhijklm no	42% f	14% f	22% efh	22% efh	21% ef	22% efh	26% efh	19% f	28% efh	24% q	18% q
Fairly biased	(4.0)	100	53	46	90	4	5	1	9	15	15	10	13	2	8	7	11	82	18
		5% l	5% l	5% l	5% l	2% l	4% l	2% l	4% l	5% dfl	5% dfl	8% dfl	5% l	9% dfgl	1% dfl	4% dfl	8% dfl	5% dfl	4% dfl
Very biased	(5.0)	28	21	8	27	-	1	1	6	5	2	3	5	1	1	3	1	27	1
		1% d	2% d	1% d	2% d	-% d	1% d	1% d	2% d	2% d	1% d	2% d	3% d	1% d	1% d	3% d	1% d	1% d	1% d
TOTAL BIASED		128	74	54	117	4	5	2	15	19	16	13	18	4	9	9	12	109	19
		6% dl	6% dl	6% dl	7% dl	2% dl	5% dl	3% dl	6% dl	7% dl	9% dfl	7% dl	12% cdefglmo	2% dfl	5% dfl	11% dfl	5% dfl	6% dfl	7% dfl
Don't know		418	172	246	341	29	27	21	46	41	23	61	37	33	39	24	37	360	58
		20% o	15% o	27% a	19% i	16% i	26% cdghio	36% cdeghiklm o	17% o	14% o	13% o	31% cdghilmo	25% dhio	18% o	22% i	27% cdghio	16% o	20% o	21% o

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 183

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.2	2.3	2.2	2.3	2.2	1.9	1.7	2.5	2.1	2.3	2.2	2.5	2.2	2.2	2.4	2.2	2.3	2.2
				efh	ef			cdefhijlmo	ef	efh	ef	cdefhijlmo	ef	ef	defhl	ef		
Standard deviation	.91	.91	.92	.92	.76	.94	.91	.92	.89	.88	1.04	1.01	.73	.91	1.03	.88	.92	.88
Standard error	.02	.03	.03	.03	.06	.09	.09	.07	.07	.07	.10	.09	.06	.08	.10	.07	.02	.05
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 184

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1689	831	858	223	297	343	269	249	308	507	455	360	363	618	1071	1385	303
Very impartial	(1.0)	364	169	195	42	79	69	57	44	72	109	90	76	88	151	213	289	74
		22%	20%	23%	19%	27% cg	20%	21%	18%	24%	21%	20%	21%	24%	24% n	20%	21%	25%
Fairly impartial	(2.0)	700	347	353	76	122	119	109	126	148	211	195	150	142	224	476	572	126
		41%	42%	41%	34%	41%	35%	41%	51% cdef	48% cef	42%	43%	42%	39%	36%	44% m	41%	42%
TOTAL IMPARTIAL		1064	516	548	118	201	188	166	170	221	320	284	226	231	375	689	862	201
		63%	62%	64%	53%	68% ce	55%	62% c	68% ce	72% cef	63%	63%	63%	64%	61%	64%	62%	66%
Neither/ nor	(3.0)	497	243	254	85	70	135	78	62	66	136	135	112	113	193	304	410	87
		29%	29%	30%	38% dfgh	24%	39% dfgh	29% h	25%	22%	27%	30%	31%	31%	31%	28%	30%	29%
Fairly biased	(4.0)	100	54	46	15	18	15	20	15	17	43	28	14	15	31	69	90	10
		6%	7%	5%	7%	6%	4%	7%	6%	6%	9% kl	6%	4%	4%	5%	6%	7% p	3%
Very biased	(5.0)	28	18	10	5	7	5	5	3	3	9	8	7	4	18	10	23	5
		2%	2%	1%	2%	3%	2%	2%	1%	1%	2%	2%	2%	1%	3% n	1%	2%	2%
TOTAL BIASED		128	72	56	20	25	20	25	17	20	52	36	22	19	50	78	113	15
		8%	9%	6%	9%	9%	6%	9%	7%	7%	10% kl	8%	6%	5%	8%	7%	8% p	5%
Don't know		418	179	239	92	75	68	49	48	86	62	110	83	164	166	252	291	126
Mean score		2.2	2.3	2.2	2.4 dgh	2.2	2.3 dh	2.3 h	2.2	2.1	2.3	2.3	2.2	2.2	2.3	2.2	2.3 p	2.2

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 184

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	.91	.93	.89	.94	.97	.90	.94	.84	.87	.95	.91	.90	.89	.98	.87	.92	.89
Standard error	.02	.03	.03	.07	.06	.05	.06	.05	.05	.05	.04	.05	.04	.04	.03	.03	.05
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 184

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT		ENGLAND	SCOT								YORKS					
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	&	NORTH	NORTH			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
		WORKING	WORKING</																

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 184

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68H (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Radio as a whole as a source of news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	WORKING	NOT		ENGLAND	SCOT		N		SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH	URBAN	RURAL
	Total	WORKING	WORKING		-LAND	WALES	IRELAND	LONDON	EAST	WEST		MIDS	MIDS	& HUMBER	EAST	WEST		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	418	172	246	341	29	27	**	46	41	23	61	37	33	39	24	37	360	58
Mean score	2.2	2.3	2.2	2.3	2.2	1.9	**	2.5	2.1	2.3	2.2	2.5	2.2	2.2	2.4	2.2	2.3	2.2
				eh	e			cdehijlmo	e	eh	e	cdehijlmo	e	e	dehl	e		
Standard deviation	.91	.91	.92	.92	.76	.94	**	.92	.89	.88	1.04	1.01	.73	.91	1.03	.88	.92	.88
Standard error	.02	.03	.03	.03	.06	.09	**	.07	.07	.07	.10	.09	.06	.08	.10	.07	.02	.05
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 185

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	174	79	95	31	44	34	19	20	25	49	46	32	48	85	90	136	38
		8%	8%	9%	10%	12% fgh	8%	6%	7%	6%	9%	8%	7%	9%	11% n	7%	8%	9%
Fairly impartial	(2.0)	443	198	245	56	76	103	61	66	80	111	104	109	118	160	283	346	95
		21%	20%	22%	18%	20%	25% c	19%	22%	20%	19%	18%	25% j	22%	20%	21%	21%	22%
TOTAL IMPARTIAL		617	277	340	87	120	138	81	87	105	160	150	140	166	245	372	483	133
		29%	27%	31%	28%	32%	33% fh	25%	29%	27%	28%	27%	32%	31%	31%	28%	29%	31%
Neither/ nor	(3.0)	428	215	213	85	71	89	70	42	72	101	130	88	108	162	266	330	98
		20%	21%	19%	27% dgh	19%	22% g	22% g	14%	18%	18%	23% i	20%	21%	21%	20%	20%	23%
Fairly biased	(4.0)	510	252	257	53	90	83	96	84	104	165	142	109	92	166	344	422	87
		24%	25%	23%	17%	24% c	20%	30% ce	28% ce	26% ce	29% l	25% l	25% l	18%	21%	26% m	25% p	20%
Very biased	(5.0)	260	142	118	32	35	53	34	51	54	85	77	56	41	93	167	234	26
		12%	14% b	11%	10%	10%	13%	11%	17% cdf	14%	15% l	14% l	13% l	8%	12%	13%	14% p	6%
TOTAL BIASED		770	394	375	85	125	136	130	135	158	249	219	166	133	259	511	656	113
		37%	39% b	34%	27%	34%	33%	41% c	45% cde	40% c	44% l	39% l	37% l	25%	33%	39% m	39% p	26%
Don't know		292	123	169	58	55	48	38	34	59	59	65	49	120	118	174	206	86
		14%	12%	15% a	19% efg	15%	12%	12%	11%	15%	10%	11%	11%	23% ijk	15%	13%	12%	20% o
Mean score		3.1	3.2 b	3.1	3.0	3.0	3.0	3.2 cd	3.3 cde	3.2 cde	3.2 l	3.2 l	3.1 l	2.9	3.0	3.2 m	3.2 p	2.9
Standard deviation		1.21	1.21	1.21	1.19	1.24	1.22	1.13	1.25	1.20	1.24	1.20	1.20	1.18	1.25	1.19	1.22	1.13
Standard error		.03	.04	.04	.08	.08	.07	.07	.07	.06	.06	.05	.06	.06	.05	.03	.03	.06
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 185

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION	
		WORKING	NOT	ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH		
		WORKING	WORKING	-LAND	-LAND				EAST	WEST		MIDS	MIDS	&	EAST	WEST	URBAN	RURAL
		WORKING	WORKING											HUMBER				
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		WORKING																

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 185

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.1	3.1	3.2	3.2	3.1	3.2	2.2	2.4	3.2	3.4	3.3	3.4	2.9	3.3	3.5	3.4	3.1	3.3
				fgl	fg	fgl			fgl	cdfgl	fgl	cdfgl	fg	fgl	cdefghlm	cdfgl		p
Standard deviation	1.21	1.19	1.23	1.21	1.12	1.33	1.10	.85	1.27	1.17	1.37	1.26	1.10	1.10	1.31	1.09	1.20	1.24
Standard error	.03	.04	.04	.03	.09	.12	.11	.06	.09	.10	.12	.11	.09	.09	.11	.08	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 186

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1815	887	928	257	316	363	280	263	335	510	500	394	407	665	1150	1469	343
Very impartial	(1.0)	174	79	95	31	44	34	19	20	25	49	46	32	48	85	90	136	38
		10%	9%	10%	12% fh	14% fgh	9%	7%	8%	7%	10%	9%	8%	12%	13% n	8%	9%	11%
Fairly impartial	(2.0)	443	198	245	56	76	103	61	66	80	111	104	109	118	160	283	346	95
		24%	22%	26% a	22%	24%	28%	22%	25%	24%	22%	21%	28% j	29% ij	24%	25%	24%	28%
TOTAL IMPARTIAL		617	277	340	87	120	138	81	87	105	160	150	140	166	245	372	483	133
		34%	31%	37% a	34%	38% f	38% f	29%	33%	31%	31%	30%	36%	41% ij	37%	32%	33%	39% o
Neither/ nor	(3.0)	428	215	213	85	71	89	70	42	72	101	130	88	108	162	266	330	98
		24%	24%	23%	33% defgh	23% g	24% g	25% g	16%	22%	20%	26% i	22% i	27% i	24%	23%	22% o	28% o
Fairly biased	(4.0)	510	252	257	53	90	83	96	84	104	165	142	109	92	166	344	422	87
		28%	28%	28%	21%	28% c	23%	34% ce	32% ce	31% ce	32% l	28% l	28%	23%	25%	30% m	29%	25%
Very biased	(5.0)	260	142	118	32	35	53	34	51	54	85	77	56	41	93	167	234	26
		14%	16% b	13%	12%	11%	15%	12%	19% cdf	16%	17% l	15% l	14%	10%	14%	15%	16% p	8%
TOTAL BIASED		770	394	375	85	125	136	130	135	158	249	219	166	133	259	511	656	113
		42%	44%	40%	33%	40%	38%	46% ce	51% cde	47% cde	49% l	44% l	42% l	33%	39%	44% m	45% p	33%
Don't know		292	123	169	58	55	48	38	34	59	59	65	49	120	118	174	206	86
Mean score		3.1	3.2 b	3.1	3.0	3.0	3.0	3.2 cd	3.3 cde	3.2 cde	3.2 l	3.2 l	3.1 l	2.9	3.0	3.2 m	3.2 p	2.9

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 186

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.21	1.21	1.21	1.19	1.24	1.22	1.13	1.25	1.20	1.24	1.20	1.20	1.18	1.25	1.19	1.22	1.13
Standard error	.03	.04	.04	.08	.08	.07	.07	.07	.06	.06	.05	.06	.06	.05	.03	.03	.06
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 186

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT	ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH			
		Total	WORKING		-LAND				EAST	WEST		MIDS	MIDS	&	EAST	WEST	URBAN	RURAL	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1815	1060	753	1537	160	79	39	244	275	151	134	130	161	155	75	211	1583	231
Very impartial	(1.0)	174	100	74	139	15	11	9	43	25	10	20	8	11	9	6	7	153	21
		10%	9%	10%	9%	9%	14%	24%	18%	9%	7%	15%	6%	7%	6%	8%	3%	10%	9%
					o	o	ciklmo	cdehijklmncdhiklmno	o		ciklmno								
Fairly impartial	(2.0)	443	275	167	376	32	15	20	78	72	29	20	28	57	34	14	44	394	49
		24%	26%	22%	24%	20%	19%	50%	32%	26%	19%	15%	21%	35%	22%	19%	21%	25%	21%
					j			cdeghijklmncdeijkmno	j				cdeijkmno						
TOTAL IMPARTIAL		617	375	241	515	47	26	29	121	97	39	39	36	68	43	20	51	547	70
		34%	35%	32%	33%	30%	33%	74%	50%	35%	26%	29%	27%	42%	27%	26%	24%	35%	30%
					o			cdeghijklmncdehijkmno	o				cdijkmno						
Neither/ nor	(3.0)	428	250	178	368	44	12	4	110	39	26	26	28	40	39	11	51	386	42
		24%	24%	24%	24%	27%	16%	9%	45%	14%	17%	19%	21%	25%	25%	15%	24%	24%	18%
					efhn	efhin		cdefhijklmno		f	f	f	efhn	efhn		fhn	q		
Fairly biased	(4.0)	510	298	211	424	54	27	5	12	89	62	37	32	40	56	21	75	432	78
		28%	28%	28%	28%	34%	34%	12%	5%	32%	41%	27%	24%	25%	36%	29%	36%	27%	34%
					fg	fg	fg	g		fg	cfgjkl	fg	fg	fg	cfgkl	fg	cfgkl	p	
Very biased	(5.0)	260	136	124	230	14	14	2	1	50	24	32	35	13	18	23	34	219	41
		14%	13%	16%	15%	9%	17%	5%	18%	16%	24%	27%	8%	11%	30%	16%	14%	18%	
				a	dfgl	g	dfgl	g		dfgl	dfgl	cdfglm	cdefghilmo	g	fg	cdefghilmo	dfgl		
TOTAL BIASED		770	434	334	654	68	41	7	13	139	86	69	67	53	74	44	109	651	119
		42%	41%	44%	43%	43%	51%	17%	5%	51%	57%	51%	51%	33%	48%	59%	52%	41%	51%
					fgl	fg	cfgl	g		cfgl	cdfgl	cfgl	cfgl	fg	fgl	cdfgl	cfgl		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

Prepared by Saville Rossiter-Base : 01727 899 399

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 186

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68I (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers as a whole as a source of news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Don't know	292	117	175	225	24	25	19	20	19	30	58	17	21	24	14	21	247	46
Mean score	3.1	3.1	3.2	3.2	3.1	3.2	2.2	2.4	3.2	3.4	3.3	3.4	2.9	3.3	3.5	3.4	3.1	3.3
				fgl	fg	fgl			fgl	cdfgl	fgl	cdfgl	fg	fgl	cdefghlm	cdfgl		p
Standard deviation	1.21	1.19	1.23	1.21	1.12	1.33	1.10	.85	1.27	1.17	1.37	1.26	1.10	1.10	1.31	1.09	1.20	1.24
Standard error	.03	.04	.04	.03	.09	.12	.11	.06	.09	.10	.12	.11	.09	.09	.11	.08	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 187

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	102	39	63	18	31	17	12	10	14	33	25	17	27	59	43	83	19
		5%	4%	6%	6%	8% efgh	4%	4%	3%	3%	6%	4%	4%	5%	7% n	3%	5%	4%
Fairly impartial	(2.0)	278	108	170	32	50	76	37	42	42	73	64	66	74	110	168	224	55
		13%	11%	16% a	10%	13%	18% cfh	12%	14%	11%	13%	11%	15%	14%	14%	13%	13%	13%
TOTAL IMPARTIAL		380	147	233	50	81	93	49	52	55	106	89	83	101	169	211	306	74
		18%	15%	21% a	16%	22% fh	23% cfh	15%	18%	14%	19%	16%	19%	19%	22% n	16%	18%	17%
Neither/ nor	(3.0)	461	203	258	92	72	102	82	46	67	123	132	97	109	180	281	376	84
		22%	20%	24%	29% dgh	19%	25% gh	26% gh	15%	17%	22%	23%	22%	21%	23%	21%	22%	20%
Fairly biased	(4.0)	350	169	181	49	64	61	71	54	51	103	112	72	63	122	228	293	57
		17%	17%	16%	16%	17%	15%	22% eh	18%	13%	18% l	20% l	16%	12%	16%	17%	17% p	13%
Very biased	(5.0)	245	137	108	38	46	50	33	43	35	83	71	49	41	100	145	218	27
		12%	14% b	10%	12%	12%	12%	10%	14% h	9%	15% l	13% l	11%	8%	13%	11%	13% p	6%
TOTAL BIASED		595	306	289	87	110	112	104	97	86	186	183	121	104	222	373	510	85
		28%	30%	26%	28%	30% h	27%	33% h	33% h	22%	33% l	32% l	27% l	20%	28%	28%	30% p	20%
Don't know		671	354	317	87	109	104	84	103	185	154	161	142	213	212	458	483	187
		32%	35% b	29%	27%	29%	25%	26%	35% ef	47% cdefg	27%	29%	32%	40% ijk	27%	35% m	29%	43% o
Mean score		3.2	3.4 b	3.1	3.2	3.2	3.2	3.3	3.4 de	3.3	3.3 l	3.3 l	3.2 l	3.1	3.2	3.3 m	3.3 p	3.1
Standard deviation		1.16	1.16	1.14	1.13	1.26	1.14	1.06	1.20	1.15	1.20	1.13	1.13	1.14	1.22	1.11	1.17	1.11
Standard error		.03	.05	.04	.08	.08	.07	.07	.08	.07	.07	.05	.07	.06	.05	.04	.04	.07
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 187

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	102	64	38	84	4	7	6	24	18	9	14	4	6	6	1	2	91	11
		5%	5%	4%	5%	2%	7%	10%	9%	6%	5%	7%	3%	3%	3%	1%	1%	5%	4%
Fairly impartial	(2.0)	278	168	109	232	23	9	14	56	40	18	19	17	36	15	7	24	252	26
		13%	14%	12%	13%	13%	8%	24%	21%	14%	10%	10%	12%	20%	9%	8%	10%	14%	9%
TOTAL IMPARTIAL		380	232	148	316	28	16	20	80	58	28	33	21	42	22	8	25	343	37
		18%	20%	16%	18%	15%	15%	35%	30%	20%	15%	17%	14%	23%	12%	9%	11%	19%	13%
			b		no			cdehijklmncdehijkmno		mno		n		mno				q	
								o	o										
Neither/ nor	(3.0)	461	288	173	398	46	11	6	101	63	40	25	26	38	37	10	58	417	44
		22%	24%	19%	23%	25%	10%	10%	38%	21%	22%	13%	18%	21%	21%	12%	25%	23%	16%
			b		efjn	efjn			cdefhijklmno	efjn	efjn			efn	efn		efjn	q	
Fairly biased	(4.0)	350	214	136	297	34	15	5	32	59	37	11	21	36	32	15	53	300	50
		17%	18%	15%	17%	18%	14%	8%	12%	20%	21%	6%	14%	20%	18%	17%	23%	16%	18%
			b		fj	fj	j		j	fgj	fgj		j	fj	fj		cefgj		
Very biased	(5.0)	245	148	96	205	30	9	2	12	33	21	27	33	15	27	17	20	216	29
		12%	13%	10%	12%	16%	8%	3%	5%	11%	12%	14%	22%	8%	15%	19%	8%	12%	10%
					fg	efglo				fg	fg	fg	cefgghilo		fgl	cefgghlo	f		
TOTAL BIASED		595	362	232	502	63	23	7	44	92	58	38	54	50	59	32	73	517	78
		28%	31%	25%	28%	35%	22%	12%	17%	31%	32%	20%	37%	28%	33%	36%	31%	28%	28%
			b		fgj	efgj	f			fgj	fgj	f	cefgj	fg	efgj	efgj	fgj		
Don't know		671	295	376	546	46	54	25	39	81	54	96	46	52	62	39	77	553	118
		32%	25%	40%	31%	25%	52%	43%	15%	28%	30%	50%	31%	29%	34%	44%	33%	30%	42%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q				a	g	g	cdghiklmo	cdghikl		g	g	cdghiklmo	g	g	g	cdghiklo	g		p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 187

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.2	3.2	3.3	3.3	3.4	3.2	2.5	2.8	3.2	3.3	3.2	3.6	3.1	3.5	3.8	3.4	3.2	3.4
				fg	cefgl	fg		f	fg	fg	fg	cefgl	fg	cefgl	o cdefghijlm	efgl		
Standard deviation	1.16	1.16	1.16	1.15	1.10	1.33	1.14	1.00	1.17	1.14	1.42	1.22	1.08	1.14	1.12	.93	1.16	1.15
Standard error	.03	.04	.05	.04	.10	.15	.12	.08	.10	.11	.16	.12	.10	.11	.12	.08	.03	.08
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 188

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1436	656	780	229	262	307	235	195	209	415	403	301	314	571	865	1193	243
Very impartial	(1.0)	102	39	63	18	31	17	12	10	14	33	25	17	27	59	43	83	19
		7%	6%	8%	8%	12%	6%	5%	5%	7%	8%	6%	6%	9%	10%	5%	7%	8%
						efgh									n			
Fairly impartial	(2.0)	278	108	170	32	50	76	37	42	42	73	64	66	74	110	168	224	55
		19%	16%	22%	14%	19%	25%	16%	21%	20%	18%	16%	22%	24%	19%	19%	19%	22%
				a			cf		c				j	ij				
TOTAL IMPARTIAL		380	147	233	50	81	93	49	52	55	106	89	83	101	169	211	306	74
		26%	22%	30%	22%	31%	30%	21%	27%	26%	26%	22%	28%	32%	30%	24%	26%	30%
				a		cf	cf						j	ij	n			
Neither/ nor	(3.0)	461	203	258	92	72	102	82	46	67	123	132	97	109	180	281	376	84
		32%	31%	33%	40%	27%	33%	35%	24%	32%	30%	33%	32%	35%	31%	33%	32%	35%
					dgh		g	dg		g								
Fairly biased	(4.0)	350	169	181	49	64	61	71	54	51	103	112	72	63	122	228	293	57
		24%	26%	23%	21%	24%	20%	30%	28%	25%	25%	28%	24%	20%	21%	26%	25%	24%
								ce	e			l				m		
Very biased	(5.0)	245	137	108	38	46	50	33	43	35	83	71	49	41	100	145	218	27
		17%	21%	14%	17%	17%	16%	14%	22%	17%	20%	18%	16%	13%	18%	17%	18%	11%
			b						f		l	l					p	
TOTAL BIASED		595	306	289	87	110	112	104	97	86	186	183	121	104	222	373	510	85
		41%	47%	37%	38%	42%	36%	44%	50%	41%	45%	45%	40%	33%	39%	43%	43%	35%
			b						ceh		l	l	l				p	
Don't know		671	354	317	87	109	104	84	103	185	154	161	142	213	212	458	483	187
Mean score		3.2	3.4	3.1	3.2	3.2	3.2	3.3	3.4	3.3	3.3	3.3	3.2	3.1	3.2	3.3	3.3	3.1
			b						de		l	l	l			m	p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 188

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.16	1.16	1.14	1.13	1.26	1.14	1.06	1.20	1.15	1.20	1.13	1.13	1.14	1.22	1.11	1.17	1.11
Standard error	.03	.05	.04	.08	.08	.07	.07	.08	.07	.07	.05	.07	.06	.05	.04	.04	.07
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 188

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT											YORKS					
		WORKING	WORKING	ENGLAND	SCOT	WALES	IRELAND	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	&	NORTH	NORTH	URBAN	RURAL	
		WORKING	WORKING	-LAND	-LAND				EAST	WEST		MIDS	MIDS	HUMBER	EAST	WEST			
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OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 188

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Q68J (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Magazines as whole as a source of news (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.16	1.16	1.16	1.15	1.10	1.33	1.14	1.00	1.17	1.14	1.42	1.22	1.08	1.14	1.12	.93	1.16	1.15
Standard error	.03	.04	.05	.04	.10	.15	.12	.08	.10	.11	.16	.12	.10	.11	.12	.08	.03	.08

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 189

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	223	107	116	34	56	45	30	36	21	73	68	39	41	100	123	202	22
		11%	11%	11%	11%	15%	11%	9%	12%	5%	13%	12%	9%	8%	13%	9%	12%	5%
Fairly impartial	(2.0)	484	226	257	81	92	115	77	62	57	158	130	94	101	195	289	432	51
		23%	22%	23%	26%	25%	28%	24%	21%	14%	28%	23%	21%	19%	25%	22%	26%	12%
TOTAL IMPARTIAL		707	333	373	115	148	161	107	98	78	231	199	133	142	295	412	634	73
		34%	33%	34%	37%	40%	39%	34%	33%	20%	41%	35%	30%	27%	38%	31%	38%	17%
Neither/ nor	(3.0)	410	194	216	84	68	101	72	43	43	119	119	78	94	175	236	353	57
		19%	19%	20%	27%	18%	24%	23%	14%	11%	21%	21%	18%	18%	22%	18%	21%	13%
Fairly biased	(4.0)	147	87	60	17	29	36	36	20	9	48	46	30	23	58	89	131	16
		7%	9%	5%	5%	8%	9%	11%	7%	2%	8%	8%	7%	4%	7%	7%	8%	4%
Very biased	(5.0)	61	46	15	8	15	14	7	11	7	18	16	17	11	26	35	55	6
		3%	5%	1%	3%	4%	3%	2%	4%	2%	3%	3%	4%	2%	3%	3%	3%	1%
TOTAL BIASED		208	133	75	25	44	49	42	31	16	66	62	47	34	84	124	186	22
		10%	13%	7%	8%	12%	12%	13%	11%	4%	12%	11%	11%	6%	11%	9%	11%	5%
Don't know		782	349	433	90	112	101	97	125	257	153	184	185	257	230	552	502	277
		37%	35%	39%	29%	30%	25%	31%	42%	65%	27%	33%	42%	49%	29%	42%	30%	65%
Mean score		2.5	2.6	2.4	2.5	2.4	2.5	2.6	2.5	2.4	2.5	2.5	2.6	2.5	2.5	2.5	2.5	2.6
Standard deviation		1.04	1.12	.95	.97	1.12	1.02	1.01	1.14	1.00	1.05	1.05	1.08	.98	1.05	1.04	1.05	1.00
Standard error		.03	.05	.04	.07	.08	.06	.07	.08	.08	.06	.05	.07	.06	.05	.04	.03	.08
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 189

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	223	145	79	181	15	18	9	40	41	12	17	10	13	19	6	23	198	25
		11%	12% b	8%	10%	8%	18% cdijklno	16% cdikln	15% cdikln	14% ikln	7%	9%	7%	7%	11%	7%	10%	11%	9%
Fairly impartial	(2.0)	484	321	162	418	42	15	9	62	78	59	25	31	49	40	19	54	422	62
		23%	27% b	17%	24% efj	23% ej	14%	16%	23% ej	27% efj	32% cefkjmn	13%	21%	27% efj	22% ej	22% j	23% ej	23%	22%
TOTAL IMPARTIAL		707	465	241	598	57	33	18	102	119	70	43	41	62	59	25	77	620	86
		34%	40% b	26%	34% j	31%	32%	32%	39% jkn	40% jkn	39% jkn	22%	28%	34% j	33% j	28%	33% j	34%	31%
Neither/ nor	(3.0)	410	262	148	357	37	12	4	94	45	25	24	30	43	32	12	52	372	38
		19%	22% b	16%	20% efjn	20% ef	12%	7% cdefhijklm no	36% no	15% f	14% f	12%	20% f	24% efhijn	18% f	13% f	22% efjn	20% q	14%
Fairly biased	(4.0)	147	101	46	128	10	7	2	9	27	14	16	15	9	22	3	12	124	23
		7%	9% b	5%	7%	5%	6%	4%	4%	9% fgn	8%	8%	10% fgn	5%	12% cdfglno	4%	5%	7%	8%
Very biased	(5.0)	61	36	25	55	5	1	*	2	7	8	11	10	4	1	6	7	58	4
		3%	3%	3%	3%	3%	*%	1%	1%	2%	4% egm	6% efgm	7% cefgghlm	2%	1% cefgghlm	7% cefgghlm	3%	3%	1%
TOTAL BIASED		208	138	71	184	15	7	3	11	34	22	27	25	13	24	10	18	181	27
		10%	12% b	8%	10% fg	8%	7%	5%	4%	11% fg	12% fg	14% efgl	17% cdefglo	7%	13% fg	11% fg	8%	10%	10%
Don't know		782	312	469	623	74	51	33	56	96	63	99	52	64	65	43	85	656	125
		37%	27%	50% a	35% g	40% g	49% cghiklmo	57% cdghiklmo	21%	33% g	35% g	51% cdghiklmo	35% g	35% g	36% g	48% cghiklmo	37% g	36% p	45%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 189

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.5	2.5	2.5	2.5 ef	2.5 ef	2.2	2.0	2.4 ef	2.4 ef	2.5 ef	2.8 cdefghlo	2.8 cdefghilmo	2.5 ef	2.5 ef	2.7 efgh	2.5 ef	2.5	2.5
Standard deviation	1.04	1.03	1.06	1.04	.99	1.08	1.04	.88	1.06	1.04	1.27	1.14	.91	1.02	1.21	1.00	1.05	1.02
Standard error	.03	.04	.05	.03	.10	.12	.13	.07	.09	.10	.14	.11	.09	.10	.14	.09	.03	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 190

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1325	661	664	225	260	310	221	172	137	416	380	258	269	554	772	1173	152
Very impartial	(1.0)	223	107	116	34	56	45	30	36	21	73	68	39	41	100	123	202	22
		17%	16%	17%	15%	22% efh	15%	14%	21% ef	16%	18%	18%	15%	15%	18%	16%	17%	14%
Fairly impartial	(2.0)	484	226	257	81	92	115	77	62	57	158	130	94	101	195	289	432	51
		36%	34%	39% a	36%	35%	37%	35%	36%	41%	38%	34%	36%	37%	35%	37%	37%	34%
TOTAL IMPARTIAL		707	333	373	115	148	161	107	98	78	231	199	133	142	295	412	634	73
		53%	50%	56% a	51%	57% f	52%	48%	57% f	57% f	56%	52%	52%	53%	53%	53%	54% p	48%
Neither/ nor	(3.0)	410	194	216	84	68	101	72	43	43	119	119	78	94	175	236	353	57
		31%	29%	32%	38% dg	26%	32% g	32% g	25%	31%	29%	31%	30%	35% i	32%	31%	30% o	37%
Fairly biased	(4.0)	147	87	60	17	29	36	36	20	9	48	46	30	23	58	89	131	16
		11%	13% b	9%	7%	11% h	11% h	16% ch	12% h	7%	12%	12%	12%	9%	10%	12%	11%	11%
Very biased	(5.0)	61	46	15	8	15	14	7	11	7	18	16	17	11	26	35	55	6
		5%	7% b	2%	4%	6%	4%	3%	6% f	5%	4%	4%	6%	4%	5%	5%	5%	4%
TOTAL BIASED		208	133	75	25	44	49	42	31	16	66	62	47	34	84	124	186	22
		16%	20% b	11%	11%	17%	16%	19% ch	18% ch	12%	16%	16%	18% l	13%	15%	16%	16%	15%
Don't know		782	349	433	90	112	101	97	125	257	153	184	185	257	230	552	502	277
Mean score		2.5	2.6 b	2.4	2.5	2.4	2.5	2.6 h	2.5	2.4	2.5	2.5	2.6	2.5	2.5	2.5	2.5	2.6

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 190

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.04	1.12	.95	.97	1.12	1.02	1.01	1.14	1.00	1.05	1.05	1.08	.98	1.05	1.04	1.05	1.00
Standard error	.03	.05	.04	.07	.08	.06	.07	.08	.08	.06	.05	.07	.06	.05	.04	.03	.08
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 190

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT	ENGLAND	SCOT	WALES	N	LONDON	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH	URBAN	RURAL	
		Total	WORKING		-LAND				EAST	WEST		MIDS	MIDS	&	EAST	WEST			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1325	865	460	1139	109	52	25	208	198	117	93	96	118	115	47	147	1173	152
Very impartial	(1.0)	223	145	79	181	15	**	**	40	41	12	**	10	13	19	**	23	198	25
		17%	17%	17%	16%	14%	**	**	19% ikl	21% ikl	10%	**	11%	11%	17%	**	15%	17%	16%
Fairly impartial	(2.0)	484	321	162	418	42	**	**	62	78	59	**	31	49	40	**	54	422	62
		36%	37%	35%	37%	39%	**	**	30% g	39% cdgkmo	50% g	**	32%	41% g	35%	**	37%	36%	40%
TOTAL IMPARTIAL		707	465	241	598	57	**	**	102	119	70	**	41	62	59	**	77	620	86
		53%	54%	52%	53% k	52%	**	**	49%	60% gk	60% gk	**	43%	52%	52%	**	52%	53%	57%
Neither/ nor	(3.0)	410	262	148	357	37	**	**	94	45	25	**	30	43	32	**	52	372	38
		31%	30%	32%	31% hi	34% hi	**	**	45% cdhikmo	23%	21%	**	31%	37% hi	28%	**	35% hi	32% q	25%
Fairly biased	(4.0)	147	101	46	128	10	**	**	9	27	14	**	15	9	22	**	12	124	23
		11%	12%	10%	11% g	9% g	**	**	5% g	14% g	12% g	**	15% glo	8% cdglo	19%	**	8% g	11% p	15%
Very biased	(5.0)	61	36	25	55	5	**	**	2	7	8	**	10	4	1	**	7	58	4
		5%	4%	5%	5% gm	5% g	**	**	1% gm	3% gm	6% gm	**	11% cdghlmo	3% g	1% glo	**	5% g	5% g	2%
TOTAL BIASED		208	138	71	184	15	**	**	11	34	22	**	25	13	24	**	18	181	27
		16%	16%	15%	16% g	13% g	**	**	6% g	17% g	19% g	**	26% cdghlo	11% g	20% glo	**	13% g	15% g	18%
Don't know		782	312	469	623	74	**	**	56	96	63	**	52	64	65	**	85	656	125
Mean score		2.5	2.5	2.5	2.5	2.5	**	**	2.4	2.4	2.5	**	2.8 cdghilmo	2.5	2.5	**	2.5	2.5	2.5
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 190

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68K (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Broadcaster news websites - for example bbc.co.uk, itv.com or channel4.com (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.04	1.03	1.06	1.04	.99	1.08	1.04	.88	1.06	1.04	1.27	1.14	.91	1.02	1.21	1.00	1.05	1.02
Standard error	.03	.04	.05	.03	.10	.12	.13	.07	.09	.10	.14	.11	.09	.10	.14	.09	.03	.07

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 191

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	164	71	93	31	39	40	22	19	13	62	40	25	37	81	83	144	20
		8%	7%	8%	10% h	10% h	10% h	7% h	6% h	3% h	11% jkl	7% j	6% k	7% l	10% m	6% n	9% o	5% p
Fairly impartial	(2.0)	361	166	195	51	70	89	58	52	41	101	93	82	84	144	217	316	44
		17%	16%	18%	16% h	19% h	22% h	18% h	17% h	11% h	18% i	16% j	19% k	16% l	18% m	16% n	19% o	10% p
TOTAL IMPARTIAL		524	236	288	82	109	129	79	71	55	163	133	107	121	225	300	460	64
		25%	23%	26%	26% h	29% h	31% gh	25% h	24% h	14% h	29% i	23% j	24% k	23% l	29% m	23% n	27% o	15% p
Neither/ nor	(3.0)	345	177	167	67	66	81	59	37	35	99	107	57	82	138	207	292	53
		16%	18%	15%	21% gh	18% h	20% gh	19% gh	12% h	9% h	17% i	19% j	13% k	16% l	18% m	16% n	17% o	12% p
Fairly biased	(4.0)	246	120	126	34	48	58	54	26	25	91	69	47	36	99	148	224	23
		12%	12%	11%	11% h	13% h	14% gh	17% cgh	9% h	6% h	16% kl	12% l	11% l	7% h	13% m	11% n	13% o	5% p
Very biased	(5.0)	147	91	57	23	23	29	20	30	22	46	56	25	21	57	90	136	11
		7%	9% b	5%	7% h	6% h	7% h	6% h	10% h	5% h	8% l	10% kl	6% kl	4% h	7% m	7% n	8% o	3% p
TOTAL BIASED		394	211	183	57	71	87	74	57	47	137	125	72	57	156	238	360	34
		19%	21% b	17% h	18% h	19% h	21% h	23% h	19% h	12% h	24% kl	22% kl	16% l	11% h	20% m	18% n	21% o	8% p
Don't know		844	386	458	109	125	114	106	133	257	170	200	207	266	265	579	563	278
		40%	38%	42%	34% h	34% h	28% h	33% h	45% cdef	65% cdefg	30% i	35% kl	47% ij	51% ij	34% m	44% m	34% o	65% o
Mean score		2.9	3.0 b	2.8	2.8	2.8	2.8	3.0	3.0	3.0 d	2.9 l	3.0 kl	2.9 l	2.7	2.8	2.9	2.9 p	2.7
Standard deviation		1.21	1.22	1.18	1.20	1.20	1.18	1.14	1.30	1.24	1.25	1.22	1.17	1.12	1.22	1.19	1.22	1.10
Standard error		.04	.05	.05	.09	.08	.07	.08	.10	.10	.07	.06	.08	.07	.06	.04	.04	.09
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 191

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	164	113	50	139	7	12	6	41	28	12	14	7	12	11	4	11	146	18
		8%	10% b	5% d	8% d	4% dkno	11% dkno	10% dno	15% cdijklmno	10% d	6% j	7% j	4% k	7% l	6% m	4% n	5% o	8% p	6% q
Fairly impartial	(2.0)	361	238	122	306	32	14	10	60	55	35	20	23	50	25	5	33	323	38
		17% b	20% b	13% j	17% jn	17% n	13% n	17% n	23% ejmno	19% jn	19% jn	10% j	15% n	27% cdefjkmno	14% n	5% n	14% n	18% p	14% q
TOTAL IMPARTIAL		524	351	172	445	38	25	16	101	83	47	34	29	62	37	8	44	469	56
		25% b	30% b	19% j	25% jn	21% n	24% n	27% n	38% cdefhijkmn	28% jno	26% n	18% n	20% n	34% cdjkmno	20% n	9% n	19% n	26% q	20% r
		o																	
Neither/ nor	(3.0)	345	218	127	297	34	11	3	95	38	21	14	20	34	28	7	41	316	29
		16% b	18% b	14% j	17% efjn	18% fjn	11% f	4% cdefhijklmno	36% no	13% f	12% f	7% j	13% f	18% fjn	15% fjn	8% j	17% fjn	17% q	10% r
Fairly biased	(4.0)	246	168	77	210	22	11	3	9	34	26	16	22	18	32	18	35	208	39
		12% b	14% b	8% j	12% fg	12% fg	11% g	6% g	4% g	12% g	15% fg	8% j	15% fg	10% g	18% cfgjl	20% cefgghjl	15% fgj	11% p	14% q
Very biased	(5.0)	147	86	61	134	9	4	-	1	32	17	22	20	10	6	6	19	126	21
		7% j	7% j	7% j	8% fg	5% fg	4% fg	-% g	*% g	11% defgm	10% efgm	12% defgm	13% cdefglm	6% fg	4% fg	7% fg	8% fg	7% p	8% q
TOTAL BIASED		394	255	138	344	31	15	3	11	66	44	38	41	28	38	24	54	334	60
		19% b	22% b	15% j	20% fg	17% fg	14% fg	6% fg	4% g	22% fg	24% efgl	20% fg	28% cdefgl	15% fg	21% fg	27% cdefgl	23% efg	18% p	22% q
Don't know		844	353	491	675	80	53	36	57	108	69	106	57	59	77	49	93	712	133
		40% a	30% a	53% a	38% g	44% gl	51% cghiklo	63% cdegghiklm	22% o	37% g	38% g	55% cdghiklmo	39% g	32% g	43% gl	55% cdghiklmo	40% g	39% p	48% q

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 191

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.9	2.9	2.9	2.9	3.0	2.6	2.2	2.4	2.9	3.0	3.1	3.3	2.7	3.0	3.5	3.1	2.9	3.1
				efg	efgl	fg		f	efg	efgl	cefgl	cdefghlm	fg	efgl	cdefghijlm o	cefgl		p
Standard deviation	1.21	1.20	1.21	1.21	1.07	1.26	1.02	.87	1.33	1.27	1.45	1.26	1.10	1.12	1.18	1.16	1.20	1.27
Standard error	.04	.05	.06	.04	.11	.14	.13	.07	.12	.13	.17	.13	.10	.11	.14	.11	.04	.10
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 192

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1263	624	639	207	246	297	212	165	136	399	365	236	260	519	744	1112	151
Very impartial	(1.0)	164	71	93	31	39	40	22	19	13	62	40	25	37	81	83	144	20
		13%	11%	15%	15%	16%	13%	10%	12%	10%	16%	11%	10%	14%	16%	11%	13%	13%
				a		fh					jk			n				
Fairly impartial	(2.0)	361	166	195	51	70	89	58	52	41	101	93	82	84	144	217	316	44
		29%	27%	31%	25%	28%	30%	27%	31%	30%	25%	25%	35%	32%	28%	29%	28%	29%
												ij	ij					
TOTAL IMPARTIAL		524	236	288	82	109	129	79	71	55	163	133	107	121	225	300	460	64
		42%	38%	45%	40%	44%	43%	37%	43%	40%	41%	36%	45%	47%	43%	40%	41%	43%
				a									j	j				
Neither/ nor	(3.0)	345	177	167	67	66	81	59	37	35	99	107	57	82	138	207	292	53
		27%	28%	26%	33%	27%	27%	28%	22%	25%	25%	29%	24%	32%	27%	28%	26%	35%
					gh									ik				o
Fairly biased	(4.0)	246	120	126	34	48	58	54	26	25	91	69	47	36	99	148	224	23
		20%	19%	20%	17%	20%	20%	26%	16%	19%	23%	19%	20%	14%	19%	20%	20%	15%
								cgh			l	l	l				p	
Very biased	(5.0)	147	91	57	23	23	29	20	30	22	46	56	25	21	57	90	136	11
		12%	15%	9%	11%	9%	10%	9%	19%	16%	11%	15%	10%	8%	11%	12%	12%	7%
			b					cdef	def			kl					p	
TOTAL BIASED		394	211	183	57	71	87	74	57	47	137	125	72	57	156	238	360	34
		31%	34%	29%	28%	29%	29%	35%	35%	34%	34%	34%	31%	22%	30%	32%	32%	22%
			b								l	l	l				p	
Don't know		844	386	458	109	125	114	106	133	257	170	200	207	266	265	579	563	278
Mean score		2.9	3.0	2.8	2.8	2.8	2.8	3.0	3.0	3.0	2.9	3.0	2.9	2.7	2.8	2.9	2.9	2.7
			b							de	l	kl	l				p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 192

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.21	1.22	1.18	1.20	1.20	1.18	1.14	1.30	1.24	1.25	1.22	1.17	1.12	1.22	1.19	1.22	1.10
Standard error	.04	.05	.05	.09	.08	.07	.08	.10	.10	.07	.06	.08	.07	.06	.04	.04	.09
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT		ENGLAND	SCOT		N		SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH		
		Total	WORKING		-LAND	WALES	IRELAND	LONDON		EAST	WEST		MIDS	MIDS	&	EAST	WEST	URBAN	RURAL
Significance Level: 95%		a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1263	823	438	1087	103	51	22	207	186	112	87	90	124	103	40	139	1118	145
Very impartial	(1.0)	164	113	50	139	7	**	**	41	28	**	**	**	12	11	**	11	146	18
		13%	14%	12%	13%	7%	**	**	20%	15%	**	**	**	10%	11%	**	8%	13%	12%
Fairly impartial	(2.0)	361	238	122	306	32	**	**	60	55	**	**	**	50	25	**	33	323	38
		29%	29%	28%	28%	31%	**	**	29%	30%	**	**	**	40%	24%	**	24%	29%	26%
TOTAL IMPARTIAL		524	351	172	445	38	**	**	101	83	**	**	**	62	37	**	44	469	56
		42%	43%	39%	41%	37%	**	**	49%	45%	**	**	**	50%	36%	**	32%	42%	39%
Neither/ nor	(3.0)	345	218	127	297	34	**	**	95	38	**	**	**	34	28	**	41	316	29
		27%	26%	29%	27%	33%	**	**	46%	20%	**	**	**	27%	27%	**	29%	28%	20%
Fairly biased	(4.0)	246	168	77	210	22	**	**	9	34	**	**	**	18	32	**	35	208	39
		20%	20%	18%	19%	21%	**	**	5%	18%	**	**	**	14%	31%	**	25%	19%	27%
Very biased	(5.0)	147	86	61	134	9	**	**	1	32	**	**	**	10	6	**	19	126	21
		12%	11%	14%	12%	9%	**	**	1%	17%	**	**	**	8%	6%	**	14%	11%	15%
TOTAL BIASED		394	255	138	344	31	**	**	11	66	**	**	**	28	38	**	54	334	60
		31%	31%	32%	32%	30%	**	**	5%	35%	**	**	**	23%	37%	**	39%	30%	41%
Don't know		844	353	491	675	80	**	**	57	108	**	**	**	59	77	**	93	712	133
Mean score		2.9	2.9	2.9	2.9	3.0	**	**	2.4	2.9	**	**	**	2.7	3.0	**	3.1	2.9	3.1

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 192

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68L (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - Newspapers websites - for example telegraph.co.uk or guardian.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.21	1.20	1.21	1.21	1.07	1.26	1.02	.87	1.33	1.27	1.45	1.26	1.10	1.12	1.18	1.16	1.20	1.27
Standard error	.04	.05	.06	.04	.11	.14	.13	.07	.12	.13	.17	.13	.10	.11	.14	.11	.04	.10
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 193

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	102	43	59	20	31	22	8	11	10	31	28	19	25	59	43	90	12
		5%	4%	5%	6% fh	8% fgh	5% h	2%	4%	2%	5%	5%	4%	5%	8% n	3%	5% p	3%
Fairly impartial	(2.0)	255	105	150	37	46	68	49	27	28	73	65	61	54	96	159	224	31
		12%	10%	14% a	12% h	12% h	16% gh	15% gh	9%	7%	13%	11%	14%	10%	12%	12%	13% p	7%
TOTAL IMPARTIAL		357	148	209	57	78	90	57	38	37	104	92	80	79	155	202	314	42
		17%	15%	19% a	18% h	21% gh	22% gh	18% h	13%	10%	18%	16%	18%	15%	20% n	15%	19% p	10%
Neither/ nor	(3.0)	369	195	174	72	59	91	65	39	43	108	96	76	89	150	219	317	52
		18%	19%	16%	23% dgh	16%	22% dgh	20% gh	13%	11%	19%	17%	17%	17%	19%	17%	19% p	12%
Fairly biased	(4.0)	195	95	100	29	42	43	46	18	17	84	53	27	31	72	123	172	22
		9%	9%	9%	9% h	11% gh	10% h	14% gh	6%	4%	15% jkl	9% l	6%	6%	9%	9%	10% p	5%
Very biased	(5.0)	145	83	62	25	24	36	23	24	13	43	55	27	20	64	82	133	12
		7%	8% b	6%	8% h	6%	9% h	7% h	8% h	3%	8% l	10% l	6%	4%	8%	6%	8% p	3%
TOTAL BIASED		340	178	162	54	66	79	68	43	30	127	107	54	51	135	205	305	34
		16%	18%	15%	17% h	18% h	19% h	22% gh	14% h	8%	22% kl	19% kl	12%	10%	17%	15%	18% p	8%
Don't know		1041	489	552	132	169	152	128	178	283	230	269	232	307	344	698	739	300
		49%	48%	50%	42%	45% e	37%	40%	60% cdef	72% cdefg	40%	48% i	52% i	58% ij	44%	53% m	44%	70% o
Mean score		3.0	3.1 b	2.9	3.0	2.9	3.0	3.1 dh	3.1 dh	3.0	3.1 kl	3.1 kl	2.9	2.9	3.0	3.1	3.0	2.9
Standard deviation		1.16	1.16	1.16	1.16	1.24	1.15	1.06	1.25	1.12	1.15	1.22	1.14	1.09	1.22	1.12	1.17	1.07
Standard error		.04	.05	.05	.09	.10	.08	.08	.11	.10	.07	.07	.08	.07	.06	.05	.04	.09
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 193

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	102	64	38	84	5	8	6	23	18	11	11	5	5	4	1	4	92	10
		5%	5%	4%	5% n	3%	7% dmno	10% cdklmno	9% cdlmno	6% no	6% no	6% n	4%	3%	2%	1%	2%	5%	4%
Fairly impartial	(2.0)	255	179	74	218	25	5	7	52	45	18	16	15	40	13	4	15	234	21
		12%	15% b	8%	12% emno	13% eno	5%	12% en	20% ceijkmno	15% emno	10%	8%	10%	22% cdefijkmno	7%	5%	7%	13% q	7%
TOTAL IMPARTIAL		357	244	112	302	30	13	13	76	62	29	27	20	46	17	5	19	326	31
		17%	21% b	12%	17% mno	16% no	13% n	22% emno	29% cdeijkmno	21% emno	16% no	14% n	14% n	25% cdeijkmno	10%	6%	8%	18% q	11%
Neither/ nor	(3.0)	369	234	135	318	34	12	4	103	37	19	17	23	40	26	11	43	334	35
		18%	20% b	15%	18% fij	19% fij	12%	7% cdefhijklm no	39%	12%	11%	9%	16% f	22% efhijn	14% f	12%	19% fij	18% q	13%
Fairly biased	(4.0)	195	133	62	165	19	7	3	7	34	24	11	14	11	30	7	27	165	29
		9%	11% b	7%	9% g	11% g	7%	5%	3%	11% fg	13% fgjl	6%	10% g	6%	17% cefgjln	8% g	12% fgj	9%	11%
Very biased	(5.0)	145	93	52	132	10	3	*	7	19	13	19	19	16	18	6	15	129	17
		7%	8% b	6%	7% efg	6% f	3%	1%	3%	7% f	7% fg	10% efg	13% cdefgho	9% efg	10% efg	7% f	6% f	7%	6%
TOTAL BIASED		340	226	114	297	30	10	3	14	53	37	30	33	27	48	13	42	294	46
		16%	19% b	12%	17% efg	16% fg	10%	6%	5%	18% efg	21% efg	16% fg	22% efg	15% fg	27% cdefghjln	15% fg	18% efg	16% p	17%
Don't know		1041	473	567	845	90	68	38	71	142	96	118	71	70	89	60	128	876	165
		49%	40%	61% a	48% gl	49% gl	66% cdghiklmo	65% cdghiklm	27%	48% g	53% gl	61% cdghiklm	48% g	38% g	50% gl	67% cdghiklmo	55% gl	48%	60% p
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	3.0	3.0	3.0	3.0	3.1	2.8	2.3	2.6	2.9	3.1	3.1	3.3	2.9	3.5	3.4	3.3	3.0	3.2
				efg	efg	f		f	fg	efg	efg	cdefghl	fg	cdefghijl	cdefghijl	cdefghl		p
Standard deviation	1.16	1.16	1.17	1.17	1.06	1.24	1.11	.89	1.22	1.27	1.42	1.25	1.10	1.11	1.10	1.02	1.16	1.18
Standard error	.04	.05	.06	.04	.11	.17	.15	.07	.12	.15	.18	.14	.11	.12	.16	.11	.04	.10
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 194

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1066	521	545	183	203	259	190	120	111	339	296	210	220	440	626	937	129
Very impartial	(1.0)	102	43	59	20	31	22	8	11	10	31	28	19	25	59	43	90	12
		10%	8%	11%	11% f	16% efgh	8% f	4%	9% f	9% f	9%	9%	9%	11%	13% n	7%	10%	9%
Fairly impartial	(2.0)	255	105	150	37	46	68	49	27	28	73	65	61	54	96	159	224	31
		24%	20%	27% a	20%	23%	26%	26%	23%	25%	22%	22%	29% ij	25%	22%	25%	24%	24%
TOTAL IMPARTIAL		357	148	209	57	78	90	57	38	37	104	92	80	79	155	202	314	42
		33%	28%	38% a	31%	38% f	35%	30%	32%	34%	31%	31%	38% ij	36%	35%	32%	34%	33%
Neither/ nor	(3.0)	369	195	174	72	59	91	65	39	43	108	96	76	89	150	219	317	52
		35%	37% b	32%	39% d	29%	35%	34%	32%	39% d	32%	32%	36%	41% ij	34%	35%	34%	40% o
Fairly biased	(4.0)	195	95	100	29	42	43	46	18	17	84	53	27	31	72	123	172	22
		18%	18%	18%	16%	21%	16%	24% cegh	15%	15%	25% jkl	18% k	13%	14%	16%	20%	18%	17%
Very biased	(5.0)	145	83	62	25	24	36	23	24	13	43	55	27	20	64	82	133	12
		14%	16% b	11%	14%	12%	14%	12%	20% cdefh	12%	13%	18% ikl	13%	9%	14%	13%	14% p	9%
TOTAL BIASED		340	178	162	54	66	79	68	43	30	127	107	54	51	135	205	305	34
		32%	34% b	30%	29%	33%	30%	36% h	36% h	27%	37% kl	36% kl	26%	23%	31%	33%	33% p	27%
Don't know		1041	489	552	132	169	152	128	178	283	230	269	232	307	344	698	739	300
Mean score		3.0	3.1 b	2.9	3.0	2.9	3.0	3.1 dh	3.1 d	3.0	3.1 kl	3.1 kl	2.9	2.9	3.0	3.1	3.0	2.9

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.16	1.16	1.16	1.16	1.24	1.15	1.06	1.25	1.12	1.15	1.22	1.14	1.09	1.22	1.12	1.17	1.07
Standard error	.04	.05	.05	.09	.10	.08	.08	.11	.10	.07	.07	.08	.07	.06	.05	.04	.09
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 194

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Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION													LOCATION	
		WORKING	NOT	ENGLAND	SCOT	WALES	IRELAND	N	SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH	URBAN	RURAL	
		Total	WORKING		-LAND			LONDON	EAST	WEST		MIDS	MIDS	&	EAST	WEST			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1066	703	361	917	93	35	20	193	152	85	74	76	112	91	29	104	954	112
Very impartial	(1.0)	102	64	38	84	**	**	**	23	**	**	**	**	5	**	**	**	92	10
		10%	9%	10%	9%	**	**	**	12% l	**	**	**	**	5%	**	**	**	10%	9%
Fairly impartial	(2.0)	255	179	74	218	**	**	**	52	**	**	**	**	40	**	**	**	234	21
		24%	26% b	21%	24%	**	**	**	27%	**	**	**	**	36% c	**	**	**	25% q	18%
TOTAL IMPARTIAL		357 33%	244 35%	112 31%	302 33%	** **	** **	** **	76 39%	** **	** **	** **	** **	46 41% c	** **	** **	** **	326 34% q	31 28%
Neither/ nor	(3.0)	369	234	135	318	**	**	**	103	**	**	**	**	40	**	**	**	334	35
		35%	33%	37%	35%	**	**	**	53% cl	**	**	**	**	36%	**	**	**	35%	31%
Fairly biased	(4.0)	195	133	62	165	**	**	**	7	**	**	**	**	11	**	**	**	165	29
		18%	19%	17%	18% gl	**	**	**	4%	**	**	**	**	10% g	**	**	**	17% p	26%
Very biased	(5.0)	145	93	52	132	**	**	**	7	**	**	**	**	16	**	**	**	129	17
		14%	13%	14%	14% g	**	**	**	4%	**	**	**	**	14% g	**	**	**	13% p	15%
TOTAL BIASED		340 32%	226 32%	114 32%	297 32% gl	** **	** **	** **	14 7%	** **	** **	** **	** **	27 24% g	** **	** **	** **	294 31% p	46 41%
Don't know		1041	473	567	845	**	**	**	71	**	**	**	**	70	**	**	**	876	165
Mean score		3.0	3.0	3.0	3.0 g	**	**	**	2.6	**	**	**	**	2.9 g	**	**	**	3.0	3.2 p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

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Q68M (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Magazine websites - for example economist.com or spectator.co.uk (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard deviation	1.16	1.16	1.17	1.17	1.06	1.24	1.11	.89	1.22	1.27	1.42	1.25	1.10	1.11	1.10	1.02	1.16	1.18
Standard error	.04	.05	.06	.04	.11	.17	.15	.07	.12	.15	.18	.14	.11	.12	.16	.11	.04	.10

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 195

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Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE)

Base : All respondents

		GENDER			AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Very impartial	(1.0)	103	42	61	23	28	24	13	12	4	31	31	16	26	65	39	95	8
		5%	4%	6%	7% h	7% h	6% h	4% h	4% h	1% h	5% i	5% j	4% k	5% l	8% n	3% n	6% p	2% p
Fairly impartial	(2.0)	276	118	157	34	52	71	52	34	32	74	59	67	74	113	163	243	33
		13%	12%	14%	11% h	14% h	17% cgh	16% h	11% h	8% h	13% i	11% j	15% j	14% k	14% l	12% n	15% p	8% p
TOTAL IMPARTIAL		379	161	219	57	79	95	65	46	36	105	90	83	100	178	202	339	41
		18%	16%	20% a	18% h	21% h	23% gh	21% h	15% h	9% h	18% i	16% j	19% k	19% l	23% n	15% n	20% p	9% p
Neither/ nor	(3.0)	420	202	218	84	77	105	73	41	40	107	125	93	95	171	249	362	58
		20%	20%	20%	27% gh	21% gh	26% gh	23% gh	14% h	10% h	19% i	22% j	21% k	18% l	22% m	19% n	22% p	14% p
Fairly biased	(4.0)	183	94	88	31	39	36	35	23	19	70	52	25	35	59	123	163	19
		9%	9%	8%	10% h	10% h	9% h	11% h	8% h	5% h	12% kl	9% k	6% l	7% l	8% m	9% n	10% p	4% p
Very biased	(5.0)	103	65	37	18	19	26	18	15	8	31	46	15	11	47	56	94	8
		5%	6% b	3% b	6% h	5% h	6% h	6% h	5% h	2% h	5% l	8% kl	3% l	2% l	6% m	4% n	6% p	2% p
TOTAL BIASED		285	160	126	49	57	62	52	38	27	101	98	40	46	106	179	258	27
		14%	16% b	11% b	15% h	15% h	15% h	16% h	13% h	7% h	18% kl	17% kl	9% k	9% l	14% m	14% n	15% p	6% p
Don't know		1023	488	534	125	157	149	128	173	291	256	252	226	286	329	694	717	303
		49%	48%	49%	40%	42%	36%	40%	58% cdef	74% cdefg	45% i	45% j	51% j	54% ij	42% m	52% m	43% o	71% o
Mean score		2.9	3.0 b	2.8	2.9	2.9	2.9	3.0	3.0	3.0	3.0 kl	3.1 kl	2.8	2.7	2.8	3.0 m	2.9	2.9
Standard deviation		1.08	1.11	1.05	1.10	1.13	1.08	1.05	1.15	.98	1.12	1.15	.98	1.00	1.15	1.03	1.10	.96
Standard error		.03	.05	.05	.08	.08	.07	.08	.10	.09	.07	.06	.07	.06	.06	.04	.04	.08
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 195

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Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Very impartial	(1.0)	103	67	37	82	8	9	4	14	22	9	11	5	3	6	2	9	92	11
		5%	6%	4%	5%	4%	9%	7%	5%	7%	5%	6%	4%	2%	3%	2%	4%	5%	4%
							clmno	ln		ln									
Fairly impartial	(2.0)	276	180	95	238	23	7	9	53	44	21	18	17	39	14	5	26	253	23
		13%	15%	10%	13%	12%	7%	15%	20%	15%	12%	10%	12%	21%	8%	6%	11%	14%	8%
			b		emn	n		emn	ceijkmnno	emn			cdeijkmnno					q	
TOTAL IMPARTIAL		379	247	132	320	31	16	13	67	66	30	30	23	42	20	7	35	345	34
		18%	21%	14%	18%	17%	15%	22%	25%	22%	17%	15%	15%	23%	11%	8%	15%	19%	12%
			b		mn	n	n	mn	cdeijkmnno	mn	n	n	n	mn			n	q	
Neither/ nor	(3.0)	420	279	141	354	44	17	4	104	42	17	20	33	43	33	11	52	380	40
		20%	24%	15%	20%	24%	17%	7%	40%	14%	9%	10%	22%	23%	18%	12%	22%	21%	14%
			b		fijn	fhijn	f		cdefhijklmno	f			fijn	fhijn	fij		fhijn	q	
Fairly biased	(4.0)	183	117	66	162	13	5	2	8	34	23	10	16	10	30	6	24	152	31
		9%	10%	7%	9%	7%	5%	4%	3%	11%	13%	5%	11%	6%	17%	7%	10%	8%	11%
			b		fg					efgj	efgjl		efg		cdefgjln		fg		
Very biased	(5.0)	103	67	36	93	8	2	*	11	16	10	15	13	6	9	5	7	91	12
		5%	6%	4%	5%	4%	2%	1%	4%	5%	6%	8%	9%	3%	5%	6%	3%	5%	4%
					f	f			f	f	f	ef	eflo		f	f			
TOTAL BIASED		285	184	101	255	21	7	3	19	49	33	25	29	16	39	12	32	243	42
		14%	16%	11%	14%	11%	7%	5%	7%	17%	18%	13%	20%	9%	22%	13%	14%	13%	15%
			b		efg	f				efgl	efgl	f	defgl		cdefgjlno	f	efg		
Don't know		1023	467	555	833	88	63	39	73	137	100	118	63	81	87	60	114	862	161
		49%	40%	60%	47%	48%	61%	67%	28%	47%	55%	62%	43%	44%	48%	67%	49%	47%	58%
				a	g	g	cdghklmo	cdghiklmo		g	gkl	cdghklmo	g	g	g	cdghiklmo	g		p
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 195

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Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Mean score	2.9	2.9	2.9	2.9	2.9	2.6	2.3	2.7	2.9	3.0	3.0	3.2	2.8	3.2	3.3	3.0	2.9	3.1
Standard deviation	1.08	1.08	1.10	1.09	1.01	1.12	1.01	.89	1.20	1.24	1.35	1.12	.90	1.05	1.14	.99	1.08	1.12
Standard error	.03	.04	.06	.04	.11	.14	.14	.07	.12	.15	.17	.12	.09	.11	.16	.10	.04	.09
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 196

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Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND		
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total		2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample		1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total		2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
BASE FOR % EXCLUDING 'Don't know'		1084	522	562	190	214	262	191	124	103	313	313	216	241	455	629	958	126
Very impartial	(1.0)	103	42	61	23	28	24	13	12	4	31	31	16	26	65	39	95	8
		10%	8%	11%	12%	13%	9%	7%	10%	4%	10%	10%	7%	11%	14%	6%	10%	6%
				a	fh	fh	h		h					n		p		
Fairly impartial	(2.0)	276	118	157	34	52	71	52	34	32	74	59	67	74	113	163	243	33
		25%	23%	28%	18%	24%	27%	28%	27%	32%	24%	19%	31%	31%	25%	26%	25%	26%
				a			c	c	c	cd			ij	ij				
TOTAL IMPARTIAL		379	161	219	57	79	95	65	46	36	105	90	83	100	178	202	339	41
		35%	31%	39%	30%	37%	36%	34%	37%	35%	33%	29%	38%	42%	39%	32%	35%	32%
				a									j	ij	n			
Neither/ nor	(3.0)	420	202	218	84	77	105	73	41	40	107	125	93	95	171	249	362	58
		39%	39%	39%	44%	36%	40%	38%	33%	39%	34%	40%	43%	39%	38%	40%	38%	46%
					g								i					o
Fairly biased	(4.0)	183	94	88	31	39	36	35	23	19	70	52	25	35	59	123	163	19
		17%	18%	16%	16%	18%	14%	18%	18%	18%	22%	17%	12%	14%	13%	20%	17%	15%
											jkl	k			m			
Very biased	(5.0)	103	65	37	18	19	26	18	15	8	31	46	15	11	47	56	94	8
		9%	12%	7%	9%	9%	10%	9%	12%	8%	10%	15%	7%	5%	10%	9%	10%	7%
			b								l	ikl					p	
TOTAL BIASED		285	160	126	49	57	62	52	38	27	101	98	40	46	106	179	258	27
		26%	31%	22%	26%	27%	24%	28%	30%	26%	32%	31%	19%	19%	23%	28%	27%	22%
			b								kl	kl			m		p	
Don't know		1023	488	534	125	157	149	128	173	291	256	252	226	286	329	694	717	303
Mean score		2.9	3.0	2.8	2.9	2.9	2.9	3.0	3.0	3.0	3.0	3.1	2.8	2.7	2.8	3.0	2.9	2.9
			b								kl	kl			m			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 196

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Standard deviation	1.08	1.11	1.05	1.10	1.13	1.08	1.05	1.15	.98	1.12	1.15	.98	1.00	1.15	1.03	1.10	.96
Standard error	.03	.05	.05	.08	.08	.07	.08	.10	.09	.07	.06	.07	.06	.06	.04	.04	.08
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 196

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE)

Base : All respondents

		WORKING STATUS			NATION/ REGION												LOCATION		
		WORKING	NOT		ENGLAND	SCOT		N		SOUTH	SOUTH	EASTERN	EAST	WEST	YORKS	NORTH	NORTH		
		Total	WORKING			-LAND		LONDON		EAST	WEST		MIDS	MIDS	&	EAST	WEST	URBAN	RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample		1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total		2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
BASE FOR % EXCLUDING 'Don't know'		1084	709	374	929	95	40	19	191	157	81	74	85	101	93	30	118	968	117
Very impartial	(1.0)	103	67	37	82	**	**	**	14	22	**	**	**	**	**	**	**	92	11
		10%	9%	10%	9%	**	**	**	7%	14%	**	**	**	**	**	**	**	10%	9%
Fairly impartial	(2.0)	276	180	95	238	**	**	**	53	44	**	**	**	**	**	**	**	253	23
		25%	25%	25%	26%	**	**	**	28%	28%	**	**	**	**	**	**	**	26%	20%
TOTAL IMPARTIAL		379	247	132	320	**	**	**	67	66	**	**	**	**	**	**	**	345	34
		35%	35%	35%	34%	**	**	**	35%	42%	**	**	**	**	**	**	**	36%	29%
Neither/ nor	(3.0)	420	279	141	354	**	**	**	104	42	**	**	**	**	**	**	**	380	40
		39%	39%	38%	38%	**	**	**	55%	27%	**	**	**	**	**	**	**	39%	34%
Fairly biased	(4.0)	183	117	66	162	**	**	**	8	34	**	**	**	**	**	**	**	152	31
		17%	16%	18%	17%	**	**	**	4%	21%	**	**	**	**	**	**	**	16%	26%
Very biased	(5.0)	103	67	36	93	**	**	**	11	16	**	**	**	**	**	**	**	91	12
		9%	9%	10%	10%	**	**	**	6%	10%	**	**	**	**	**	**	**	9%	10%
TOTAL BIASED		285	184	101	255	**	**	**	19	49	**	**	**	**	**	**	**	243	42
		26%	26%	27%	27%	**	**	**	10%	31%	**	**	**	**	**	**	**	25%	36%
Don't know		1023	467	555	833	**	**	**	73	137	**	**	**	**	**	**	**	862	161
Mean score		2.9	2.9	2.9	2.9	**	**	**	2.7	2.9	**	**	**	**	**	**	**	2.9	3.1
Standard deviation		1.08	1.08	1.10	1.09	**	**	**	.89	1.20	**	**	**	**	**	**	**	1.08	1.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q68N (SHOWCARD) RATING OF HOW IMPARTIAL NEWS SOURCE IS - News on Other websites (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Standard error	.03	.04	.06	.04	.11	.14	.14	.07	.12	.15	.17	.12	.09	.11	.16	.10	.04	.09
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 197

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Strongly agree	288 14%	164 16% b	124 11%	41 13%	61 16% h	55 13%	45 14%	43 14%	44 11%	85 15%	88 16% l	55 12%	58 11%	123 16%	165 12%	237 14%	51 12%
Slightly agree	391 19%	222 22% b	169 15%	67 21% d	52 14%	93 23% d	57 18%	51 17%	71 18%	110 19%	104 18%	77 17%	100 19%	140 18%	251 19%	305 18%	86 20%
TOTAL AGREE	679 32%	386 38% b	293 27%	108 34%	113 30%	147 36%	101 32%	94 32%	115 29%	195 34%	192 34%	132 30%	158 30%	263 34%	416 31%	542 32%	137 32%
Neither agree nor disagree	297 14%	145 14%	152 14%	46 15%	58 16% h	63 15%	47 15%	42 14%	41 11%	73 13%	80 14%	71 16%	71 14%	111 14%	186 14%	218 13%	79 18% o
Slightly disagree	321 15%	149 15%	172 16%	47 15%	54 15%	70 17%	57 18%	37 12%	55 14%	95 17%	79 14%	69 16%	77 15%	119 15%	202 15%	280 17% p	40 9%
Strongly disagree	738 35%	295 29%	443 40% a	102 32%	132 36%	119 29%	106 33%	117 39% e	162 41% cef	185 33%	200 36%	155 35%	195 37%	263 34%	475 36%	586 35%	151 35%
TOTAL DISAGREE	1059 50%	444 44%	615 56% a	149 47%	186 50%	189 46%	163 51%	154 52%	217 55% ce	280 49%	279 49%	224 51%	273 52%	381 49%	677 51%	866 52% p	190 44%
No opinion	73 3%	35 3%	38 3%	12 4%	15 4%	12 3%	7 2%	7 2%	20 5%	20 4%	13 2%	15 3%	24 5% j	28 4%	44 3%	49 3%	23 5% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 197

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Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TOTAL NEITHER/ NO OPINION	370	180	189	58	73	75	54	49	62	94	93	86	96	139	230	268	102
	18%	18%	17%	18%	20%	18%	17%	16%	16%	16%	17%	19%	18%	18%	17%	16%	24% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Strongly agree	288 14%	170 14%	117 13%	255 14% di	11 6% d	15 15% d	6 10% d	42 16% di	41 14% d	15 9% d	43 22% cdfhimno	30 21% cdfimo	29 16% di	19 11% d	11 13% d	23 10% d	255 14%	32 12%
Slightly agree	391 19%	216 18%	175 19%	331 19% mn	33 18% mn	13 13% mn	14 25% emn	63 24% emn	50 17% emn	40 22% emn	33 17% emn	25 17% cehkmn	48 26% cehkmn	21 12% cehkmn	10 11% cehkmn	41 18% cehkmn	339 19%	52 19%
TOTAL AGREE	679 32%	387 33%	291 31%	585 33% dmn	44 24% dmn	29 28% dmn	20 35% dmn	104 40% demno	91 31% demno	55 31% demno	76 40% demno	55 37% dmn	77 42% cdehimno	41 23% cdehimno	21 24% cdehimno	64 28% cdehimno	594 32%	84 30%
Neither agree nor disagree	297 14%	183 16% b	115 12%	233 13% cehijmno	42 23% cehijmno	13 13% cehijmno	9 15% cehijmno	61 23% cehijmno	32 11% cehijmno	19 10% cehijmno	20 11% cehijmno	26 18% mno	30 17% no	17 10% no	7 8% no	20 9% no	263 14%	34 12%
Slightly disagree	321 15%	196 17%	125 13%	276 16%	21 11%	17 16%	8 13%	41 15%	47 16%	29 16%	20 11%	18 12%	26 14%	35 19% dj	15 16% dj	46 20% dj	265 14%	56 20% p
Strongly disagree	738 35%	374 32%	362 39% a	614 35% gl	65 36% gl	40 39% gl	18 31% gl	52 20% gl	114 39% gl	74 41% gl	64 33% gl	47 32% gl	38 21% gl	83 46% cdfgijkl	45 50% cdefghijkl	96 41% gl	646 35%	92 33%
TOTAL DISAGREE	1059 50%	570 48%	487 52%	890 50% gl	86 47% gl	57 55% gl	26 44% gl	93 35% gl	161 55% gijkl	103 57% fgijkl	85 44% fgijkl	64 44% fgijkl	64 35% fgijkl	118 66% cdefghijkl	60 67% cdefghijkl	142 61% cdfgijkl	911 50%	148 53%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 197

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Q69A (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent. (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
No opinion	73 3%	37 3%	36 4%	54 3%	10 6% kn	5 5%	3 6% kn	5 2%	11 4%	3 2%	11 6% kn	2 1%	11 6% cgkn	4 2%	1 1%	6 2%	61 3%	11 4%
TOTAL NEITHER/ NO OPINION	370 18%	219 19%	150 16%	287 16% n	53 29% cehijk mno	18 18% n	12 20% imno	66 25% chijmno	43 14%	22 12%	31 16%	28 19% no	41 23% chimno	21 12%	8 9%	26 11%	325 18%	45 16%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 198

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q69B (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent. (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Strongly agree	176 8%	103 10% b	73 7%	26 8%	41 11%	34 8%	25 8%	20 7%	29 7%	64 11% l	44 8%	37 8%	30 6%	75 10%	100 8%	143 9%	33 8%
Slightly agree	248 12% b	146 14%	101 9%	36 12%	30 8%	63 15% d	37 12%	33 11%	49 12%	76 13%	63 11%	47 11%	62 12%	93 12%	155 12%	201 12%	47 11%
TOTAL AGREE	423 20%	249 25% b	174 16%	62 20%	71 19%	97 24%	63 20%	53 18%	78 20%	140 25% jl	107 19%	84 19%	92 17%	168 21%	255 19%	343 21%	80 19%
Neither agree nor disagree	277 13%	138 14%	139 13%	48 15%	50 13%	59 14%	41 13%	37 12%	42 11%	55 10%	91 16% i	58 13%	72 14%	102 13%	175 13%	211 13%	66 15%
Slightly disagree	353 17%	169 17%	183 17%	53 17%	57 15%	78 19%	64 20%	44 15%	57 14%	102 18%	87 15%	78 18%	84 16%	133 17%	220 17%	282 17%	69 16%
Strongly disagree	993 47%	424 42%	569 52% a	140 44%	184 50% e	166 40%	144 45%	158 53% ce	201 51% e	256 45%	267 47%	209 47%	258 49%	358 46%	635 48%	793 47%	199 46%
TOTAL DISAGREE	1346 64%	593 59%	753 69% a	193 61%	241 65%	244 59%	208 65%	202 68% e	258 66%	358 63%	355 63%	287 65%	343 65%	491 63%	854 65%	1076 64%	268 62%
No opinion	61 3%	30 3%	31 3%	13 4%	9 2%	11 3%	7 2%	6 2%	16 4%	17 3%	11 2%	13 3%	20 4%	22 3%	39 3%	45 3%	16 4%
TOTAL NEITHER/ NO OPINION	338 16%	168 17%	170 15%	60 19%	59 16%	70 17%	48 15%	43 14%	58 15%	72 13%	102 18% i	71 16%	92 18% i	124 16%	214 16%	256 15%	82 19%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q69B (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent. (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Strongly agree	176 8%	114 10% b	62 7%	154 9% dio	7 4%	10 10% dio	4 7%	38 14% cdfilmno	31 11% dino	6 3%	24 13% dino	17 12% dino	14 8%	12 7%	4 4%	8 3%	161 9%	15 5%
Slightly agree	248 12%	144 12%	103 11%	205 12% n	24 13% n	7 7%	12 20% cejmno	36 14% emn	38 13% n	23 13% n	20 11% n	17 12% n	29 16% emn	13 7%	3 3%	25 11% n	211 12%	36 13%
TOTAL AGREE	423 20% b	258 22%	165 18%	359 20% no	31 17% n	17 17% n	15 26% deimno	74 28% cdeimno	70 24% mno	29 16% n	45 23% mno	34 23% mno	43 24% mno	26 14% n	6 7%	33 14% n	372 20%	51 19%
Neither agree nor disagree	277 13%	153 13%	124 13%	217 12% ino	42 23% cehijmno	10 9% n	9 15% himno	58 22% cehijmno	24 8% n	11 6%	23 12% n	32 21% cehijmno	36 20% cehimno	14 8%	3 3%	16 7%	241 13%	36 13%
Slightly disagree	353 17% b	223 19%	130 14%	293 17% j	29 16% j	23 22% j	8 14% j	53 20% j	53 18% j	28 15%	19 10%	22 15%	36 20% j	26 15%	18 20% j	38 16%	300 16%	52 19%
Strongly disagree	993 47%	509 43%	482 52% a	847 48% fgkl	74 40% g	50 48% gl	23 39%	77 29%	142 48% gl	108 60% cdefghkl	94 49% gl	58 39%	56 31%	109 61% cdefghijkl	61 69% cdefghijkl	141 61% cdefghijkl	863 47%	130 47%
TOTAL DISAGREE	1346 64%	732 62%	612 66%	1140 65% dfgkl	103 56% g	72 70% dfgjkl	31 53%	130 49%	196 67% dfgkl	136 75% cdfgjkl	114 59%	79 54%	92 50%	135 75% cdfgjkl	79 89% cdefghijkl mo	179 77% cdfghjkl	1164 64%	182 66%
No opinion	61 3%	33 3%	28 3%	46 3%	7 4% g	4 4% g	3 6% cgahn	2 1%	5 2%	5 3%	11 6% cgahn	2 2%	11 6% cgahn	5 3%	1 1%	4 2%	53 3%	8 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 198

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q69B (SHOWCARD) AGREEMENT WITH PRIVACY STATEMENTS - TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent. (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL NEITHER/ NO OPINION	338	187	152	263	49	14	12	59	29	16	34	34	47	19	4	21	294	44
	16%	16%	16%	15%	27%	14%	21%	23%	10%	9%	18%	23%	26%	11%	4%	9%	16%	16%
				ino	cehimno	n	chimno	cehimno	n		hino	cehimno	cehimno	n				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 199

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q70 (SHOWCARD) Thinking specifically about people in the public eye - that is, celebrities, politicians and other public figures rather than the general public - which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY - So, not the general public (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Newspapers	824 39%	406 40%	418 38%	92 29%	131 35%	152 37% c	140 44% cd	140 47% cde	168 43% cd	235 41% l	233 41% l	172 39%	183 35%	307 39%	517 39%	672 40%	151 35%
Television	635 30%	326 32%	309 28%	92 29%	103 28%	131 32%	95 30%	85 29%	129 33%	142 25%	149 26%	146 33% ij	197 37% ij	210 27%	425 32% m	478 29%	158 37% o
Magazines	290 14%	110 11%	180 16% a	70 22% efgh	69 19% fgh	61 15% gh	39 12% h	26 9%	25 6%	89 16% kl	108 19% kl	42 10%	50 9%	133 17% n	157 12%	251 15% p	40 9%
Internet - Broadcaster websites/ apps	59 3%	23 2%	36 3%	17 5% gh	16 4% h	9 2% h	9 3% h	5 2%	2 1%	20 3%	16 3%	10 2%	13 2%	34 4% n	25 2%	51 3%	7 2%
Other internet websites/ apps	28 1%	18 2%	10 1%	10 3% eh	8 2% h	3 1%	5 1% h	3 1% h	- -%	9 2%	13 2% l	3 1%	3 1%	7 1%	21 2%	25 1%	3 1%
Radio	22 1%	17 2% b	5 1%	2 1%	3 1%	2 1%	4 1%	3 1%	7 2%	9 2%	3 *% i	6 1%	5 1%	4 *%	18 1%	20 1%	2 1%
Internet - Newspaper websites/ apps	20 1%	6 1%	14 1%	3 1%	6 2%	5 1%	2 1%	1 *%	3 1%	1 *%	7 1%	8 2% i	4 1%	9 1%	11 1%	19 1%	1 *%
Other source	5 *%	2 *%	3 *%	1 *%	3 1%	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	3 1%	4 *%	1 *%	4 *%	1 *%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 199

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q70 (SHOWCARD) Thinking specifically about people in the public eye - that is, celebrities, politicians and other public figures rather than the general public - which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY - So, not the general public (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TOTAL INTERNET	106	47	59	30	30	17	15	9	5	30	36	21	19	50	57	95	11
	5%	5%	5%	9%	8%	4%	5%	3%	1%	5%	6%	5%	4%	6%	4%	6%	3%
				efgh	egh	h	h				l					p	
None are intrusive	8	4	3	-	3	2	1	-	2	3	1	1	2	3	4	4	3
	*%	*%	*%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%
All are equally intrusive	140	62	77	14	23	33	20	18	31	38	23	36	43	48	91	101	38
	7%	6%	7%	4%	6%	8%	6%	6%	8%	7%	4%	8%	8%	6%	7%	6%	9%
											j	j				o	
Don't know	77	37	40	14	8	10	3	16	26	21	13	19	25	24	53	51	25
	4%	4%	4%	4%	2%	3%	1%	5%	7%	4%	2%	4%	5%	3%	4%	3%	6%
				f				df	def				j				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 199

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q70 (SHOWCARD) Thinking specifically about people in the public eye - that is, celebrities, politicians and other public figures rather than the general public - which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY - So, not the general public (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	824 39%	465 40%	357 38%	676 38% fgl	84 46% fgl	51 49% cfdg	12 21% lm	48 18% no	136 46% cfgh	86 48% cfgh	76 40% fgl	70 47% cfgh	50 27% g	69 38% fgl	36 40% fgl	106 46% fgl	693 38%	131 47% p
Television	635 30%	337 29%	298 32%	558 32% deo	38 21%	23 22%	16 28%	133 50% cdefhijklm no	80 27%	48 27%	56 29%	39 26%	65 36% deo	53 29%	30 34% deo	54 23%	570 31%	65 24% q
Magazines	290 14%	186 16% b	105 11%	244 14%	24 13%	13 13%	10 17% k	59 22% cdehijkno	37 13%	21 12%	25 13%	13 9%	19 11% k	31 17% k	11 12%	27 12%	262 14%	29 10%
Internet - Broadcaster websites/ apps	59 3%	36 3%	23 2%	48 3%	7 4% h	2 2%	2 3%	13 5% hm	2 1%	4 2%	6 3%	8 6% hm	7 4% h	2 1%	2 2%	5 2%	52 3%	7 2%
Other internet websites/ apps	28 1%	17 1%	11 1%	22 1%	5 3% gj	1 1%	- -%	- -%	3 1%	3 2%	- -%	1 1%	2 1%	3 2%	2 2% gj	7 3% fgj	23 1%	4 2%
Radio	22 1%	13 1%	9 1%	21 1%	- -%	1 1%	1 1%	1 *% p	6 2%	- -%	2 1%	3 2%	4 2%	- -%	1 1%	4 2%	16 1%	7 2% p
Internet - Newspaper websites/ apps	20 1%	14 1%	6 1%	15 1%	3 2%	1 1%	1 1%	1 1%	1 *% p	4 2%	- -%	3 2%	- -%	4 2%	1 2%	1 *% p	16 1%	4 1%
Other source	5 *% q	3 *% q	2 *% q	4 *% q	- -%	1 1%	- -%	2 1%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	1 1%	4 *% q	1 *% q

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 199

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q70 (SHOWCARD) Thinking specifically about people in the public eye - that is, celebrities, politicians and other public figures rather than the general public - which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY - So, not the general public (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	106	67	40	85	14	4	3	15	5	11	6	13	9	9	5	13	92	14
	5%	6%	4%	5%	8% h	3%	5%	6% h	2%	6% h	3%	9% hj	5%	5%	6% h	5%	5%	5%
None are intrusive	8	5	2	6	-	-	2	2	-	-	-	1	2	-	1	1	8	-
	*%	*%	*%	*%	-%	-%	3%	1%	-%	-%	-%	1%	1%	-%	1%	*%	*%	-%
							cdeghijmo											
All are equally intrusive	140	68	71	110	14	4	11	5	23	10	11	8	19	7	5	22	119	21
	7%	6%	8%	6% g	8% g	4%	19% cdeghijklm	2%	8% g	5%	6% g	5%	11% cegm	4%	5%	9% gm	6%	7%
							no											
Don't know	77	32	46	59	8	7	3	1	6	4	15	2	15	10	2	4	67	10
	4%	3%	5%	3%	4%	7%	6%	*%	2%	2%	8%	1%	8%	6%	2%	2%	4%	4%
			a	g	g	cghiko	gk				cghikno		cghikno	gk				
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 200

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Newspapers	621 29%	288 29%	333 30%	81 26%	117 31%	120 29%	88 28%	91 31%	124 31%	158 28%	162 29%	124 28%	173 33%	208 27%	413 31% m	481 29%	140 33%
Television	459 22%	214 21%	246 22%	59 19%	77 21%	87 21%	73 23%	66 22%	97 25%	134 24%	142 25% kl	85 19%	98 19%	179 23%	280 21%	365 22%	94 22%
Magazines	404 19%	212 21%	191 17%	67 21% h	67 18%	74 18%	72 23% h	68 23% h	54 14%	117 21%	110 19%	92 21%	83 16%	159 20%	245 18%	347 21% p	57 13%
Internet - Newspaper websites/ apps	88 4%	35 3%	52 5%	23 7% gh	16 4%	16 4%	18 6% h	8 3%	7 2%	20 3%	30 5%	19 4%	19 4%	39 5%	48 4%	79 5% p	9 2%
Radio	75 4%	39 4%	36 3%	12 4%	21 6% gh	16 4%	9 3%	6 2%	10 3%	12 2%	16 3%	24 5% ij	22 4%	34 4%	41 3%	58 3%	17 4%
Internet - Broadcaster websites/ apps	74 3%	37 4%	37 3%	16 5%	8 2%	20 5%	11 3%	9 3%	9 2%	21 4%	29 5% k	8 2%	15 3%	25 3%	49 4%	70 4% p	4 1%
Other internet websites/ apps	49 2%	18 2%	31 3%	11 3% g	10 3%	11 3%	7 2%	3 1%	6 1%	20 3% j	8 1%	11 2%	10 2%	21 3%	27 2%	43 3%	6 1%
Other sources	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%
TOTAL INTERNET	210 10%	90 9%	120 11%	50 16% dgh	34 9%	47 11% h	37 11% h	20 7%	22 6%	60 10%	68 12% l	38 9%	44 8%	85 11%	124 9%	191 11% p	19 4%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 200

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None/ no other sources are intrusive	19	8	11	3	3	5	3	2	4	5	4	4	5	7	12	12	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
All/ all other sources are equally intrusive	175	76	98	15	29	43	26	21	41	45	34	43	52	63	111	127	47
	8%	8%	9%	5%	8%	10%	8%	7%	10%	8%	6%	10%	10%	8%	8%	8%	11%
						c			c			j	j				o
Don't know	144	82	63	27	23	21	10	23	40	36	28	32	48	47	98	94	48
	7%	8%	6%	8%	6%	5%	3%	8%	10%	6%	5%	7%	9%	6%	7%	6%	11%
		b		f				f	ef				j				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 200

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	621 29%	337 29%	284 31%	533 30% fo	51 28%	24 23%	13 22%	134 51% cdefhijklm no	75 25%	47 26%	52 27%	38 26%	63 35% efo	50 28%	25 28%	48 21%	558 31%	63 23% q
Television	459 22%	258 22%	202 22%	382 22% fg	39 21% fg	32 31% cdfgln	6 11%	35 13%	87 30% cfglo	50 28% fglo	43 23% fg	32 22% fg	32 17%	42 24% fg	19 21% f	42 18%	401 22%	59 21%
Magazines	404 19%	247 21% b	155 17%	337 19% l	41 22% l	16 15%	10 17%	42 16%	57 19% l	41 23% l	28 15%	27 18%	20 11%	42 23% jl	25 28% cefgjkl	54 23% jl	341 19%	62 23%
Internet - Newspaper websites/ apps	88 4%	54 5%	34 4%	75 4%	6 4%	5 5%	1 2%	11 4%	11 4%	10 6%	7 4%	7 5%	5 3%	9 5%	4 5%	11 5%	77 4%	10 4%
Radio	75 4%	44 4%	31 3%	66 4%	3 2%	3 3%	2 4%	6 2%	9 3%	8 4%	6 3%	8 6%	10 5%	5 3%	3 3%	11 5%	66 4%	9 3%
Internet - Broadcaster websites/ apps	74 3%	47 4%	27 3%	57 3% l	9 5% ilm	3 3%	4 6% cilmn	18 7% cilmno	9 3%	2 1%	8 4% lm	10 7% cilmno	1 *% g	1 1%	2 2%	6 2%	58 3%	15 5% p
Other internet websites/ apps	49 2%	29 3%	19 2%	43 2% g	3 2% g	3 3% g	* 1% g	- -% g	8 3% g	2 1%	9 5% fg	4 2% g	4 2% g	6 3% g	2 2% g	9 4% g	39 2%	9 3%
Other sources	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%
TOTAL INTERNET	210 10%	130 11%	80 9%	175 10%	19 10%	11 11%	5 9%	29 11%	27 9%	15 8%	24 12% l	21 14% l	10 5%	16 9%	8 9%	25 11%	175 10%	34 12%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 200

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q71 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
None/ no other sources are intrusive	19 1%	13 1%	6 1%	15 1%	- -%	1 1%	3 5%	3 1%	1 *%	- -%	1 *%	2 2%	4 2%	- -%	1 1%	3 1%	16 1%	3 1%
						cdeghijmo							dm					
All/ all other sources are equally intrusive	175 8%	88 7%	87 9%	139 8%	19 10%	4 4%	12 20%	6 2%	25 9%	11 6%	18 9%	11 7%	24 13%	9 5%	5 5%	33 14%	147 8%	27 10%
				g	eg	cdeghijkmn			g		g	g	cegimn		cegikmn			
Don't know	144 7%	60 5%	84 9%	114 6%	11 6%	13 12%	7 12%	9 3%	12 4%	9 5%	21 11%	8 5%	20 11%	16 9%	4 4%	16 7%	125 7%	19 7%
			a			cdghikn		cghin			cghn		cghn	g				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 201

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Magazines	381	171	210	46	77	83	65	50	60	94	92	92	102	150	231	296	85
	18%	17%	19%	15%	21%	20%	20%	17%	15%	16%	16%	21%	19%	19%	17%	18%	20%
Television	319	150	169	63	43	61	51	53	49	93	104	57	64	117	202	269	50
	15%	15%	15%	20% dh	12%	15%	16%	18% dh	12%	16%	18% kl	13%	12%	15%	15%	16% p	12%
Newspapers	195	96	99	46	42	41	32	16	19	46	52	50	47	78	118	163	32
	9%	9%	9%	14% gh	11% gh	10% gh	10% gh	5%	5%	8%	9%	11%	9%	10%	9%	10%	8%
Internet - Broadcaster websites/ apps	173	75	98	30	36	37	29	22	20	55	54	31	33	76	97	154	19
	8%	7%	9%	9% h	10% h	9% h	9% h	7%	5%	10%	10%	7%	6%	10%	7%	9% p	5%
Internet - Newspaper websites/ apps	169	77	92	23	36	42	27	28	14	58	47	33	29	80	89	156	13
	8%	8%	8%	7% h	10% h	10% h	9% h	9% h	3%	10% l	8%	7%	5%	10% n	7%	9% p	3%
Radio	166	88	78	14	33	23	23	31	43	46	45	33	42	52	114	129	36
	8%	9%	7%	4%	9% c	6%	7%	10% ce	11% ce	8%	8%	8%	8%	7%	9%	8%	9%
Other internet websites/ apps	68	33	36	13	10	18	15	9	4	24	18	14	13	34	35	64	5
	3%	3%	3%	4% h	3%	4% h	5% h	3%	1%	4%	3%	3%	2%	4%	3%	4% p	1%
Other sources	12	6	6	3	4	3	1	2	-	3	4	3	2	6	6	12	-
	1%	1%	1%	1% h	1% h	1%	*% h	1% h	-% h	1%	1%	1%	*% h	1%	*% h	1%	-% h
TOTAL INTERNET	410	185	226	66	82	96	72	58	37	136	119	78	75	189	221	374	37
	19%	18%	21%	21% h	22% h	23% h	22% h	19% h	10% h	24% kl	21% l	18%	14%	24% n	17%	22% p	9%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 201

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None/ no other sources are intrusive	59	30	29	9	8	7	8	7	20	12	18	12	17	18	40	39	20
	3%	3%	3%	3%	2%	2%	2%	2%	5%	2%	3%	3%	3%	2%	3%	2%	5%
									eg								o
All/ all other sources are equally intrusive	241	112	129	24	39	55	31	32	60	58	59	51	73	87	154	178	63
	11%	11%	12%	8%	11%	13%	10%	11%	15%	10%	10%	12%	14%	11%	12%	11%	15%
						c			cf								o
Don't know	324	173	151	45	44	42	36	50	106	82	73	66	104	86	238	215	107
	15%	17%	14%	14%	12%	10%	11%	17%	27%	14%	13%	15%	20%	11%	18%	13%	25%
								e	cdefg				ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 201

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Magazines	381 18%	221 19%	160 17%	330 19% f	30 16% f	16 16% f	5 8% f	48 18% f	63 22% fj	37 21% f	25 13% f	25 17% f	32 18% f	41 23% fj	23 25% efjo	35 15% o	337 18% p	44 16% q
Television	319 15%	190 16%	128 14%	257 15% f	39 21% chjl	14 13% f	9 15% f	44 17% f	38 13% fj	34 19% jl	19 10% j	23 15% j	19 10% j	31 17% j	17 19% jl	33 14% o	276 15% p	43 16% q
Newspapers	195 9%	119 10%	76 8%	169 10% f	13 7% chjl	9 9% f	5 8% f	35 13% di	30 10% fm	9 5% f	15 8% j	14 9% k	17 10% l	22 12% i	9 10% n	17 7% o	175 10% p	20 7% q
Internet - Broadcaster websites/ apps	173 8%	107 9%	66 7%	148 8% m	17 9% m	5 5% f	3 5% f	37 14% cefmno	31 11% fm	14 8% f	14 7% j	13 9% k	14 8% l	7 4% m	6 6% n	13 5% o	149 8% p	24 9% q
Internet - Newspaper websites/ apps	169 8%	115 10% b	53 6%	150 9% f	11 6% f	6 6% f	2 4% f	25 9% f	27 9% f	21 12% f	15 8% j	15 10% k	12 7% l	10 6% m	8 9% n	17 7% o	142 8% p	27 10% q
Radio	166 8%	91 8%	75 8%	153 9% defn	7 4% f	4 4% f	1 3% f	33 12% defmn	25 9% fn	14 8% fn	29 15% cdefiklmno	11 7% n	14 8% fn	10 6% m	2 2% n	15 7% o	150 8% p	16 6% q
Other internet websites/ apps	68 3%	46 4% b	21 2%	61 3% f	6 3% f	2 2% f	- -% f	3 1% f	8 3% f	8 5% fg	5 2% j	5 3% k	8 5% l	8 4% m	5 6% n	11 5% o	65 4% p	4 1% q
Other sources	12 1%	8 1%	4 *% f	10 1% f	- -% f	2 2% f	- -% f	- -% f	3 1% f	1 1% f	1 1% j	3 2% k	- -% l	- -% m	1 1% n	1 *% o	12 1% p	1 *% q
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 201

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q72 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	410	269	141	359	33	13	5	65	66	43	34	33	35	24	19	40	356	55
	19%	23%	15%	20%	18%	13%	9%	24%	22%	24%	18%	22%	19%	13%	21%	17%	19%	20%
		b		efm	f			efm	efm	efm	f	efm	f		ef	f		
None/ no other sources are intrusive	59	28	31	52	2	1	4	11	5	4	3	4	7	2	2	14	49	10
	3%	2%	3%	3%	1%	1%	7%	4%	2%	2%	1%	3%	4%	1%	2%	6%	3%	4%
							cdehjm	e								cdehjm		
All/ all other sources are equally intrusive	241	119	122	192	27	9	13	13	33	15	24	11	32	13	8	43	199	41
	11%	10%	13%	11%	15%	9%	23%	5%	11%	8%	13%	7%	18%	7%	9%	18%	11%	15%
			a	g	gkm		ceghijklmn		g		g		ceghijklmn			ceghijklmn		p
Don't know	324	131	193	241	33	34	16	16	30	22	42	25	27	37	9	34	276	48
	15%	11%	21%	14%	18%	33%	27%	6%	10%	12%	22%	17%	15%	20%	10%	15%	15%	17%
			a	g	ghn	cdghijklm	cdghiklno		g	cg	ghin	g	g	cg	ghn	g		
							no											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 202

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Newspapers	1640	790	850	219	289	313	261	248	311	439	446	346	404	593	1047	1316	324
	78%	78%	78%	69%	78%	76%	82%	83%	79%	77%	79%	78%	77%	76%	79%	79%	75%
Television	1413	689	724	214	223	279	219	204	275	369	394	288	359	506	907	1112	302
	67%	68%	66%	68%	60%	68%	69%	69%	70%	65%	70%	65%	68%	65%	69%	66%	70%
Magazines	1075	494	581	183	213	218	176	144	140	300	309	227	235	442	633	894	181
	51%	49%	53%	58%	57%	53%	55%	49%	35%	53%	55%	51%	45%	56%	48%	53%	42%
Internet - Broadcaster websites/ apps	306	135	171	62	60	66	49	36	31	96	100	49	61	135	171	275	31
	15%	13%	16%	20%	16%	16%	15%	12%	8%	17%	18%	11%	12%	17%	13%	16%	7%
Internet - Newspaper websites/ apps	276	118	158	49	57	62	47	37	23	79	84	60	51	128	148	253	23
	13%	12%	14%	16%	15%	15%	15%	12%	6%	14%	15%	14%	10%	16%	11%	15%	5%
Radio	263	144	119	29	57	41	36	40	60	67	64	63	69	89	173	207	56
	12%	14%	11%	9%	15%	10%	11%	13%	15%	12%	11%	14%	13%	11%	13%	12%	13%
Other internet websites/ apps	142	68	75	33	27	32	26	15	10	51	38	27	26	59	83	129	13
	7%	7%	7%	10%	7%	8%	8%	5%	3%	9%	7%	6%	5%	8%	6%	8%	3%
Other source	18	9	9	5	6	4	1	2	-	5	5	3	6	11	7	18	1
	1%	1%	1%	2%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 202

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TOTAL INTERNET	656	294	361	126	139	143	110	78	59	206	196	124	128	286	369	595	60
	31%	29%	33%	40%	37%	35%	35%	26%	15%	36%	35%	28%	24%	37%	28%	36%	14%
				gh	gh	gh	gh	h		kl	kl			n		p	
None are intrusive	8	4	3	-	3	2	1	-	2	3	1	1	2	3	4	4	3
	*%	*%	*%	-%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%
All are equally intrusive	140	62	77	14	23	33	20	18	31	38	23	36	43	48	91	101	38
	7%	6%	7%	4%	6%	8%	6%	6%	8%	7%	4%	8%	8%	6%	7%	6%	9%
											j	j					o
Don't know	77	37	40	14	8	10	3	16	26	21	13	19	25	24	53	51	25
	4%	4%	4%	4%	2%	3%	1%	5%	7%	4%	2%	4%	5%	3%	4%	3%	6%
				f				df	def				j				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 202

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	1640	921	717	1378	148	84	30	217	241	142	143	122	131	141	70	171	1426	214
	78%	78%	77%	78%	81%	81%	52%	82%	82%	79%	74%	83%	72%	78%	79%	74%	78%	77%
				f	f	fl		flo	fl	f	f	fl	f	f	f	f		
Television	1413	785	627	1197	116	69	32	212	205	132	118	93	115	126	66	129	1246	167
	67%	67%	68%	68%	63%	66%	54%	80%	70%	73%	62%	63%	63%	70%	74%	55%	68%	60%
				fo		fo		cdefhijklmo	fo	fjo				fo	dfjlo		q	
Magazines	1075	654	419	910	95	46	25	149	158	100	78	65	72	114	58	117	940	135
	51%	56%	45%	52%	52%	44%	42%	56%	54%	55%	41%	44%	39%	63%	65%	50%	51%	49%
		b		fjl	jl			efjkl	fjl	efjl				cdefjklo	cdefhjklo	l		
Internet - Broadcaster websites/ apps	306	189	116	254	33	11	8	69	41	20	28	31	22	10	9	23	260	45
	15%	16%	13%	14%	18%	10%	14%	26%	14%	11%	14%	21%	12%	6%	10%	10%	14%	16%
		b		m	emo		m	cefhiijlmno	m		m	ceilmno	m					
Internet - Newspaper websites/ apps	276	183	93	240	20	11	4	37	39	35	22	25	17	22	14	29	236	41
	13%	16%	10%	14%	11%	11%	7%	14%	13%	19%	12%	17%	9%	13%	15%	12%	13%	15%
		b		f				f		defl		fl			f			
Radio	263	149	114	240	10	8	5	39	40	22	37	22	27	15	6	31	231	32
	12%	13%	12%	14%	6%	8%	8%	15%	14%	12%	19%	15%	15%	9%	6%	13%	13%	11%
				defn				defn	dn	d	cdefmn	defn	defn			dn		
Other internet websites/ apps	142	91	50	125	11	6	*	3	18	14	14	10	14	16	10	26	125	17
	7%	8%	5%	7%	6%	6%	1%	1%	6%	8%	7%	7%	8%	9%	11%	11%	7%	6%
		b		fg	fg	fg			fg	fg	fg	fg	fg	fg	fg	cfg		
Other source	18	12	7	16	-	3	-	2	3	2	1	3	-	-	1	3	17	1
	1%	1%	1%	1%	-%	3%	-%	1%	1%	1%	1%	2%	-%	-%	1%	1%	1%	*%
								cdfim										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 202

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF PEOPLE IN THE PUBLIC EYE

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	656	422	233	560	57	26	12	101	87	59	57	58	54	44	31	70	564	92
	31%	36%	25%	32%	31%	25%	20%	38%	30%	33%	30%	39%	29%	24%	34%	30%	31%	33%
		b		f	f			efm	f	f		efm			f	f		
None are intrusive	8	5	2	6	-	-	2	2	-	-	-	1	2	-	1	1	8	-
	*%	*%	*%	*%	-%	-%	3%	1%	-%	-%	-%	1%	1%	-%	1%	*%	*%	-%
							cdeghijmo											
All are equally intrusive	140	68	71	110	14	4	11	5	23	10	11	8	19	7	5	22	119	21
	7%	6%	8%	6%	8%	4%	19%	2%	8%	5%	6%	5%	11%	4%	5%	9%	6%	7%
				g	g		cdeghijklm		g		g		cegm			gm		
							no											
Don't know	77	32	46	59	8	7	3	1	6	4	15	2	15	10	2	4	67	10
	4%	3%	5%	3%	4%	7%	6%	*%	2%	2%	8%	1%	8%	6%	2%	2%	4%	4%
			a	g	g	cghiko	gk				cghikno		cghikno	gk				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 203

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q73 (SHOWCARD) Now thinking specifically about members of the general public ,which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?
IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Newspapers	747 35%	357 35%	390 36%	72 23%	121 33%	144 35%	119 37%	126 42%	164 42%	217 38%	207 37%	144 33%	176 33%	265 34%	482 36%	595 35%	152 35%
Television	652 31%	315 31%	337 31%	102 32%	120 32%	129 31%	98 31%	86 29%	117 30%	168 29%	173 31%	146 33%	162 31%	245 31%	406 31%	530 32%	121 28%
Magazines	107 5%	45 4%	62 6%	27 8% dgh	16 4%	28 7% gh	18 6% h	10 3%	9 2%	20 4%	44 8% il	21 5%	22 4%	51 6% n	57 4%	89 5%	19 4%
Other internet websites/ apps	80 4%	37 4%	43 4%	22 7% egh	20 5% h	13 3%	11 3%	8 3%	6 1%	27 5%	17 3%	21 5%	15 3%	40 5% n	40 3%	71 4% p	9 2%
Internet - Broadcaster websites/ apps	67 3%	35 4%	32 3%	19 6% fh	14 4% h	14 3%	7 2%	8 3%	5 1%	23 4% l	22 4% l	13 3%	9 2%	34 4% n	33 3%	59 4%	8 2%
Radio	52 2%	30 3%	22 2%	17 5% degh	7 2%	6 1%	11 4%	4 1%	6 2%	8 1%	18 3%	13 3%	13 2%	13 2%	39 3%	37 2%	15 4%
Internet - Newspaper websites/ apps	29 1%	9 1%	20 2%	7 2% h	8 2% h	7 2%	5 2%	1 *%	2 *%	8 1%	8 1%	3 1%	10 2%	10 1%	18 1%	25 1%	4 1%
Other source	6 *%	3 *%	3 *%	- -%	1 *%	1 *%	1 *%	- -%	4 1%	- -%	1 *%	1 *%	4 1%	1 *%	5 *%	4 *%	2 *%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 203

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q73 (SHOWCARD) Now thinking specifically about members of the general public ,which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?
IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)**

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65+ h	AB i	C1 j	C2 k	DE l	YES m	NO n	YES o	NO p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TOTAL INTERNET	176	81	95	47	42	34	23	17	13	58	47	37	34	85	91	155	21
	8%	8%	9%	15% efgh	11% gh	8% h	7% h	6%	3%	10% l	8%	8%	7%	11% n	7%	9% p	5%
None are intrusive	33	10	23	3	10	5	4	6	5	9	8	8	8	11	23	30	3
	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%
All are equally intrusive	151	75	76	17	27	35	19	23	30	38	33	37	43	46	105	110	40
	7%	7%	7%	5%	7%	8%	6%	8%	8%	7%	6%	8%	8%	6%	8%	7%	9% o
Don't know	183	94	89	31	28	30	24	25	45	51	34	35	63	67	116	126	56
	9%	9%	8%	10%	8%	7%	8%	9%	11%	9%	6%	8%	12% jk	9%	9%	8%	13% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 203

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q73 (SHOWCARD) Now thinking specifically about members of the general public ,which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?
IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	747 35%	413 35%	333 36%	594 34% fgl	97 53% cefgghijklmn o	43 41% fgl	13 23%	52 20%	118 40% fgl	84 47% cfgijlmo	64 33% fg	61 41% fgl	44 24%	61 34% fg	37 41% fgl	74 32% g	638 35%	109 39%
Television	652 31%	371 32%	280 30%	577 33% df	35 19%	28 27%	12 21%	129 49% cdefghijklm no	102 35% df	47 26%	61 32% df	38 26%	47 26%	62 34% df	28 31% df	63 27%	584 32% q	67 24%
Magazines	107 5%	63 5%	44 5%	95 5%	6 3%	5 5%	2 3%	31 12% cdefghijkln	12 4%	4 2%	5 3%	5 3%	10 5%	12 7%	2 2%	15 6%	94 5%	14 5%
Other internet websites/ apps	80 4%	49 4%	31 3%	65 4% g	9 5% g	5 4% g	1 2%	- -%	5 2%	9 5% g	6 3% g	3 2% g	11 6% gh	9 5% g	4 4% g	18 8% cfghk	72 4%	8 3%
Internet - Broadcaster websites/ apps	67 3%	42 4%	25 3%	55 3% m	6 3%	3 3%	3 5% m	14 5% m	5 2%	5 3%	8 4% m	7 5% m	7 4% m	1 *% *	3 3%	5 2%	52 3%	15 6% p
Radio	52 2%	37 3% b	15 2%	50 3% demn	- -%	- -%	2 3% demn	24 9% cdefghijmno	8 3% demn	2 1%	1 1%	7 5% deijmno	8 4% deijmno	- -%	- -%	1 1%	45 2%	7 2%
Internet - Newspaper websites/ apps	29 1%	21 2%	8 1%	24 1%	2 1%	2 2%	1 1%	1 *% *	6 2%	3 2%	- -%	2 2%	2 1%	4 2%	1 1%	5 2%	20 1%	9 3% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 203

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q73 (SHOWCARD) Now thinking specifically about members of the general public ,which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?
IF NECESSARY - So not celebrities, politicians or other public figures (SINGLE CODE)**

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Other source	6 *%	1 *%	5 1% a	4 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	2 1%	- -%	- -%	1 1% c	1 *%	5 *%	1 *%
TOTAL INTERNET	176 8%	112 10% b	64 7%	143 8%	18 10%	10 9%	5 8%	15 6%	15 5%	18 10%	14 7%	13 9%	20 11% h	14 8%	7 8%	28 12% gh	143 8%	33 12% p
None are intrusive	33 2%	16 1%	18 2%	29 2%	- -%	3 3% dn	2 3% dn	1 *%	6 2%	3 2%	2 1%	2 2%	1 1%	1 1%	- -% cdgjlmn	11 5%	29 2%	4 2%
All are equally intrusive	151 7%	81 7%	69 7%	119 7% g	17 9% gm	5 5%	10 17% ceghijkmn o	6 2%	18 6%	13 7% g	14 7% g	6 4% cdeghijkm no	32 18% g	7 4%	6 6%	17 7% g	132 7%	19 7%
Don't know	183 9%	83 7%	100 11% a	150 9% g	9 5%	11 10% gh	13 23% cdeghiklm no	6 2%	14 5%	10 6%	31 16% cdghi	15 10% g	20 11% dgh	23 13% dghi	9 10% gh	22 9% g	159 9%	24 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 204

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)

Base : All respondents

	GENDER		AGE							SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Newspapers	588	278	309	85	100	118	101	79	105	147	156	128	155	217	370	469	119
	28%	28%	28%	27%	27%	29%	32%	26%	27%	26%	28%	29%	29%	28%	28%	28%	28%
Television	413	190	223	57	59	81	67	65	84	119	118	80	96	138	275	326	87
	20%	19%	20%	18%	16%	20%	21%	22%	21%	21%	21%	18%	18%	18%	21%	19%	20%
Magazines	283	152	131	41	53	51	43	51	45	90	80	52	60	109	174	238	45
	13%	15%	12%	13%	14%	12%	13%	17%	11%	16%	14%	12%	11%	14%	13%	14%	10%
Radio	97	48	49	7	24	24	8	14	19	25	26	25	20	39	58	75	22
	5%	5%	4%	2%	7%	6%	3%	5%	5%	4%	5%	6%	4%	5%	4%	4%	5%
					cf	c											
Internet - Newspaper websites/ apps	89	48	41	18	18	19	14	10	9	23	33	15	18	44	45	86	3
	4%	5%	4%	6%	5%	5%	4%	3%	2%	4%	6%	3%	4%	6%	3%	5%	1%
				h										n		p	
Internet - Broadcaster websites/ apps	63	29	34	22	9	15	8	2	7	17	24	11	11	28	34	59	4
	3%	3%	3%	7%	2%	4%	3%	1%	2%	3%	4%	3%	2%	4%	3%	4%	1%
				dfgh		g					l					p	
Other internet websites/ apps	47	18	29	11	12	10	6	1	7	13	11	15	8	22	24	40	6
	2%	2%	3%	4%	3%	2%	2%	*%	2%	2%	2%	3%	1%	3%	2%	2%	1%
				g	g							l					
Other sources	7	4	3	2	4	-	1	-	-	-	2	1	3	6	1	7	-
	*%	*%	*%	1%	1%	-%	*%	-%	-%	-%	*%	*%	1%	1%	*%	*%	-%
					h									n			
TOTAL INTERNET	198	95	104	52	38	44	27	14	23	52	67	42	37	95	103	186	12
	9%	9%	9%	16%	10%	11%	9%	5%	6%	9%	12%	10%	7%	12%	8%	11%	3%
				defgh	gh	gh					l			n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 204

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None/ no other sources are intrusive	51	20	31	6	11	7	10	9	8	13	14	12	12	16	35	41	10
	2%	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%	2%	2%
All/ all other sources are equally intrusive	189	91	98	22	31	42	24	29	41	47	43	44	55	61	128	136	54
	9%	9%	9%	7%	8%	10%	8%	10%	10%	8%	8%	10%	10%	8%	10%	8%	13% o
Don't know	282	133	148	44	50	45	36	38	69	76	58	57	89	103	179	199	81
	13%	13%	14%	14%	13%	11%	11%	13%	17% ef	13%	10%	13%	17% j	13%	13%	12%	19% o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 204

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	588 28%	340 29%	248 27%	513 29% dfo	38 21%	28 27% f	8 14% cdefhijklm no	140 53%	83 28% f	42 23% f	44 23% f	38 26% f	40 22% f	50 28% f	26 29% f	49 21%	527 29% q	60 22%
Television	413 20%	237 20%	175 19%	337 19% fg	38 21% fg	32 31% cdfglmo	6 9%	22 8%	64 22% fg	48 26% cfglo	44 23% fgl	35 23% fgl	26 14%	38 21% fg	21 23% fgl	40 17% fg	350 19%	63 23%
Magazines	283 13%	172 15%	110 12%	237 13% j	30 16% j	10 10%	6 10%	45 17% jl	41 14% j	26 14% j	13 7%	20 14%	18 10%	28 16% j	15 17% jl	30 13%	245 13%	38 14%
Radio	97 5%	55 5%	42 4%	84 5%	9 5%	2 2%	2 4%	14 5%	11 4%	9 5%	11 6%	5 4%	12 7% en	10 6%	2 2%	9 4%	82 4%	15 5%
Internet - Newspaper websites/ apps	89 4%	50 4%	39 4%	75 4%	9 5%	3 3%	2 3%	11 4%	19 6% jm	13 7% jm	4 2%	7 5%	7 4%	3 2%	2 2%	10 4%	80 4%	9 3%
Internet - Broadcaster websites/ apps	63 3%	35 3%	28 3%	54 3%	6 3%	1 1%	3 5% e	7 3%	16 5% en	3 2%	6 3%	4 2%	4 2%	4 2%	1 1%	10 4% e	47 3%	15 5% p
Other internet websites/ apps	47 2%	30 3%	17 2%	42 2%	4 2%	- -%	1 1%	1 *% ek	7 2%	2 1%	5 3% ek	- -%	7 4% egk	3 2%	4 4% egk	14 6% cefgikm	42 2%	4 2%
Other sources	7 *%	3 *%	4 *%	6 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 1%	2 1%	- -%	- -%	- -%	3 1%	7 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 204

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q74 (SHOWCARD) And which of these sources would you say is the next most intrusive after that - so the second most intrusive source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
TOTAL INTERNET	198	115	84	171	19	3	5	19	42	17	15	11	17	10	7	33	170	28
	9%	10%	9%	10%	10%	3%	9%	7%	14%	10%	8%	7%	9%	5%	8%	14%	9%	10%
				e	e		e		egm	e			e			egm		
None/ no other sources are intrusive	51	26	24	44	1	4	2	4	8	3	2	4	4	5	1	14	44	6
	2%	2%	3%	2%	*%		3%	1%	3%	2%	1%	3%	2%	3%	1%	6%	2%	2%
						d										cdgijn		
All/ all other sources are equally intrusive	189	97	91	150	23	6	11	9	20	15	20	8	35	10	6	27	162	27
	9%	8%	10%	8%	12%	6%	19%	3%	7%	8%	10%	5%	19%	6%	7%	12%	9%	10%
				g	egkm		ceghijklmn			g	g		ceghijklmn			gkm		
Don't know	282	131	151	221	24	18	19	11	25	22	42	24	30	29	11	27	242	40
	13%	11%	16%	13%	13%	17%	32%	4%	9%	12%	22%	16%	17%	16%	12%	11%	13%	14%
			a	g	g	gh	cdeghijklm			g	cdghino	gh	gh	gh	g	g		
								no										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 205

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Magazines	380	175	205	56	67	80	66	49	61	121	107	83	67	148	231	315	65
	18%	17%	19%	18%	18%	19%	21%	17%	15%	21%	19%	19%	13%	19%	17%	19%	15%
Television	249	122	127	37	45	46	41	30	49	69	79	38	61	96	153	200	48
	12%	12%	12%	12%	12%	11%	13%	10%	12%	12%	14%	9%	12%	12%	12%	12%	11%
Radio	176	91	85	20	26	25	30	36	39	42	44	43	48	53	123	136	40
	8%	9%	8%	6%	7%	6%	9%	12%	10%	7%	8%	10%	9%	7%	9%	8%	9%
Newspapers	166	77	89	45	32	37	21	16	14	38	54	43	31	73	93	148	18
	8%	8%	8%	14%	9%	9%	7%	6%	4%	7%	10%	10%	6%	9%	7%	9%	4%
Internet - Broadcaster websites/ apps	163	74	89	26	37	46	26	14	14	42	47	34	39	69	94	154	9
	8%	7%	8%	8%	10%	11%	8%	5%	3%	7%	8%	8%	7%	9%	7%	9%	2%
Internet - Newspaper websites/ apps	106	53	53	25	17	25	11	20	7	38	34	16	17	57	49	93	13
	5%	5%	5%	8%	5%	6%	4%	7%	2%	7%	6%	4%	3%	7%	4%	6%	3%
Other internet websites/ apps	52	28	24	6	12	16	9	6	4	14	16	11	12	25	27	44	9
	2%	3%	2%	2%	3%	4%	3%	2%	1%	2%	3%	2%	2%	3%	2%	3%	2%
Other sources	8	4	4	1	1	-	1	4	-	1	3	2	2	3	4	5	3
	*%	*%	*%	*%	*%	-%	*%	1%	-%	*%	1%	*%	*%	*%	*%	*%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 205

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
TOTAL INTERNET	321	155	166	56	67	87	46	40	25	94	97	61	68	151	170	291	31
	15%	15%	15%	18%	18%	21%	14%	14%	6%	17%	17%	14%	13%	19%	13%	17%	7%
				h	h	fgh	h	h			l			n		p	
None/ no other sources are intrusive	98	47	51	14	19	16	17	14	19	20	27	25	26	37	61	76	23
	5%	5%	5%	4%	5%	4%	5%	5%	5%	4%	5%	6%	5%	5%	5%	5%	5%
All/ all other sources are equally intrusive	253	130	123	29	41	53	29	42	59	56	65	56	77	80	173	182	71
	12%	13%	11%	9%	11%	13%	9%	14%	15%	10%	11%	13%	15%	10%	13%	11%	17%
									cf				i				o
Don't know	456	209	246	56	72	67	67	66	128	128	89	93	146	141	315	323	130
	22%	21%	22%	18%	19%	16%	21%	22%	32%	22%	16%	21%	28%	18%	24%	19%	30%
									cdefg	j		j	jk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 205

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Magazines	380	231	149	332	26	16	5	55	75	41	25	25	22	34	20	35	340	39
	18%	20%	16%	19%	14%	15%	9%	21%	26%	23%	13%	17%	12%	19%	22%	15%	19%	14%
		b		f				f	cdefjlo	dfjl				f	fjl			
Television	249	145	102	214	24	7	4	47	39	23	15	19	18	22	10	22	217	32
	12%	12%	11%	12%	13%	7%	6%	18%	13%	13%	8%	13%	10%	12%	11%	9%	12%	11%
				f	f			cefjlo	f									
Radio	176	95	81	159	8	7	3	29	27	17	20	11	15	15	8	17	153	23
	8%	8%	9%	9%	4%	7%	5%	11%	9%	9%	10%	8%	8%	9%	8%	7%	8%	8%
				d				df			d							
Newspapers	166	100	66	141	15	8	3	26	22	8	13	9	17	18	5	22	148	18
	8%	9%	7%	8%	8%	8%	5%	10%	7%	5%	7%	6%	9%	10%	6%	9%	8%	7%
Internet - Broadcaster websites/ apps	163	113	49	141	19	3	1	41	21	7	20	13	7	6	11	13	145	18
	8%	10%	5%	8%	10%	3%	1%	16%	7%	4%	10%	9%	4%	3%	13%	6%	8%	6%
		b		efm	efilm			cefhilmo	f		efilm	efm			cefilmo	f		
Internet - Newspaper websites/ apps	106	72	34	95	6	5	*	17	9	14	9	10	10	13	5	8	95	12
	5%	6%	4%	5%	3%	4%	1%	6%	3%	8%	5%	7%	5%	7%	6%	3%	5%	4%
		b		f		f		f		f	f	f	f	f	f			
Other internet websites/ apps	52	32	20	45	5	2	*	3	10	6	1	3	7	6	2	7	47	6
	2%	3%	2%	3%	3%	2%	1%	1%	4%	3%	1%	2%	4%	3%	2%	3%	3%	2%
Other sources	8	3	4	7	-	1	*	1	1	1	-	1	1	1	1	-	5	3
	*%	*%	*%	*%	-%	1%	1%	*%	1%	*%	-%	1%	*%	1%	1%	-%	*%	1%
TOTAL INTERNET	321	218	104	280	30	9	2	61	41	27	31	27	24	25	18	28	286	35
	15%	19%	11%	16%	17%	9%	3%	23%	14%	15%	16%	18%	13%	14%	20%	12%	16%	13%
		b		ef	ef	f		cefhilmo	f	f	f	ef	f	f	efo	f		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 205

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q75 (SHOWCARD) And finally which one would you say is the next most intrusive after that - so the third most intrusive source? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
None/ no other sources are intrusive	98 5%	49 4%	49 5%	88 5% j	4 2% j	4 4%	2 3%	13 5% j	15 5% j	8 4%	2 1%	8 5% j	5 3%	7 4%	2 2%	28 12% cdefghijklmn	84 5%	15 5%
All/ all other sources are equally intrusive	253 12%	130 11%	122 13%	200 11% g	31 17% cgkm	10 10%	12 21% ceghijklmn	16 6%	29 10%	19 11%	25 13% g	10 6% ceghijklmn	39 22%	13 7%	10 12%	39 17% cghkm	211 12%	42 15%
Don't know	456 22%	204 17%	252 27% a	342 19% g	46 25% gh	41 39% cdghijklmn o	27 47% cdghijklm no	16 6%	44 15% g	37 20% g	63 33% cghino	38 26% gh	42 23% g	44 25% gh	16 18% g	42 18% g	385 21%	70 25%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 206

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Newspapers	1501	712	789	202	254	299	241	221	284	403	416	315	363	556	946	1211	289
	71%	71%	72%	64%	68%	73%	76%	74%	72%	71%	74%	71%	69%	71%	71%	72%	67%
						c	cd	c	c							p	
Television	1313	626	687	195	224	256	207	181	250	355	370	265	320	479	834	1056	257
	62%	62%	63%	62%	60%	62%	65%	61%	63%	62%	66%	60%	61%	61%	63%	63%	60%
Magazines	770	372	399	124	136	159	127	110	115	231	231	156	149	308	462	642	129
	37%	37%	36%	39%	37%	39%	40%	37%	29%	41%	41%	35%	28%	39%	35%	38%	30%
				h	h	h	h	h		l	l	l				p	
Radio	325	169	156	44	57	55	50	54	65	75	88	81	81	105	220	248	77
	15%	17%	14%	14%	15%	13%	16%	18%	17%	13%	16%	18%	15%	13%	17%	15%	18%
												i					
Internet - Broadcaster websites/ apps	293	138	155	67	60	75	41	25	26	82	93	59	59	131	161	272	21
	14%	14%	14%	21%	16%	18%	13%	8%	7%	14%	16%	13%	11%	17%	12%	16%	5%
				fgh	gh	gh	h				l			n		p	
Internet - Newspaper websites/ apps	224	110	114	50	43	51	30	31	18	69	74	34	46	111	113	204	20
	11%	11%	10%	16%	12%	12%	9%	11%	5%	12%	13%	8%	9%	14%	9%	12%	5%
				fh	h	h	h	h		k	kl			n		p	
Other internet websites/ apps	174	80	93	37	42	38	24	16	17	51	42	47	34	84	90	152	22
	8%	8%	9%	12%	11%	9%	7%	5%	4%	9%	7%	11%	7%	11%	7%	9%	5%
				gh	gh	h						l		n		p	
Other source	20	11	9	4	6	1	3	4	4	1	5	4	10	10	10	15	5
	1%	1%	1%	1%	2%	*%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%
													i				
TOTAL INTERNET	608	287	321	131	130	145	83	66	53	183	174	126	124	279	330	554	54
	29%	28%	29%	42%	35%	35%	26%	22%	14%	32%	31%	28%	23%	36%	25%	33%	13%
				fgh	fgh	fgh	h	h		l	l			n		p	

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 206

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
None are intrusive	33	10	23	3	10	5	4	6	5	9	8	8	8	11	23	30	3
	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%
All are equally intrusive	151	75	76	17	27	35	19	23	30	38	33	37	43	46	105	110	40
	7%	7%	7%	5%	7%	8%	6%	8%	8%	7%	6%	8%	8%	6%	8%	7%	9%
																	o
Don't know	183	94	89	31	28	30	24	25	45	51	34	35	63	67	116	126	56
	9%	9%	8%	10%	8%	7%	8%	9%	11%	9%	6%	8%	12%	9%	9%	8%	13%
													jk				o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 206

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Newspapers	1501	853	647	1248	150	79	24	219	223	134	121	108	102	128	68	145	1314	187
	71%	72%	70%	71%	82%	76%	42%	83%	76%	74%	63%	73%	56%	71%	76%	63%	72%	68%
				fjlo	cfjlmo	fjlo		cfijklmo	fjlo	fjlo	f	flo	f	fl	fjlo	f		
Television	1313	754	558	1128	98	67	21	197	205	118	120	91	91	122	59	125	1151	162
	62%	64%	60%	64%	53%	65%	36%	75%	70%	65%	62%	62%	50%	68%	66%	54%	63%	58%
				dflo	f	dflo		cdefijklmo	dflo	dflo	fl	fl	f	dflo	dflo	f		
Magazines	770	467	303	664	62	31	13	131	129	71	43	50	49	74	37	80	679	91
	37%	40%	33%	38%	34%	30%	23%	50%	44%	40%	23%	34%	27%	41%	42%	34%	37%	33%
		b		efjl	fj			cdefjklo	efjl	fjl		fj		efjl	efjl	fj		
Radio	325	188	138	293	17	9	6	66	47	27	32	24	35	26	9	28	281	45
	15%	16%	15%	17%	9%	9%	11%	25%	16%	15%	17%	16%	19%	14%	10%	12%	15%	16%
				den				cdefhimno	e		de	e	defn					
Internet - Broadcaster websites/ apps	293	191	102	249	31	6	6	63	42	16	34	24	18	11	15	28	244	49
	14%	16%	11%	14%	17%	6%	11%	24%	14%	9%	18%	16%	10%	6%	17%	12%	13%	18%
		b		em	eim			cefhilmo	em		eilm	em			eim			
Internet - Newspaper websites/ apps	224	143	81	194	18	9	3	29	34	30	13	20	19	19	8	22	195	29
	11%	12%	9%	11%	10%	9%	5%	11%	12%	17%	7%	14%	10%	11%	9%	9%	11%	11%
		b		f				f	f	cefj		fj		f				
Other internet websites/ apps	174	109	64	147	17	7	2	4	22	17	11	6	23	18	9	38	157	17
	8%	9%	7%	8%	10%	6%	4%	1%	7%	9%	6%	4%	13%	10%	10%	16%	9%	6%
				g	fg	g			g	g	g		fgjk	fg	fg	cefgjhj		
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 206

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF TOP THREE SOURCES RATED AS MOST INTRUSIVE INTO THE LIVES OF MEMBERS OF THE GENERAL PUBLIC

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Other source	20	6	14	17	2	1	*	1	1	1	2	4	1	1	2	4	17	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	2%	1%	1%
			a									c						
TOTAL INTERNET	608	394	214	520	59	20	10	88	75	52	54	48	51	44	31	78	526	82
	29%	34%	23%	30%	32%	19%	17%	33%	26%	29%	28%	32%	28%	24%	34%	34%	29%	30%
		b		ef	ef			ef		ef	f	ef	f		efm	ef		
None are intrusive	33	16	18	29	-	3	2	1	6	3	2	2	1	1	-	11	29	4
	2%	1%	2%	2%	-%	3%	3%	1%	2%	2%	1%	2%	1%	1%	-%	5%	2%	2%
						dn	dn									cdgjlmn		
All are equally intrusive	151	81	69	119	17	5	10	6	18	13	14	6	32	7	6	17	132	19
	7%	7%	7%	7%	9%	5%	17%	2%	6%	7%	7%	4%	18%	4%	6%	7%	7%	7%
				g	gm		ceghijkmn			g	g		cdceghijkmn			g		
							o						no					
Don't know	183	83	100	150	9	11	13	6	14	10	31	15	20	23	9	22	159	24
	9%	7%	11%	9%	5%	10%	23%	2%	5%	6%	16%	10%	11%	13%	10%	9%	9%	9%
			a	g		gh	cdceghijklm				cdghi	g	dgh	dghi	gh	g		
							no											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 207

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Laptop computer	1178	574	604	194	213	291	218	147	115	391	365	228	192	532	646	1178	-
	56%	57%	55%	62%	57%	71%	68%	49%	29%	69%	65%	52%	36%	68%	49%	70%	-%
				gh	h	cdgh	dgh	h		kl	kl	l		n		p	
Smartphone (e.g. iPhone, Samsung Galaxy)	1045	489	556	214	227	266	184	106	48	336	334	199	175	537	509	1045	-
	50%	48%	51%	68%	61%	65%	58%	36%	12%	59%	59%	45%	33%	68%	38%	62%	-%
				fgh	gh	gh	gh	h		kl	kl	l		n		p	
Tablet computer (e.g. iPad or Kindle Fire)	925	443	482	168	188	238	148	111	72	327	272	173	152	466	459	925	-
	44%	44%	44%	53%	51%	58%	46%	37%	18%	57%	48%	39%	29%	59%	35%	55%	-%
				gh	gh	fgh	gh	h		jkl	kl	l		n		p	
Desktop computer	464	234	229	59	64	94	83	88	76	195	142	66	59	198	265	464	-
	22%	23%	21%	19%	17%	23%	26%	30%	19%	34%	25%	15%	11%	25%	20%	28%	-%
							dh	cdh		jkl	kl			n		p	
E-reader (e.g. Kindle e-reader or Nook)	183	78	104	29	31	36	33	35	19	81	43	36	23	73	110	183	-
	9%	8%	10%	9%	8%	9%	10%	12%	5%	14%	8%	8%	4%	9%	8%	11%	-%
				h		h	h	h		jkl	l	l				p	
ANY OF THESE DEVICES CONNECTED TO BROADBAND TO USE DEVICE SCREEN	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
	74%	73%	75%	82%	81%	87%	83%	70%	43%	85%	83%	71%	56%	88%	66%	93%	-%
				gh	gh	dgh	gh	h		kl	kl	l		n		p	
NONE OF THESE DEVICES CONNECTED TO BROADBAND TO USE DEVICE SCREEN	237	122	115	40	49	30	29	38	52	42	52	55	85	66	171	81	154
	11%	12%	11%	13%	13%	7%	9%	13%	13%	7%	9%	12%	16%	8%	13%	5%	36%
				e	e			e	e			i	ij		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 207

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Don't know	9	4	5	*	3	4	-	1	-	5	1	2	-	5	3	9	-
	*%	*%	*%	*%	1%	1%	-%	*%	-%	1%	*%	1%	-%	1%	*%	1%	-%
						h				l							
NONE OF THESE DEVICES IN HOUSEHOLD	301	145	155	16	20	18	24	52	171	38	44	71	148	23	277	25	275
	14%	14%	14%	5%	5%	4%	8%	17%	43%	7%	8%	16%	28%	3%	21%	1%	64%
								cdef	cdefg			ij	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Laptop computer	1178 56%	787 67% b	390 42%	1013 58% fm	94 51% f	53 51% f	18 31% f	155 59% fm	201 68% cdefijklmno	119 66% cdefijlmno	98 51% f	82 55% f	95 52% f	87 48% f	49 55% f	127 55% f	1028 56%	150 54%
Smartphone (e.g. iPhone, Samsung Galaxy)	1045 50%	734 62% b	310 33%	889 50% el	87 48%	44 42%	26 45%	138 52% l	157 53% el	108 60% cdeflmo	98 51%	75 51%	75 41%	86 48%	45 51%	106 46%	926 51% q	119 43%
Tablet computer (e.g. iPad or Kindle Fire)	925 44%	631 54% b	294 32%	783 44% m	75 41%	38 37%	28 49% em	107 41%	142 48% em	102 57% cdegklmo	92 48% em	66 45%	76 42%	63 35%	42 47% m	93 40%	814 44%	111 40%
Desktop computer	464 22%	280 24% b	183 20%	412 23% dfg	27 15% f	21 20% f	4 6%	42 16% f	94 32% cdefgklmo	54 30% dfgkm	51 26% dfg	28 19% f	37 20% f	35 19% f	22 25% dfg	50 22% f	405 22%	58 21%
E-reader (e.g. Kindle e-reader or Nook)	183 9%	128 11% b	54 6%	163 9% fg	11 6% f	8 7% f	1 1%	12 5%	30 10% fg	18 10% f	20 10% fg	10 7% f	26 14% cdefgkn	21 12% fg	6 7% f	19 8% f	160 9%	23 8%
ANY OF THESE DEVICES CONNECTED TO BROADBAND TO USE DEVICE SCREEN	1561 74%	1000 85% b	560 60%	1325 75% fm	128 70%	72 70%	36 62%	198 75% f	233 79% deflm	149 82% cdeflmn	142 74% f	114 77% fm	127 70%	119 66%	65 73% f	179 77% fm	1368 75%	193 70%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q76 (SHOWCARD) Which, if any, of these devices have been used in the last 12 months to go online in your household, either by using Wi-Fi or plugged into your home broadband service? (MULTI CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
NONE OF THESE DEVICES CONNECTED TO BROADBAND TO USE DEVICE SCREEN	237 11%	110 9%	126 14% a	201 11%	18 10%	10 10%	8 14%	31 12%	37 13%	14 8%	22 11%	22 15% i	18 10%	28 15% i	8 9%	22 9%	206 11%	31 11%
Don't know	9 *%	7 1%	2 *%	7 *%	1 1%	- -%	* 1%	- -%	2 1%	- -%	1 1%	- -%	1 1%	1 *%	- -%	2 1%	6 *%	2 1%
NONE OF THESE DEVICES IN HOUSEHOLD	301 14%	60 5%	241 26% a	229 13% h	36 20% chik	21 21% chik	13 23% cghiko	35 13%	22 8%	18 10%	28 14% h	12 8%	36 19% chik	32 18% hik	16 18% hik	31 13%	249 14%	52 19% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 208

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Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1243	593	650	189	192	264	219	206	173	330	456	225	230	498	745	1243	-
Effective Weighted Sample	1096	524	572	170	172	237	193	182	155	300	412	202	208	442	656	1096	-
Total	1324	642	682	211	226	312	232	187	155	438	412	249	223	565	759	1324	-
Browse the internet - such as shopping, emails or social media	1005	478	527	173	174	226	174	141	117	323	322	183	176	405	600	1005	-
	76%	74%	77%	82% e	77%	72%	75%	75%	75%	74%	78%	74%	79%	72%	79% m	76%	-%
Watch clips through websites such as YouTube or Facebook	730	373	358	152	142	181	121	81	55	241	244	125	120	333	398	730	-
	55%	58%	52%	72% efgh	63% fgh	58% gh	52% h	43%	35%	55%	59% k	50%	54%	59% n	52%	55%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	445	239	206	109	85	92	70	51	39	178	139	70	59	190	255	445	-
	34%	37% b	30%	52% defgh	37% gh	29%	30%	27%	25%	41% kl	34%	28%	26%	34%	34%	34%	-%
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	273	148	125	62	57	61	49	27	17	109	89	41	35	125	148	273	-
	21%	23% b	18%	29% egh	25% gh	20% h	21% h	14%	11%	25% kl	22%	16%	15%	22%	19%	21%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1243	593	650	189	192	264	219	206	173	330	456	225	230	498	745	1243	-
Effective Weighted Sample	1096	524	572	170	172	237	193	182	155	300	412	202	208	442	656	1096	-
Total	1324	642	682	211	226	312	232	187	155	438	412	249	223	565	759	1324	-
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	228 17%	135 21% b	93 14%	85 40% defgh	56 25% efgh	43 14% gh	32 14% gh	7 4%	4 3%	70 16%	83 20%	42 17%	33 15%	114 20% n	113 15%	228 17%	- -%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	169 13%	99 15% b	69 10%	45 21% efgh	42 19% fgh	43 14% gh	22 10%	9 5%	7 4%	47 11%	69 17% il	30 12%	23 10%	82 14%	87 11%	169 13%	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	92 7%	51 8%	41 6%	30 14% egh	21 9% gh	16 5% h	19 8% gh	5 3%	2 1%	25 6%	34 8%	20 8%	13 6%	56 10% n	37 5%	92 7%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1243	593	650	189	192	264	219	206	173	330	456	225	230	498	745	1243	-
Effective Weighted Sample	1096	524	572	170	172	237	193	182	155	300	412	202	208	442	656	1096	-
Total	1324	642	682	211	226	312	232	187	155	438	412	249	223	565	759	1324	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	73 5%	43 7%	30 4%	24 11% efgh	22 10% efgh	12 4%	9 4% h	5 2%	1 1%	24 5%	30 7% l	13 5%	6 3%	32 6%	40 5%	73 5%	- -%
ANY OF THESE	1206 91%	583 91%	623 91%	204 97% efgh	215 95% gh	281 90%	208 90%	165 88%	134 86%	397 91%	389 94% k	212 85%	207 93% k	510 90%	696 92%	1206 91%	- -%
None of these	116 9%	56 9%	59 9%	7 3%	12 5%	29 9% c	24 10% c	22 12% cd	21 13% cd	38 9%	23 6%	37 15% ijl	15 7%	53 9%	63 8%	116 9%	- -%
Don't know	3 *%	3 *%	- -%	- -%	- -%	2 1%	- -%	- -%	1 *%	2 *%	- -%	- -%	1 *%	2 *%	1 *%	3 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Table 208

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT- LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	~j	~k	l	~m	~n	o	p	q
Unweighted total	1243	750	492	1003	96	94	50	124	146	123	96	96	101	99	98	120	1042	201
Effective Weighted Sample	1096	668	436	909	89	91	50	119	142	114	89	89	94	93	96	114	929	178
Total	1324	857	466	1141	103	61	19	166	220	136	113	92	106	102	57	149	1160	164
Browse the internet - such as shopping, emails or social media	1005	638	365	870	**	**	**	138	154	113	**	**	78	**	**	112	884	121
	76%	74%	78%	76%	**	**	**	83% h	70%	83% h	**	**	73%	**	**	76%	76%	74%
Watch clips through websites such as YouTube or Facebook	730	482	249	630	**	**	**	110	123	85	**	**	58	**	**	65	641	89
	55%	56%	53%	55% o	**	**	**	67% co	56%	63% o	**	**	55%	**	**	44%	55%	54%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	445	301	144	385	**	**	**	31	86	61	**	**	38	**	**	45	389	56
	34%	35%	31%	34% g	**	**	**	19%	39% g	45% cgo	**	**	36% g	**	**	30% g	34%	34%
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	273	187	86	233	**	**	**	31	55	28	**	**	15	**	**	27	245	29
	21%	22%	19%	20%	**	**	**	18%	25% l	21%	**	**	14%	**	**	18%	21%	17%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 208

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN ~j	EAST MIDS ~k	WEST MIDS l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1243	750	492	1003	96	94	50	124	146	123	96	96	101	99	98	120	1042	201
Effective Weighted Sample	1096	668	436	909	89	91	50	119	142	114	89	89	94	93	96	114	929	178
Total	1324	857	466	1141	103	61	19	166	220	136	113	92	106	102	57	149	1160	164
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	228 17%	156 18%	72 15%	201 18%	** **	** **	** **	24 15%	32 14%	28 20%	** **	** **	12 11%	** **	** **	32 21%	200 17%	27 17%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	169 13%	128 15% b	40 9%	158 14%	** **	** **	** **	23 14%	33 15%	14 11%	** **	** **	14 13%	** **	** **	24 16%	144 12%	24 15%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	92 7%	61 7%	31 7%	82 7%	** **	** **	** **	11 7%	23 10%	18 13% clo	** **	** **	5 4%	** **	** **	6 4%	73 6%	19 12% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 208

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77A (SHOWCARD) Which, if any, of these activities have you gone online to do using your Desktop/ Laptop computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their desktop/ laptop computer to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN ~j	EAST MIDS ~k	WEST MIDS l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1243	750	492	1003	96	94	50	124	146	123	96	96	101	99	98	120	1042	201
Effective Weighted Sample	1096	668	436	909	89	91	50	119	142	114	89	89	94	93	96	114	929	178
Total	1324	857	466	1141	103	61	19	166	220	136	113	92	106	102	57	149	1160	164
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	73 5%	53 6%	20 4%	66 6% l	** **	** **	** **	11 6% l	21 10% l	7 5%	** **	** **	1 1%	** **	** **	10 6% l	56 5%	16 10% p
ANY OF THESE	1206 91%	783 91%	422 90%	1038 91%	** **	** **	** **	159 96% hl	195 89%	127 94% l	** **	** **	91 86%	** **	** **	133 90%	1055 91%	151 92%
None of these	116 9%	72 8%	44 9%	100 9%	** **	** **	** **	7 4%	23 10% g	8 6%	** **	** **	15 14% gi	** **	** **	16 10%	103 9%	13 8%
Don't know	3 *%	2 *%	1 *%	2 *%	** **	** **	** **	- -%	2 1%	- -%	** **	** **	- -%	** **	** **	- -%	3 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their tablet computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Unweighted total	876	410	466	155	168	205	143	123	82	244	310	159	162	425	451	876	-
Effective Weighted Sample	758	356	402	136	147	180	123	108	72	222	277	139	141	369	391	758	-
Total	925	443	482	168	188	238	148	111	72	327	272	173	152	466	459	925	-
Browse the internet - such as shopping, emails or social media	666	309	357	126	137	172	107	78	**	239	190	117	119	327	340	666	-
	72%	70%	74%	75%	73%	72%	72%	71%	**	73%	70%	68%	78% k	70%	74%	72%	-%
Watch clips through websites such as YouTube or Facebook	529	262	267	104	123	143	77	50	**	198	165	81	84	284	245	529	-
	57%	59%	55%	62% g	65% fg	60% g	52%	45%	**	61% k	61% k	47%	55%	61% n	53%	57%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	307	150	156	66	67	71	46	35	**	136	90	51	30	147	159	307	-
	33%	34%	32%	39%	36%	30%	31%	31%	**	42% jkl	33% l	30%	20%	32%	35%	33%	-%
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	186	101	85	34	47	54	24	17	**	75	60	28	24	96	90	186	-
	20%	23%	18%	20%	25%	23%	17%	15%	**	23%	22%	16%	16%	21%	20%	20%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their tablet computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Unweighted total	876	410	466	155	168	205	143	123	82	244	310	159	162	425	451	876	-
Effective Weighted Sample	758	356	402	136	147	180	123	108	72	222	277	139	141	369	391	758	-
Total	925	443	482	168	188	238	148	111	72	327	272	173	152	466	459	925	-
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	154	74	80	43	52	30	19	8	**	46	50	32	25	85	69	154	-
	17%	17%	17%	26% efg	28% efg	13%	13%	7%	**	14%	18%	19%	17%	18%	15%	17%	-%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	100	56	44	25	24	22	15	9	**	32	31	20	16	48	52	100	-
	11%	13%	9%	15%	13%	9%	10%	8%	**	10%	12%	12%	10%	10%	11%	11%	-%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	90	47	42	21	24	20	17	7	**	28	26	20	15	45	45	90	-
	10%	11%	9%	12%	13%	8%	11%	6%	**	9%	9%	12%	10%	10%	10%	10%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their tablet computer to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	876	410	466	155	168	205	143	123	82	244	310	159	162	425	451	876	-
Effective Weighted Sample	758	356	402	136	147	180	123	108	72	222	277	139	141	369	391	758	-
Total	925	443	482	168	188	238	148	111	72	327	272	173	152	466	459	925	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	59 6%	39 9%	20 4%	12 7%	14 7%	18 8%	10 7%	5 4%	** **	20 6%	17 6%	14 8%	8 5%	26 6%	33 7%	59 6%	- -%
		b															
ANY OF THESE	842 91%	397 89%	445 92%	156 93%	180 95%	219 92%	133 90%	95 86%	** **	297 91%	253 93%	149 86%	142 93%	424 91%	417 91%	842 91%	- -%
					g						k		k				
None of these	82 9%	47 11%	36 7%	12 7%	9 5%	18 7%	14 10%	16 14%	** **	30 9%	19 7%	23 13%	10 7%	41 9%	42 9%	82 9%	- -%
							d				j						
Don't know	1 *%	- -%	1 *%	- -%	- -%	1 1%	- -%	- -%	** **	- -%	- -%	1 1%	- -%	1 *%	- -%	1 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their tablet computer to the home broadband service

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q	
Significance Level: 95%																			
Unweighted total	876	569	307	675	68	58	75	76	92	90	75	68	72	60	70	72	739	137	
Effective Weighted Sample	758	495	267	612	63	57	75	73	90	84	70	64	66	57	68	70	647	118	
Total	925	631	294	783	75	38	28	107	142	102	92	66	76	63	42	93	814	111	
Browse the internet - such as shopping, emails or social media	666 72%	464 73%	202 69%	561 72%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	590 72%	76 69%	
Watch clips through websites such as YouTube or Facebook	529 57%	380 60%	149 51%	451 58%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	471 58%	58 52%	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	307 33%	216 34%	90 31%	263 34%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	267 33%	39 35%	
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	186 20%	139 22%	48 16%	155 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	166 20%	20 18%	
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	154 17%	108 17%	45 15%	134 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	133 16%	21 19%	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 209

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Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their tablet computer to the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	876	569	307	675	68	58	75	76	92	90	75	68	72	60	70	72	739	137
Effective Weighted Sample	758	495	267	612	63	57	75	73	90	84	70	64	66	57	68	70	647	118
Total	925	631	294	783	75	38	28	107	142	102	92	66	76	63	42	93	814	111
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	100 11%	77 12%	23 8%	91 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	82 10%	18 16% p
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	90 10%	62 10%	28 10%	81 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	75 9%	14 13%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	59 6%	50 8% b	10 3%	55 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	48 6%	11 10%
ANY OF THESE	842 91%	585 93% b	257 88%	710 91%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	741 91%	101 91%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77B (SHOWCARD) Which, if any, of these activities have you gone online to do using your Tablet computer in the last 12 months? (MULTI CODE)

Base : Those who have connected their tablet computer to the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	876	569	307	675	68	58	75	76	92	90	75	68	72	60	70	72	739	137
Effective Weighted Sample	758	495	267	612	63	57	75	73	90	84	70	64	66	57	68	70	647	118
Total	925	631	294	783	75	38	28	107	142	102	92	66	76	63	42	93	814	111
None of these	82	46	37	73	**	**	**	**	**	**	**	**	**	**	**	**	72	10
	9%	7%	12%	9%	**	**	**	**	**	**	**	**	**	**	**	**	9%	9%
			a															
Don't know	1	1	-	1	**	**	**	**	**	**	**	**	**	**	**	**	1	-
	*%	*%	-%	*%	**	**	**	**	**	**	**	**	**	**	**	**	*%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 210

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)

Base : Those who have connected their smartphone to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	970	446	524	200	201	232	171	111	55	249	364	179	177	492	478	970	-
Effective Weighted Sample	852	393	459	176	178	204	151	99	49	227	328	159	157	430	422	852	-
Total	1045	489	556	214	227	266	184	106	48	336	334	199	175	537	509	1045	-
Browse the internet - such as shopping, emails or social media	798	372	427	177	186	201	136	72	**	245	261	146	147	403	395	798	-
	76%	76%	77%	83% g	82% g	76%	74%	68%	**	73%	78%	73%	84% ik	75%	78%	76%	-%
Watch clips through websites such as YouTube or Facebook	629	301	329	159	156	162	94	40	**	197	209	112	112	327	303	629	-
	60%	62%	59%	74% efg	69% fg	61% g	51% g	38%	**	59%	63%	56%	64%	61%	59%	60%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	156	75	81	51	36	38	15	11	**	55	51	28	24	82	74	156	-
	15%	15%	15%	24% efg	16% f	14%	8%	11%	**	16%	15%	14%	13%	15%	15%	15%	-%
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	116	65	51	36	29	25	12	10	**	44	37	18	17	54	62	116	-
	11%	13%	9%	17% ef	13%	9%	7%	9%	**	13%	11%	9%	10%	10%	12%	11%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 210

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)

Base : Those who have connected their smartphone to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Unweighted total	970	446	524	200	201	232	171	111	55	249	364	179	177	492	478	970	-
Effective Weighted Sample	852	393	459	176	178	204	151	99	49	227	328	159	157	430	422	852	-
Total	1045	489	556	214	227	266	184	106	48	336	334	199	175	537	509	1045	-
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	88 8%	40 8%	48 9%	35 16% efg	23 10%	16 6%	8 4%	6 5%	** **	29 8%	26 8%	18 9%	16 9%	50 9%	38 7%	88 8%	- -%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	74 7%	35 7%	40 7%	25 12% fg	20 9%	16 6%	6 3%	3 3%	** **	23 7%	26 8%	10 5%	15 9%	46 9%	28 6%	74 7%	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	63 6%	32 6%	31 6%	19 9%	21 9%	11 4%	7 4%	5 5%	** **	18 5%	19 6%	14 7%	13 7%	34 6%	29 6%	63 6%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 210

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)

Base : Those who have connected their smartphone to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	970	446	524	200	201	232	171	111	55	249	364	179	177	492	478	970	-
Effective Weighted Sample	852	393	459	176	178	204	151	99	49	227	328	159	157	430	422	852	-
Total	1045	489	556	214	227	266	184	106	48	336	334	199	175	537	509	1045	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	45 4%	31 6% b	14 2%	13 6%	10 4%	11 4%	6 3%	4 4%	** **	15 4%	13 4%	10 5%	7 4%	27 5%	18 4%	45 4%	- -%
ANY OF THESE	925 88%	428 87%	497 89%	202 94% fg	217 96% efg	240 90% fg	153 83%	85 80%	** **	290 86%	307 92% ik	163 82%	164 94% ik	476 89%	449 88%	925 88%	- -%
None of these	116 11%	59 12%	57 10%	12 5%	10 4%	25 9% d	30 16% cd	22 20% cde	** **	43 13% l	26 8%	34 17% jl	11 6%	58 11%	57 11%	116 11%	- -%
Don't know	5 *%	3 1%	2 *%	1 *%	- -%	1 1%	2 1%	- -%	** **	3 1%	1 *%	1 1%	- -%	2 *%	3 *%	5 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)

Base : Those who have connected their smartphone to the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	970	653	316	762	76	64	68	103	101	94	79	76	68	83	75	83	821	149
Effective Weighted Sample	852	576	278	695	72	62	68	99	98	88	74	70	64	79	73	80	731	130
Total	1045	734	310	889	87	44	26	138	157	108	98	75	75	86	45	106	926	119
Browse the internet - such as shopping, emails or social media	798 76%	577 79% b	220 71%	675 76%	** **	** **	** **	100 72%	123 78%	** **	** **	** **	** **	** **	** **	** **	718 78% q	81 68%
Watch clips through websites such as YouTube or Facebook	629 60%	448 61%	181 58%	542 61%	** **	** **	** **	94 68%	101 65%	** **	** **	** **	** **	** **	** **	** **	559 60%	71 59%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	156 15%	111 15%	45 15%	138 16% g	** **	** **	** **	7 5%	34 21% g	** **	** **	** **	** **	** **	** **	** **	140 15%	17 14%
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	116 11%	82 11%	34 11%	96 11%	** **	** **	** **	12 8%	16 10%	** **	** **	** **	** **	** **	** **	** **	106 11%	10 8%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	88 8%	58 8%	31 10%	76 9% g	** **	** **	** **	2 2%	13 8% g	** **	** **	** **	** **	** **	** **	** **	79 9%	9 8%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 210

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Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)

Base : Those who have connected their smartphone to the home broadband service

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q	
Significance Level: 95%																			
Unweighted total	970	653	316	762	76	64	68	103	101	94	79	76	68	83	75	83	821	149	
Effective Weighted Sample	852	576	278	695	72	62	68	99	98	88	74	70	64	79	73	80	731	130	
Total	1045	734	310	889	87	44	26	138	157	108	98	75	75	86	45	106	926	119	
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	74 7%	47 6%	27 9%	69 8%	** **	** **	** **	6 5%	16 10%	** **	** **	** **	** **	** **	** **	** **	65 7%	9 7%	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	63 6%	46 6%	18 6%	56 6%	** **	** **	** **	5 4%	9 6%	** **	** **	** **	** **	** **	** **	** **	50 5%	13 11% p	
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	45 4%	34 5%	10 3%	40 5%	** **	** **	** **	4 3%	9 5%	** **	** **	** **	** **	** **	** **	** **	37 4%	8 7%	
ANY OF THESE	925 88%	657 89%	267 86%	782 88%	** **	** **	** **	128 92%	140 89%	** **	** **	** **	** **	** **	** **	** **	823 89%	102 85%	
None of these	116 11%	76 10%	40 13%	102 11%	** **	** **	** **	10 7%	17 11%	** **	** **	** **	** **	** **	** **	** **	99 11%	17 14%	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 210

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Q77C (SHOWCARD) Which, if any, of these activities have you gone online to do using your Smartphone in the last 12 months? (MULTI CODE)

Base : Those who have connected their smartphone to the home broadband service

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	N IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	970	653	316	762	76	64	68	103	101	94	79	76	68	83	75	83	821	149
Effective Weighted Sample	852	576	278	695	72	62	68	99	98	88	74	70	64	79	73	80	731	130
Total	1045	734	310	889	87	44	26	138	157	108	98	75	75	86	45	106	926	119
Don't know	5	1	4	5	**	**	**	1	-	**	**	**	**	**	**	**	4	1
	*%	*%	1%	1%	**	**	**	1%	-%	**	**	**	**	**	**	**	*%	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 211

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77D (SHOWCARD) Which, if any, of these activities have you gone online to do using your E-Reader in the last 12 months? (MULTI CODE)

Base : Those who have connected their e-reader to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	165	70	95	24	23	31	30	36	21	60	51	31	23	64	101	165	-
Effective Weighted Sample	147	63	85	21	21	28	27	32	18	55	48	29	21	57	90	147	-
Total	183	78	104	29	31	36	33	35	19	81	43	36	23	73	110	183	-
Browse the internet - such as shopping, emails or social media	66	**	**	**	**	**	**	**	**	**	**	**	**	**	44	66	-
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	40%	36%	-%
Watch clips through websites such as YouTube or Facebook	26	**	**	**	**	**	**	**	**	**	**	**	**	**	16	26	-
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	14%	14%	-%
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	9	**	**	**	**	**	**	**	**	**	**	**	**	**	7	9	-
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	5%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	8	**	**	**	**	**	**	**	**	**	**	**	**	**	6	8	-
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	5%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77D (SHOWCARD) Which, if any, of these activities have you gone online to do using your E-Reader in the last 12 months? (MULTI CODE)

Base : Those who have connected their e-reader to the home broadband service

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Significance Level: 95%																	
Unweighted total	165	70	95	24	23	31	30	36	21	60	51	31	23	64	101	165	-
Effective Weighted Sample	147	63	85	21	21	28	27	32	18	55	48	29	21	57	90	147	-
Total	183	78	104	29	31	36	33	35	19	81	43	36	23	73	110	183	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	6	**	**	**	**	**	**	**	**	**	**	**	**	**	3	6	-
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	3%	-%
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	5	**	**	**	**	**	**	**	**	**	**	**	**	**	3	5	-
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	3%	-%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	4	**	**	**	**	**	**	**	**	**	**	**	**	**	3	4	-
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	2%	-%
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	3	**	**	**	**	**	**	**	**	**	**	**	**	**	1	3	-
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	2%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 211

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q77D (SHOWCARD) Which, if any, of these activities have you gone online to do using your E-Reader in the last 12 months? (MULTI CODE)

Base : Those who have connected their e-reader to the home broadband service

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	n	o	~p
Unweighted total	165	70	95	24	23	31	30	36	21	60	51	31	23	64	101	165	-
Effective Weighted Sample	147	63	85	21	21	28	27	32	18	55	48	29	21	57	90	147	-
Total	183	78	104	29	31	36	33	35	19	81	43	36	23	73	110	183	-
ANY OF THESE	80	**	**	**	**	**	**	**	**	**	**	**	**	**	52	80	-
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	47%	44%	-%
None of these	99	**	**	**	**	**	**	**	**	**	**	**	**	**	55	99	-
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	50%	54%	-%
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	**	3	4	-
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	2%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Q77D (SHOWCARD) Which, if any, of these activities have you gone online to do using your E-Reader in the last 12 months? (MULTI CODE)

Base : Those who have connected their e-reader to the home broadband service

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING a	NOT WORKING ~b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q	
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	165	107	58	140	11	12	2	9	19	15	15	10	25	21	11	15	138	27	
Effective Weighted Sample	147	98	51	127	10	12	2	9	19	14	14	10	23	20	11	14	125	25	
Total	183	128	54	163	11	8	1	12	30	18	20	10	26	21	6	19	160	23	
Browse the internet - such as shopping, emails or social media	66 36%	44 34%	** **	58 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	55 34%	** **	
Watch clips through websites such as YouTube or Facebook	26 14%	16 13%	** **	23 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 12%	** **	
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	9 5%	6 4%	** **	7 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 5%	** **	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	8 5%	6 5%	** **	6 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

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Q77D (SHOWCARD) Which, if any, of these activities have you gone online to do using your E-Reader in the last 12 months? (MULTI CODE)

Base : Those who have connected their e-reader to the home broadband service

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	165	107	58	140	11	12	2	9	19	15	15	10	25	21	11	15	138	27	
Effective Weighted Sample	147	98	51	127	10	12	2	9	19	14	14	10	23	20	11	14	125	25	
Total	183	128	54	163	11	8	1	12	30	18	20	10	26	21	6	19	160	23	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	6 3%	5 4%	** **	6 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	** **	
Watch TV live as it is broadcast - when the programme or film is shown by the broadcaster	5 3%	2 1%	** **	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 3%	** **	
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	4 2%	4 3%	** **	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	3 2%	3 2%	** **	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q77D (SHOWCARD) Which, if any, of these activities have you gone online to do using your E-Reader in the last 12 months? (MULTI CODE)

Base : Those who have connected their e-reader to the home broadband service

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOTLAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	165	107	58	140	11	12	2	9	19	15	15	10	25	21	11	15	138	27
Effective Weighted Sample	147	98	51	127	10	12	2	9	19	14	14	10	23	20	11	14	125	25
Total	183	128	54	163	11	8	1	12	30	18	20	10	26	21	6	19	160	23
ANY OF THESE	80	54	**	67	**	**	**	**	**	**	**	**	**	**	**	**	65	**
	44%	42%	**	41%	**	**	**	**	**	**	**	**	**	**	**	**	41%	**
None of these	99	71	**	92	**	**	**	**	**	**	**	**	**	**	**	**	92	**
	54%	55%	**	56%	**	**	**	**	**	**	**	**	**	**	**	**	58%	**
Don't know	4	4	**	4	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	2%	3%	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 212

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Desktop/ laptop computer	273	148	125	62	57	61	49	27	17	109	89	41	35	125	148	273	-
	18%	20%	15%	24%	19%	17%	18%	13%	10%	23%	19%	13%	12%	18%	17%	18%	-%
		b		gh	h	h	h			kl	kl						
Tablet computer	186	101	85	34	47	54	24	17	10	75	60	28	24	96	90	186	-
	12%	14%	10%	13%	16%	15%	9%	8%	6%	16%	13%	9%	8%	14%	10%	12%	-%
				h	fgh	fgh				kl	l			n			
Smartphone	116	65	51	36	29	25	12	10	3	44	37	18	17	54	62	116	-
	7%	9%	6%	14%	10%	7%	5%	5%	2%	9%	8%	6%	6%	8%	7%	7%	-%
				efgh	fh	h											
E-reader	5	3	2	3	-	1	-	1	-	-	1	1	4	3	3	5	-
	*%	*%	*%	1%	-%	*%	-%	*%	-%	-%	*%	*%	1%	*%	*%	*%	-%
													ij				
ANY OF THESE	360	198	161	80	87	83	55	33	22	139	116	55	50	166	193	360	-
	23%	27%	20%	31%	29%	23%	21%	16%	13%	29%	25%	17%	17%	24%	22%	23%	-%
		b		fgh	fgh	h	h			kl	kl						
NONE OF THESE	1201	541	660	179	212	276	210	175	149	345	351	259	243	522	679	1201	-
	77%	73%	80%	69%	71%	77%	79%	84%	87%	71%	75%	83%	83%	76%	78%	77%	-%
			a				cd	cd	cdef			ij	ij				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 212

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND ~f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Desktop/ laptop computer	273	187	86	233	26	13	**	31	55	28	31	19	15	17	11	27	245	29
	18%	19%	15%	18%	20%	18%	**	15%	24%	19%	22%	16%	12%	14%	16%	15%	18%	15%
Tablet computer	186	139	48	155	19	8	**	18	22	25	22	14	14	11	8	22	166	20
	12%	14%	8%	12%	15%	11%	**	9%	9%	17%	15%	12%	11%	10%	12%	12%	12%	10%
Smartphone	116	82	34	96	14	4	**	12	16	8	16	9	5	12	6	13	106	10
	7%	8%	6%	7%	11%	5%	**	6%	7%	6%	11%	8%	4%	10%	9%	7%	8%	5%
E-reader	5	2	3	2	3	-	**	-	1	-	-	-	-	-	1	-	5	-
	*%	*%	1%	*%	2%	-%	**	-%	1%	-%	-%	-%	-%	-%	1%	-%	*%	-%
ANY OF THESE	360	251	108	299	39	17	**	42	57	36	36	25	24	26	15	40	325	35
	23%	25%	19%	23%	30%	23%	**	21%	24%	24%	25%	22%	19%	22%	23%	22%	24%	18%
NONE OF THESE	1201	749	452	1025	89	56	**	156	176	113	106	89	104	93	50	139	1043	158
	77%	75%	81%	77%	70%	77%	**	79%	76%	76%	75%	78%	81%	78%	77%	78%	76%	82%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 213

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Desktop/ laptop computer	445	239	206	109	85	92	70	51	39	178	139	70	59	190	255	445	-
	29%	32%	25%	42%	28%	26%	26%	25%	23%	37%	30%	22%	20%	28%	29%	29%	-%
		b		defgh						jkl	kl						
Tablet computer	307	150	156	66	67	71	46	35	22	136	90	51	30	147	159	307	-
	20%	20%	19%	25%	23%	20%	17%	17%	13%	28%	19%	16%	10%	21%	18%	20%	-%
				fgh	h					jkl	l	l					
Smartphone	156	75	81	51	36	38	15	11	5	55	51	28	24	82	74	156	-
	10%	10%	10%	20%	12%	11%	6%	5%	3%	11%	11%	9%	8%	12%	9%	10%	-%
				defgh	fgh	fgh								n			
E-reader	8	4	5	2	2	1	1	3	-	4	1	1	3	2	6	8	-
	1%	1%	1%	1%	1%	*%	*%	1%	-%	1%	*%	*%	1%	*%	1%	1%	-%
ANY OF THESE	583	295	288	135	119	128	88	60	52	227	176	100	80	262	321	583	-
	37%	40%	35%	52%	40%	36%	33%	29%	30%	47%	38%	32%	27%	38%	37%	37%	-%
				defgh	gh					jkl	l						
NONE OF THESE	978	444	534	123	180	231	177	147	120	257	291	214	213	427	551	978	-
	63%	60%	65%	48%	60%	64%	67%	71%	70%	53%	62%	68%	73%	62%	63%	63%	-%
					c	c	c	cd	cd		i	i	ij				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 213

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND ~f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Desktop/ laptop computer	445	301	144	385	45	13	**	31	86	61	40	31	38	32	20	45	389	56
	29%	30%	26%	29%	35%	19%	**	16%	37%	41%	29%	28%	30%	27%	31%	25%	28%	29%
				eg	eg				ego	cegjkmo	g	g	eg	g	eg			
Tablet computer	307	216	90	263	27	12	**	14	52	49	29	25	34	20	13	27	267	39
	20%	22%	16%	20%	21%	17%	**	7%	22%	33%	21%	22%	27%	17%	20%	15%	20%	20%
		b		g	g	g			g	cegjmno	g	g	go	g	g	g		
Smartphone	156	111	45	138	12	5	**	7	34	26	15	12	5	16	8	15	140	17
	10%	11%	8%	10%	9%	7%	**	4%	14%	17%	11%	11%	4%	13%	12%	8%	10%	9%
				gl					gl	ceglo	gl	gl		gl	gl			
E-reader	8	6	2	6	2	-	**	-	1	-	1	-	1	-	1	2	6	2
	1%	1%	*%	*%	2%	-%	**	-%	1%	-%	1%	-%	1%	-%	2%	1%	*%	1%
ANY OF THESE	583	399	185	506	52	19	**	40	100	78	59	46	52	45	26	60	508	75
	37%	40%	33%	38%	41%	27%	**	20%	43%	53%	42%	41%	41%	38%	40%	33%	37%	39%
		b		eg	eg				eg	cegmno	eg	eg	eg	g	eg	g		
NONE OF THESE	978	601	375	818	75	53	**	158	132	71	82	68	75	74	39	119	860	117
	63%	60%	67%	62%	59%	73%	**	80%	57%	47%	58%	59%	59%	62%	60%	67%	63%	61%
		a		i		cdhijkln		cdhijklmn						i	i	i		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 214

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Desktop/ laptop computer	169	99	69	45	42	43	22	9	7	47	69	30	23	82	87	169	-
	11%	13%	8%	18%	14%	12%	8%	4%	4%	10%	15%	10%	8%	12%	10%	11%	-%
		b		fgh	gh	gh					il						
Tablet computer	100	56	44	25	24	22	15	9	4	32	31	20	16	48	52	100	-
	6%	8%	5%	10%	8%	6%	6%	4%	3%	7%	7%	6%	5%	7%	6%	6%	-%
				gh	h												
Smartphone	74	35	40	25	20	16	6	3	4	23	26	10	15	46	28	74	-
	5%	5%	5%	10%	7%	4%	2%	1%	3%	5%	5%	3%	5%	7%	3%	5%	-%
				efgh	fg									n			
E-reader	4	1	2	-	-	1	2	1	-	3	1	-	-	1	3	4	-
	*%	*%	*%	-%	-%	*%	1%	1%	-%	1%	*%	-%	-%	*%	*%	*%	-%
ANY OF THESE	235	130	105	66	56	61	31	13	8	65	90	44	36	114	121	235	-
	15%	18%	13%	25%	19%	17%	12%	6%	4%	13%	19%	14%	12%	16%	14%	15%	-%
		b		efgh	fgh	gh	gh				il						
NONE OF THESE	1326	609	717	193	243	298	234	195	164	419	377	270	257	575	751	1326	-
	85%	82%	87%	75%	81%	83%	88%	94%	96%	87%	81%	86%	88%	84%	86%	85%	-%
			a			c	cd	cdef	cdef	j			j				

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 214

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Desktop/ laptop computer	169	128	40	158	6	5	**	23	33	14	15	18	14	11	6	24	144	24
	11%	13%	7%	12%	5%	6%	**	11%	14%	10%	10%	16%	11%	9%	9%	14%	11%	13%
		b		d					de			de				d		
Tablet computer	100	77	23	91	6	3	**	2	16	14	10	7	8	12	7	15	82	18
	6%	8%	4%	7%	4%	4%	**	1%	7%	9%	7%	6%	6%	10%	11%	8%	6%	9%
		b		g					g	g	g	g	g	g	eg	g		
Smartphone	74	47	27	69	2	3	**	6	16	10	5	5	2	6	5	12	65	9
	5%	5%	5%	5%	1%	4%	**	3%	7%	7%	4%	4%	2%	5%	8%	7%	5%	5%
									d	d					dl	d		
E-reader	4	4	-	2	2	-	**	-	-	-	1	-	-	1	-	-	3	1
	*%	*%	-%	*%	1%	-%	**	-%	-%	-%	1%	-%	-%	1%	-%	-%	*%	*%
					c													
ANY OF THESE	235	179	56	217	12	5	**	27	37	22	19	24	21	19	10	38	200	35
	15%	18%	10%	16%	9%	6%	**	13%	16%	15%	13%	21%	17%	16%	16%	21%	15%	18%
		b		e					e	e		de	e	e	e	de		
NONE OF THESE	1326	821	504	1107	116	68	**	171	195	126	123	90	106	100	55	141	1168	158
	85%	82%	90%	84%	91%	94%	**	87%	84%	85%	87%	79%	83%	84%	84%	79%	85%	82%
			a		ko	chiklmno												

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 215

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Desktop/ laptop computer	73	43	30	24	22	12	9	5	1	24	30	13	6	32	40	73	-
	5%	6%	4%	9%	7%	3%	3%	2%	1%	5%	7%	4%	2%	5%	5%	5%	-%
				efgh	efgh		h				l						
Tablet computer	59	39	20	12	14	18	10	5	-	20	17	14	8	26	33	59	-
	4%	5%	2%	5%	5%	5%	4%	2%	-%	4%	4%	5%	3%	4%	4%	4%	-%
		b		h	h	h	h	h									
Smartphone	45	31	14	13	10	11	6	4	1	15	13	10	7	27	18	45	-
	3%	4%	2%	5%	3%	3%	2%	2%	1%	3%	3%	3%	2%	4%	2%	3%	-%
		b		h										n			
E-reader	3	3	-	-	-	2	-	1	-	3	-	-	-	2	1	3	-
	*%	*%	-%	-%	-%	*%	-%	1%	-%	1%	-%	-%	-%	*%	*%	*%	-%
ANY OF THESE	121	73	48	30	33	29	18	8	2	42	42	20	16	56	65	121	-
	8%	10%	6%	12%	11%	8%	7%	4%	1%	9%	9%	6%	5%	8%	7%	8%	-%
		b		gh	gh	gh	h										
NONE OF THESE	1440	666	774	228	266	330	247	200	169	442	425	294	278	633	807	1440	-
	92%	90%	94%	88%	89%	92%	93%	96%	99%	91%	91%	94%	95%	92%	93%	92%	-%
			a					cde	cdef								

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 215

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Desktop/ laptop computer	73	53	20	66	5	1	**	11	21	7	5	6	1	4	2	10	56	16
	5%	5%	3%	5%	4%	2%	**	5%	9%	5%	4%	5%	1%	3%	4%	5%	4%	9%
				l				l	cel			l				l		p
Tablet computer	59	50	10	55	2	1	**	4	7	9	4	6	6	5	2	10	48	11
	4%	5%	2%	4%	2%	1%	**	2%	3%	6%	3%	6%	5%	4%	4%	6%	3%	6%
		b							e	e		e				e		
Smartphone	45	34	10	40	4	1	**	4	9	5	5	5	-	5	2	6	37	8
	3%	3%	2%	3%	3%	1%	**	2%	4%	4%	3%	4%	-%	4%	3%	3%	3%	4%
								l	l	l	l	l		l				
E-reader	3	3	-	3	-	-	**	2	-	-	1	-	-	-	-	-	3	-
	*%	*%	-%	*%	-%	-%	**	1%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%
ANY OF THESE	121	95	26	109	9	2	**	16	24	11	8	12	7	10	4	15	94	26
	8%	9%	5%	8%	7%	3%	**	8%	11%	7%	6%	11%	5%	8%	7%	9%	7%	14%
		b						e	e			e						p
NONE OF THESE	1440	905	534	1216	119	70	**	182	208	138	133	102	120	109	61	163	1274	166
	92%	91%	95%	92%	93%	97%	**	92%	89%	93%	94%	89%	95%	92%	93%	91%	93%	86%
			a			hk											q	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 216

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Desktop/ laptop computer	228	135	93	85	56	43	32	7	4	70	83	42	33	114	113	228	-
	15%	18%	11%	33%	19%	12%	12%	3%	3%	14%	18%	13%	11%	17%	13%	15%	-%
		b		defgh	efgh	gh	gh				l						
Tablet computer	154	74	80	43	52	30	19	8	2	46	50	32	25	85	69	154	-
	10%	10%	10%	17%	17%	8%	7%	4%	1%	10%	11%	10%	9%	12%	8%	10%	-%
				efgh	efgh	gh	h							n			
Smartphone	88	40	48	35	23	16	8	6	-	29	26	18	16	50	38	88	-
	6%	5%	6%	14%	8%	4%	3%	3%	-%	6%	5%	6%	6%	7%	4%	6%	-%
				defgh	fgh	h	h	h						n			
E-reader	9	4	5	1	-	3	3	2	-	2	1	4	2	2	7	9	-
	1%	1%	1%	*%	-%	1%	1%	1%	-%	*%	*%	1%	1%	*%	1%	1%	-%
ANY OF THESE	303	170	134	101	85	57	41	14	6	89	106	56	53	155	148	303	-
	19%	23%	16%	39%	28%	16%	16%	7%	4%	18%	23%	18%	18%	23%	17%	19%	-%
		b		defgh	efgh	gh	gh							n			
NONE OF THESE	1258	569	688	158	214	302	224	194	165	395	361	258	241	534	724	1258	-
	81%	77%	84%	61%	72%	84%	84%	93%	96%	82%	77%	82%	82%	77%	83%	81%	-%
			a		c	cd	cd	cdef	cdef					m			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 216

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Desktop/ laptop computer	228	156	72	201	17	7	**	24	32	28	21	22	12	19	11	32	200	27
	15%	16%	13%	15%	13%	10%	**	12%	14%	19% l	15%	19% l	9%	16%	17%	18%	15%	14%
Tablet computer	154	108	45	134	8	4	**	2	21	23	16	12	16	14	7	23	133	21
	10%	11%	8%	10%	6%	6%	**	1%	9%	15% deg	12%	11%	13%	12%	11%	13%	10%	11%
				g	g	g			g		g	g	g	g	g	g		
Smartphone	88	58	31	76	8	3	**	2	13	12	10	11	5	9	6	9	79	9
	6%	6%	5%	6%	6%	5%	**	1%	6%	8%	7%	9%	4%	7%	9%	5%	6%	5%
				g	g				g	g	g	g		g	g			
E-reader	9	6	3	7	1	-	**	-	2	-	3	-	1	1	1	-	9	-
	1%	1%	1%	1%	1%	-%	**	-%	1%	-%	2%	-%	1%	1%	2%	-%	1%	-%
ANY OF THESE	303	213	91	264	21	9	**	24	37	36	30	28	24	27	13	44	266	37
	19%	21%	16%	20%	16%	12%	**	12%	16%	24% eg	21%	25% eg	19%	23% eg	20%	24% eg	19%	19%
		b		eg														
NONE OF THESE	1258	787	469	1061	107	64	**	173	195	113	111	85	103	92	52	135	1102	156
	81%	79%	84%	80%	84%	88%	**	88%	84%	76%	79%	75%	81%	77%	80%	76%	81%	81%
			a			cikmo		cikmo										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 217

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Desktop/ laptop computer	92	51	41	30	21	16	19	5	2	25	34	20	13	56	37	92	-
	6%	7%	5%	12%	7%	4%	7%	2%	1%	5%	7%	6%	4%	8%	4%	6%	-%
				egh	gh		gh							n			
Tablet computer	90	47	42	21	24	20	17	7	1	28	26	20	15	45	45	90	-
	6%	6%	5%	8%	8%	6%	6%	3%	*%	6%	6%	6%	5%	7%	5%	6%	-%
				gh	gh	h	h										
Smartphone	63	32	31	19	21	11	7	5	-	18	19	14	13	34	29	63	-
	4%	4%	4%	7%	7%	3%	3%	2%	-%	4%	4%	5%	4%	5%	3%	4%	-%
				efgh	fgh	h	h	h									
E-reader	6	3	3	-	-	2	2	1	-	3	-	2	1	3	3	6	-
	*%	*%	*%	-%	-%	1%	1%	1%	-%	1%	-%	1%	*%	*%	*%	*%	-%
ANY OF THESE	169	88	81	43	50	36	27	11	2	49	55	36	28	91	78	169	-
	11%	12%	10%	17%	17%	10%	10%	5%	1%	10%	12%	12%	10%	13%	9%	11%	-%
				efgh	efgh	h	h	h						n			
NONE OF THESE	1392	651	741	215	249	323	238	197	169	435	412	278	265	598	794	1392	-
	89%	88%	90%	83%	83%	90%	90%	95%	99%	90%	88%	88%	90%	87%	91%	89%	-%
						cd	cd	cd	cdefg						m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 217

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND ~f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Desktop/ laptop computer	92 6%	61 6%	31 6%	82 6%	6 5%	2 3%	** **	11 6%	23 10% elno	18 12% cekln	7 5%	4 4%	5 4%	7 6%	2 2%	6 3%	73 5%	19 10% p
Tablet computer	90 6%	62 6%	28 5%	81 6% g	5 4%	1 2%	** **	3 1%	18 8% eg	17 12% cdegjl	5 4%	5 5%	4 3%	8 7% g	5 7% eg	16 9% egl	75 6%	14 8%
Smartphone	63 4%	46 5%	18 3%	56 4%	5 4%	2 3%	** **	5 3%	9 4%	12 8% cgln	5 4%	5 4%	2 1%	9 7% l	1 2%	7 4%	50 4%	13 7%
E-reader	6 *%	5 *%	1 *%	6 *%	- -%	- -%	** **	2 1%	2 1%	- -%	1 1%	- -%	- -%	1 1%	1 1%	- -%	6 *%	- -%
ANY OF THESE	169 11%	118 12%	51 9%	151 11%	11 8%	4 6%	** **	18 9%	34 15% el	28 19% cdegjkl	12 8%	10 9%	9 7%	14 11%	5 8%	21 12%	139 10%	30 15% p
NONE OF THESE	1392 89%	882 88%	509 91%	1174 89% i	117 92% i	68 94% hi	** **	179 91% i	199 85%	121 81%	130 92% i	104 91% i	119 93% hi	105 89%	60 92% i	158 88%	1229 90% q	163 85%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 218

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch clips through websites such as YouTube or Facebook

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Desktop/ laptop computer	730	373	358	152	142	181	121	81	55	241	244	125	120	333	398	730	-
	47%	50%	44%	59%	47%	50%	45%	39%	32%	50%	52%	40%	41%	48%	46%	47%	-%
		b		dfgh	h	gh	h			kl	kl						
Smartphone	629	301	329	159	156	162	94	40	17	197	209	112	112	327	303	629	-
	40%	41%	40%	62%	52%	45%	35%	19%	10%	41%	45%	36%	38%	47%	35%	40%	-%
				defgh	fgh	fgh	gh	h			k			n			
Tablet computer	529	262	267	104	123	143	77	50	32	198	165	81	84	284	245	529	-
	34%	35%	33%	40%	41%	40%	29%	24%	19%	41%	35%	26%	29%	41%	28%	34%	-%
				fgh	fgh	fgh	h			kl	k			n			
E-reader	26	10	16	4	4	6	4	6	2	11	8	2	5	10	16	26	-
	2%	1%	2%	2%	1%	2%	2%	3%	1%	2%	2%	1%	2%	1%	2%	2%	-%
ANY OF THESE	957	465	491	196	212	240	148	100	61	316	305	162	174	457	500	957	-
	61%	63%	60%	76%	71%	67%	56%	48%	36%	65%	65%	52%	59%	66%	57%	61%	-%
				efgh	fgh	fgh	h	h		k	k			n			
NONE OF THESE	604	274	330	63	88	119	118	107	110	168	162	152	119	231	373	604	-
	39%	37%	40%	24%	29%	33%	44%	52%	64%	35%	35%	48%	41%	34%	43%	39%	-%
						c	cde	cde	cdefg			ij			m		

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 218

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Watch clips through websites such as YouTube or Facebook

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Desktop/ laptop computer	730	482	249	630	65	28	**	110	123	85	59	38	58	55	36	65	641	89
	47%	48%	44%	48%	51%	38%	**	56%	53%	57%	41%	33%	46%	47%	56%	37%	47%	46%
				ko	ko			ejko	eko	cejko				k	ejko			
Smartphone	629	448	181	542	55	19	**	94	101	64	51	41	49	57	28	57	559	71
	40%	45%	32%	41%	43%	27%	**	47%	44%	43%	36%	36%	39%	48%	44%	32%	41%	37%
		b		eo	e			eo	eo	e				eo	e			
Tablet computer	529	380	149	451	44	22	**	57	87	67	45	33	50	41	26	45	471	58
	34%	38%	27%	34%	35%	30%	**	29%	37%	45%	32%	29%	39%	35%	39%	25%	34%	30%
		b		o					o	cegko			o		o			
E-reader	26	16	9	23	3	1	**	5	3	-	1	2	4	1	2	4	19	7
	2%	2%	2%	2%	2%	1%	**	2%	1%	-%	1%	2%	3%	1%	4%	2%	1%	4%
															i			p
ANY OF THESE	957	644	313	813	87	37	**	124	154	105	80	59	81	73	45	91	844	113
	61%	64%	56%	61%	68%	52%	**	63%	66%	71%	56%	52%	64%	62%	68%	51%	62%	59%
		b		eko	eko				eko	cejko			o		eko			
NONE OF THESE	604	356	247	512	41	35	**	74	79	43	62	55	46	46	21	87	525	79
	39%	36%	44%	39%	32%	48%	**	37%	34%	29%	44%	48%	36%	38%	32%	49%	38%	41%
			a	i		cdhin					i	cdhin				cdhiin		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 219

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Desktop/ laptop computer	1005	478	527	173	174	226	174	141	117	323	322	183	176	405	600	1005	-
	64%	65%	64%	67%	58%	63%	66%	68%	68%	67%	69%	58%	60%	59%	69%	64%	-%
								d	d	k	kl				m		
Smartphone	798	372	427	177	186	201	136	72	26	245	261	146	147	403	395	798	-
	51%	50%	52%	68%	62%	56%	51%	35%	15%	51%	56%	46%	50%	59%	45%	51%	-%
				efgh	fgh	gh	gh	h			k			n			
Tablet computer	666	309	357	126	137	172	107	78	47	239	190	117	119	327	340	666	-
	43%	42%	43%	49%	46%	48%	40%	38%	27%	49%	41%	37%	41%	47%	39%	43%	-%
				gh	h	gh	h	h		jkl				n			
E-reader	66	25	41	7	17	11	8	15	7	30	17	11	8	22	44	66	-
	4%	3%	5%	3%	6%	3%	3%	7%	4%	6%	4%	3%	3%	3%	5%	4%	-%
								ce		l							
ANY OF THESE	1258	592	666	222	246	290	210	164	126	393	381	242	242	545	713	1258	-
	81%	80%	81%	86%	82%	81%	79%	79%	74%	81%	81%	77%	82%	79%	82%	81%	-%
				h	h												
NONE OF THESE	303	147	156	37	53	68	56	44	45	91	86	73	52	143	159	303	-
	19%	20%	19%	14%	18%	19%	21%	21%	26%	19%	19%	23%	18%	21%	18%	19%	-%
									cd								

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 219

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ANY DEVICES TO GO ONLINE IN THE LAST 12 MONTHS TO: Browse the internet - such as shopping, emails or social media

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Desktop/ laptop computer	1005	638	365	870	77	45	**	138	154	113	76	68	78	84	48	112	884	121
	64%	64%	65%	66%	60%	62%	**	70%	66%	76%	54%	60%	61%	71%	73%	63%	65%	63%
				j				j	j	cdejklo				j	djk			
Smartphone	798	577	220	675	71	30	**	100	123	83	59	62	54	73	36	84	718	81
	51%	58%	39%	51%	55%	42%	**	50%	53%	56%	42%	55%	43%	61%	56%	47%	52%	42%
		b			j					ejl				cejlo	ejl		q	
Tablet computer	666	464	202	561	59	25	**	73	96	72	58	51	55	53	33	69	590	76
	43%	46%	36%	42%	46%	34%	**	37%	41%	49%	41%	45%	43%	45%	51%	39%	43%	40%
		b								e					ego			
E-reader	66	44	22	58	4	3	**	6	10	3	5	7	11	5	4	8	55	11
	4%	4%	4%	4%	3%	5%	**	3%	4%	2%	3%	6%	9%	4%	6%	4%	4%	6%
													cgi					
ANY OF THESE	1258	813	444	1068	104	56	**	156	172	130	108	92	99	102	58	150	1106	152
	81%	81%	79%	81%	81%	77%	**	79%	74%	88%	77%	81%	78%	86%	88%	84%	81%	79%
										ehj				h	ceghjl	h		
NONE OF THESE	303	187	116	257	24	16	**	42	61	19	33	21	28	17	8	29	262	41
	19%	19%	21%	19%	19%	23%	**	21%	26%	12%	23%	19%	22%	14%	12%	16%	19%	21%
				n		in		n	imno		in		n					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 220

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Browse the internet - such as shopping, emails or social media	1258	592	666	222	246	290	210	164	126	393	381	242	242	545	713	1258	-
	81%	80%	81%	86% h	82% h	81%	79%	79%	74%	81%	81%	77%	82%	79%	82%	81%	-%
Watch clips through websites such as YouTube or Facebook	957	465	491	196	212	240	148	100	61	316	305	162	174	457	500	957	-
	61%	63%	60%	76% efgh	71% fgh	67% fgh	56% h	48% h	36%	65% k	65% k	52%	59%	66% n	57%	61%	-%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	583	295	288	135	119	128	88	60	52	227	176	100	80	262	321	583	-
	37%	40%	35%	52% defgh	40% gh	36%	33%	29%	30%	47% jkl	38% l	32%	27%	38%	37%	37%	-%
Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster	360	198	161	80	87	83	55	33	22	139	116	55	50	166	193	360	-
	23%	27% b	20%	31% fgh	29% fgh	23% h	21% h	16%	13%	29% kl	25% kl	17%	17%	24%	22%	23%	-%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

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Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	303	170	134	101	85	57	41	14	6	89	106	56	53	155	148	303	-
	19%	23%	16%	39%	28%	16%	16%	7%	4%	18%	23%	18%	18%	23%	17%	19%	-%
		b		defgh	efgh	gh	gh							n			
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	235	130	105	66	56	61	31	13	8	65	90	44	36	114	121	235	-
	15%	18%	13%	25%	19%	17%	12%	6%	4%	13%	19%	14%	12%	16%	14%	15%	-%
		b		efgh	fgh	gh	gh				il						
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	169	88	81	43	50	36	27	11	2	49	55	36	28	91	78	169	-
	11%	12%	10%	17%	17%	10%	10%	5%	1%	10%	12%	12%	10%	13%	9%	11%	-%
				efgh	efgh	h	h	h						n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p
Unweighted total	1491	693	798	240	260	313	252	233	193	366	524	288	311	626	865	1491	-
Effective Weighted Sample	1304	608	696	212	231	277	220	204	173	333	471	255	276	549	758	1304	-
Total	1561	739	822	259	299	359	266	207	171	484	467	314	294	689	872	1561	-
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	121	73	48	30	33	29	18	8	2	42	42	20	16	56	65	121	-
	8%	10%	6%	12%	11%	8%	7%	4%	1%	9%	9%	6%	5%	8%	7%	8%	-%
		b		gh	gh	gh	h										
MADE ANY OF THESE USES	1467	694	772	255	292	343	245	186	147	467	447	275	276	653	814	1467	-
	94%	94%	94%	98%	98%	96%	92%	90%	86%	97%	96%	88%	94%	95%	93%	94%	-%
				fgh	fgh	gh	h			k	k		k				
GO ONLINE AT HOME BUT HAVE NOT MADE ANY OF THESE USES	94	45	49	4	7	16	21	22	25	16	20	39	18	36	58	94	-
	6%	6%	6%	2%	2%	4%	8%	10%	14%	3%	4%	12%	6%	5%	7%	6%	-%
							cd	cde	cdef			ijl					
ANY ONLINE VIDEO CONTENT - SO EXCLUDES BROWSING THE INTERNET	1204	580	623	234	259	300	192	127	92	402	383	206	212	569	635	1204	-
	77%	79%	76%	91%	87%	83%	72%	61%	54%	83%	82%	66%	72%	83%	73%	77%	-%
				efgh	fgh	fgh	gh			kl	kl			n			

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Browse the internet - such as shopping, emails or social media	1258 81%	813 81%	444 79%	1068 81%	104 81%	56 77%	** **	156 79%	172 74%	130 88% ehj	108 77%	92 81%	99 78%	102 86% h	58 88% ceghij	150 84% h	1106 81%	152 79%
Watch clips through websites such as YouTube or Facebook	957 61%	644 64% b	313 56%	813 61% eko	87 68% eko	37 52%	** **	124 63%	154 66% eko	105 71% cejko	80 56%	59 52%	81 64% o	73 62%	45 68% eko	91 51%	844 62%	113 59%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	583 37%	399 40% b	185 33%	506 38% eg	52 41% eg	19 27%	** **	40 20%	100 43% eg	78 53% cegmn	59 42% eg	46 41% eg	52 41% eg	45 38% g	26 40% eg	60 33% g	508 37%	75 39%
Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster	360 23%	251 25% b	108 19%	299 23%	39 30% l	17 23%	** **	42 21%	57 24%	36 24%	36 25%	25 22%	24 19%	26 22%	15 23%	40 22%	325 24%	35 18%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	303 19%	213 21% b	91 16%	264 20% eg	21 16%	9 12%	** **	24 12%	37 16%	36 24% eg	30 21%	28 25% eg	24 19%	27 23% eg	13 20%	44 24% eg	266 19%	37 19%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	235 15%	179 18% b	56 10%	217 16% e	12 9%	5 6%	** **	27 13%	37 16% e	22 15% e	19 13%	24 21% de	21 17% e	19 16% e	10 16% e	38 21% de	200 15%	35 18%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	169 11%	118 12%	51 9%	151 11%	11 8%	4 6%	** **	18 9%	34 15% el	28 19% cdegikln	12 8%	10 9%	9 7%	14 11%	5 8%	21 12%	139 10%	30 15% p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : Those who go online at home through a desktop/ laptop computer or tablet or smartphone or e-reader

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND d	WALES e	IRELAND ~f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	1491	894	596	1166	118	111	96	147	154	134	119	120	122	116	111	143	1249	242
Effective Weighted Sample	1304	787	525	1058	110	108	96	141	149	125	111	111	113	110	109	137	1105	213
Total	1561	1000	560	1325	128	72	36	198	233	149	142	114	127	119	65	179	1368	193
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	121 8%	95 9% b	26 5%	109 8%	9 7%	2 3%	** **	16 8%	24 11% e	11 7%	8 6%	12 11% e	7 5%	10 8%	4 7%	15 9%	94 7%	26 14% p
MADE ANY OF THESE USES	1467 94%	953 95% b	513 92%	1244 94%	121 95%	67 93%	** **	192 97%	214 92%	142 96%	133 94%	108 95%	116 92%	112 94%	61 93%	167 93%	1285 94%	182 94%
GO ONLINE AT HOME BUT HAVE NOT MADE ANY OF THESE USES	94 6%	47 5%	47 8% a	80 6%	7 5%	5 7%	** **	6 3%	19 8%	7 4%	8 6%	6 5%	11 8%	7 6%	4 7%	12 7%	83 6%	11 6%
ANY ONLINE VIDEO CONTENT - SO EXCLUDES BROWSING THE INTERNET	1204 77%	815 81% b	389 69%	1020 77% ko	106 83% eko	51 70%	** **	160 81% ko	194 83% eko	120 81% ko	112 79% o	78 68%	97 77%	88 74%	49 75%	122 68%	1062 78%	142 74%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Browse the internet - such as shopping, emails or social media	1258 60%	592 59%	666 61%	222 70% gh	246 66% gh	290 71% gh	210 66% gh	164 55% h	126 32%	393 69% kl	381 67% kl	242 55% l	242 46%	545 70% n	713 54%	1258 75% p	- -%
Watch clips through websites such as YouTube or Facebook	957 45%	465 46%	491 45%	196 62% fgh	212 57% fgh	240 58% fgh	148 46% gh	100 34% h	61 16%	316 55% kl	305 54% kl	162 37%	174 33%	457 58% n	500 38%	957 57% p	- -%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	583 28%	295 29%	288 26%	135 43% defgh	119 32% gh	128 31% gh	88 28% gh	60 20% h	52 13%	227 40% jkl	176 31% kl	100 23% l	80 15%	262 33% n	321 24%	583 35% p	- -%
Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster	360 17%	198 20% b	161 15%	80 25% fgh	87 23% gh	83 20% gh	55 17% gh	33 11% h	22 6%	139 24% kl	116 21% kl	55 12%	50 10%	166 21% n	193 15%	360 21% p	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	303 14%	170 17% b	134 12%	101 32% defgh	85 23% efgh	57 14% gh	41 13% gh	14 5% h	6 2%	89 16% l	106 19% kl	56 13%	53 10%	155 20% n	148 11%	303 18% p	- -%
Watch free Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	235 11%	130 13% b	105 10%	66 21% fgh	56 15% gh	61 15% gh	31 10% gh	13 4%	8 2%	65 11% l	90 16% ikl	44 10%	36 7%	114 14% n	121 9%	235 14% p	- -%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	169 8%	88 9%	81 7%	43 14% gh	50 14% gh	36 9% gh	27 9% gh	11 4% h	2 *%	49 9% l	55 10% l	36 8%	28 5%	91 12% n	78 6%	169 10% p	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	121 6%	73 7%	48 4%	30 10%	33 9%	29 7%	18 6%	8 3%	2 *%	42 7%	42 7%	20 5%	16 3%	56 7%	65 5%	121 7%	- -%
		b		gh	gh	gh	h	h		l	l					p	
MADE ANY OF THESE USES	1467 70%	694 69%	772 70%	255 81%	292 79%	343 83%	245 77%	186 62%	147 37%	467 82%	447 79%	275 62%	276 52%	653 83%	814 62%	1467 88%	- -%
				gh	gh	fgh	gh	h		kl	kl	l		n		p	
GO ONLINE AT HOME BUT HAVE NOT MADE ANY OF THESE USES	640 30%	316 31%	324 30%	61 19%	79 21%	68 17%	73 23%	112 38%	247 63%	101 18%	117 21%	167 38%	251 48%	131 17%	509 38%	208 12%	429 100%
							e	cdef	cdefg			ij	ijk		m		o
ANY ONLINE VIDEO CONTENT - SO EXCLUDES BROWSING THE INTERNET	1204 57%	580 57%	623 57%	234 74%	259 70%	300 73%	192 60%	127 43%	92 23%	402 71%	383 68%	206 47%	212 40%	569 73%	635 48%	1204 72%	- -%
				fgh	fgh	fgh	gh	h		kl	kl			n		p	
DON'T GO ONLINE USING THESE DEVICES AT HOME	546 26%	271 27%	275 25%	57 18%	72 19%	52 13%	53 17%	90 30%	222 57%	85 15%	97 17%	128 29%	233 44%	95 12%	451 34%	115 7%	429 100%
					e			cdef	cdefg			ij	ijk		m		o

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 221

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Browse the internet - such as shopping, emails or social media	1258 60%	813 69% b	444 48%	1068 61%	104 57%	56 54%	31 53%	156 59%	172 58%	130 72% cdefghjlm	108 56%	92 63%	99 54%	102 57%	58 64% f	150 64% f	1106 60%	152 55%
Watch clips through websites such as YouTube or Facebook	957 45%	644 55% b	313 34%	813 46% ef	87 47% ef	37 36%	20 35%	124 47% ef	154 52% efjkmo	105 58% cdefgijklmo	80 41%	59 40%	81 45%	73 41%	45 50% ef	91 39%	844 46%	113 41%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5	583 28%	399 34% b	185 20%	506 29% efg	52 29% efg	19 19% f	5 9%	40 15%	100 34% efg	78 43% cdefgijklmn	59 31% efg	46 31% efg	52 29% efg	45 25% fg	26 29% efg	60 26% fg	508 28%	75 27%
Watch TV live as it is broadcast- when the programme or film is shown by the broadcaster	360 17%	251 21% b	108 12%	299 17% f	39 21% fl	17 16% f	5 9%	42 16% f	57 19% f	36 20% f	36 19% f	25 17% f	24 13%	26 14%	15 17% f	40 17% f	325 18% q	35 13%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)	303 14%	213 18% b	91 10%	264 15% eg	21 11%	9 8%	10 16% eg	24 9%	37 13%	36 20% deg	30 16% e	28 19% eg	24 13%	27 15%	13 14%	44 19% eg	266 15%	37 13%
Watch <u>free</u> Video On-demand content available as part of your subscription through your TV service provider - e.g. Virgin On Demand, Sky On Demand	235 11%	179 15% b	56 6%	217 12% def	12 6% f	5 4%	1 2%	27 10% ef	37 13% def	22 12% ef	19 10% f	24 16% def	21 12% ef	19 11% ef	10 12% ef	38 16% def	200 11%	35 13%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play	169 8%	118 10% b	51 5%	151 9% e	11 6%	4 4%	4 7% b	18 7%	34 12% el	28 15% cdefgijklmn	12 6%	10 7%	9 5%	14 8%	5 6%	21 9%	139 8%	30 11%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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SUMMARY - USE OF ONLINE DEVICES IN THE LAST 12 MONTHS

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Watch <u>paid</u> Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	121 6%	95 8% b	26 3%	109 6% ef	9 5%	2 2%	1 2%	16 6%	24 8% ef	11 6%	8 4%	12 8% ef	7 4%	10 6%	4 5%	15 7% ef	94 5%	26 10% p
MADE ANY OF THESE USES	1467 70%	953 81% b	513 55%	1244 71% fm	121 66%	67 65%	34 59%	192 73% fm	214 73% fm	142 79% cdeflmn	133 69%	108 73% fm	116 64%	112 62%	61 68%	167 72% f	1285 70%	182 66%
GO ONLINE AT HOME BUT HAVE NOT MADE ANY OF THESE USES	640 30%	223 19%	416 45% a	517 29% i	62 34% i	36 35% i	24 41% cghiko	72 27%	80 27%	38 21%	59 31%	40 27%	66 36% i	68 38% cghik	29 32% i	66 28%	545 30%	95 34%
ANY ONLINE VIDEO CONTENT - SO EXCLUDES BROWSING THE INTERNET	1204 57%	815 69% b	389 42%	1020 58% efm	106 58% f	51 49%	27 46%	160 61% efm	194 66% cefklnmo	120 67% cefklnmo	112 59% f	78 53%	97 53%	88 49%	49 55%	122 52%	1062 58% q	142 51%
DON'T GO ONLINE USING THESE DEVICES AT HOME	546 26%	177 15%	368 40% a	437 25% i	56 30% hi	31 30% hi	22 38% cghijkno	66 25%	62 21%	32 18%	51 26%	34 23%	55 30% hi	61 34% chiko	24 27% i	54 23%	462 25%	84 30%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices?

So not using a TV set

Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE)

Base : Those using broadcaster catch-up services through a connected device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Unweighted total	520	264	256	121	100	110	76	60	53	164	193	82	81	230	290	520	-
Effective Weighted Sample	465	235	230	108	90	99	68	54	47	153	175	77	74	205	260	465	-
Total	583	295	288	135	119	128	88	60	52	227	176	100	80	262	321	583	-
I missed the programme/ film when it was on TV and I use it to catch up	417	195	222	95	80	85	**	**	**	163	114	**	**	182	234	417	-
	71%	66%	77%	70%	67%	67%	**	**	**	72%	65%	**	**	70%	73%	71%	-%
			a														
I want to watch the programme/ film at a time that suits me	177	98	79	45	46	40	**	**	**	69	56	**	**	77	100	177	-
	30%	33%	27%	33%	39%	31%	**	**	**	30%	32%	**	**	29%	31%	30%	-%
I use it when there is nothing on 'normal' TV that I want to watch	122	77	46	29	33	28	**	**	**	47	40	**	**	57	65	122	-
	21%	26%	16%	22%	28%	22%	**	**	**	21%	23%	**	**	22%	20%	21%	-%
		b															
Just to pass some time/ relax	73	45	27	20	14	22	**	**	**	28	21	**	**	35	38	73	-
	12%	15%	9%	15%	12%	17%	**	**	**	12%	12%	**	**	13%	12%	12%	-%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	62	38	24	14	10	15	**	**	**	31	16	**	**	32	30	62	-
	11%	13%	8%	10%	8%	12%	**	**	**	14%	9%	**	**	12%	9%	11%	-%
The programme/ film was recommended to me by someone I know	55	29	26	16	9	15	**	**	**	21	18	**	**	23	32	55	-
	9%	10%	9%	12%	7%	12%	**	**	**	9%	10%	**	**	9%	10%	9%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

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Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices?

So not using a TV set

Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE)

Base : Those using broadcaster catch-up services through a connected device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	520	264	256	121	100	110	76	60	53	164	193	82	81	230	290	520	-
Effective Weighted Sample	465	235	230	108	90	99	68	54	47	153	175	77	74	205	260	465	-
Total	583	295	288	135	119	128	88	60	52	227	176	100	80	262	321	583	-
There is a good choice of programmes/ films	25 4%	15 5%	10 3%	12 9%	3 3%	3 3%	** **	** **	** **	10 4%	8 4%	** **	** **	8 3%	17 5%	25 4%	- -%
There are older programmes (such as classic TV shows) or films available that I want to watch	14 2%	7 2%	6 2%	4 3%	2 2%	3 2%	** **	** **	** **	9 4%	3 2%	** **	** **	7 3%	7 2%	14 2%	- -%
It didn't record properly/ cut the beginning/ cut the end of the programme	8 1%	6 2%	2 1%	1 *%	1 1%	3 3%	** **	** **	** **	5 2%	3 2%	** **	** **	4 1%	5 1%	8 1%	- -%
I thought I had recorded it	6 1%	3 1%	3 1%	2 1%	2 2%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	3 1%	3 1%	6 1%	- -%
Other reasons	26 5%	11 4%	15 5%	5 4%	10 8%	1 1%	** **	** **	** **	13 6%	10 6%	** **	** **	8 3%	18 6%	26 5%	- -%
Don't know	5 1%	2 1%	3 1%	- -%	- -%	3 2%	** **	** **	** **	2 1%	1 1%	** **	** **	2 1%	3 1%	5 1%	- -%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE)

Base : Those using broadcaster catch-up services through a connected device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	520	337	183	431	47	29	13	28	64	66	47	46	48	43	43	46	435	85
Effective Weighted Sample	465	304	163	392	44	28	13	27	63	62	44	43	45	40	42	44	393	75
Total	583	399	185	506	52	19	5	40	100	78	59	46	52	45	26	60	508	75
I missed the programme/ film when it was on TV and I use it to catch up	417 71%	277 69%	140 76%	360 71%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	364 72%	** **
I want to watch the programme/ film at a time that suits me	177 30%	121 30%	56 30%	149 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	157 31%	** **
I use it when there is nothing on 'normal' TV that I want to watch	122 21%	87 22%	35 19%	99 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	107 21%	** **
Just to pass some time/ relax	73 12%	56 14%	17 9%	60 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	62 12%	** **
Somebody was watching something else on the TV at the time it was on so I used it to catch up	62 11%	48 12%	14 7%	47 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	56 11%	** **
The programme/ film was recommended to me by someone I know	55 9%	44 11%	11 6%	47 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	44 9%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

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Q78 What would you say are the reasons that you use the broadcaster catch-up TV services for through this device/ any of these devices?

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Services such as BBC iPlayer, ITV Player, All4/ 4OD or Demand 5 (MULTI CODE)

Base : Those using broadcaster catch-up services through a connected device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	520	337	183	431	47	29	13	28	64	66	47	46	48	43	43	46	435	85
Effective Weighted Sample	465	304	163	392	44	28	13	27	63	62	44	43	45	40	42	44	393	75
Total	583	399	185	506	52	19	5	40	100	78	59	46	52	45	26	60	508	75
There is a good choice of programmes/ films	25 4%	14 4%	10 6%	19 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 4%	** **
There are older programmes (such as classic TV shows) or films available that I want to watch	14 2%	9 2%	5 3%	14 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 2%	** **
It didn't record properly/ cut the beginning/ cut the end of the programme	8 1%	6 2%	2 1%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 2%	** **
I thought I had recorded it	6 1%	4 1%	2 1%	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	** **
Other reasons	26 5%	18 5%	8 4%	24 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	23 5%	** **
Don't know	5 1%	4 1%	1 *%	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 223

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q79 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster catch-up services through a connected device

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Unweighted total	520	264	256	121	100	110	76	60	53	164	193	82	81	230	290	520	-
Effective Weighted Sample	465	235	230	108	90	99	68	54	47	153	175	77	74	205	260	465	-
Total	583	295	288	135	119	128	88	60	52	227	176	100	80	262	321	583	-
I missed the programme/ film when it was on TV and I use it to catch up	327 56%	145 49%	182 63% a	75 55%	58 49%	66 51%	** **	** **	** **	128 56%	82 47%	** **	** **	146 56%	181 56%	327 56%	- -%
I want to watch the programme/ film at a time that suits me	95 16%	54 18%	41 14%	25 18%	27 23%	24 19%	** **	** **	** **	35 15%	33 19%	** **	** **	43 16%	53 16%	95 16%	- -%
I use it when there is nothing on 'normal' TV that I want to watch	61 10%	39 13% b	21 7%	12 9%	17 14%	13 10%	** **	** **	** **	18 8%	28 16% i	** **	** **	27 10%	33 10%	61 10%	- -%
Just to pass some time/ relax	37 6%	26 9% b	12 4%	11 8%	3 3%	17 13% d	** **	** **	** **	15 7%	11 6%	** **	** **	22 8%	15 5%	37 6%	- -%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	24 4%	14 5%	10 4%	5 4%	3 3%	3 2%	** **	** **	** **	16 7%	6 4%	** **	** **	13 5%	12 4%	24 4%	- -%
The programme/ film was recommended to me by someone I know	8 1%	4 1%	4 1%	2 2%	2 1%	- -%	** **	** **	** **	- -%	4 2%	** **	** **	2 1%	6 2%	8 1%	- -%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

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Q79 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster catch-up services through a connected device

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	~f	~g	~h	i	j	~k	~l	m	n	o	~p
Significance Level: 95%																	
Unweighted total	520	264	256	121	100	110	76	60	53	164	193	82	81	230	290	520	-
Effective Weighted Sample	465	235	230	108	90	99	68	54	47	153	175	77	74	205	260	465	-
Total	583	295	288	135	119	128	88	60	52	227	176	100	80	262	321	583	-
Other reasons	25	11	13	5	9	2	**	**	**	14	10	**	**	7	18	25	-
	4%	4%	5%	4%	7%	2%	**	**	**	6%	6%	**	**	2%	6%	4%	-%
Don't know	6	2	5	-	-	4	**	**	**	2	1	**	**	3	3	6	-
	1%	1%	2%	-%	-%	3%	**	**	**	1%	1%	**	**	1%	1%	1%	-%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

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Q79 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster catch-up services through a connected device

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	520	337	183	431	47	29	13	28	64	66	47	46	48	43	43	46	435	85	
Effective Weighted Sample	465	304	163	392	44	28	13	27	63	62	44	43	45	40	42	44	393	75	
Total	583	399	185	506	52	19	5	40	100	78	59	46	52	45	26	60	508	75	
I missed the programme/ film when it was on TV and I use it to catch up	327 56%	215 54%	112 61%	289 57%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	282 56%	** **	
I want to watch the programme/ film at a time that suits me	95 16%	66 16%	30 16%	80 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	84 16%	** **	
I use it when there is nothing on 'normal' TV that I want to watch	61 10%	46 11%	15 8%	50 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	51 10%	** **	
Just to pass some time/ relax	37 6%	25 6%	12 6%	32 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	32 6%	** **	
Somebody was watching something else on the TV at the time it was on so I used it to catch up	24 4%	17 4%	7 4%	20 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	23 5%	** **	
The programme/ film was recommended to me by someone I know	8 1%	7 2%	1 *%	8 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	** **	
Other reasons	25 4%	18 4%	7 4%	21 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 4%	** **	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 223

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q79 And what would you say is the main reason? (SINGLE CODE)

Base : Those using broadcaster catch-up services through a connected device

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	520	337	183	431	47	29	13	28	64	66	47	46	48	43	43	46	435	85
Effective Weighted Sample	465	304	163	392	44	28	13	27	63	62	44	43	45	40	42	44	393	75
Total	583	399	185	506	52	19	5	40	100	78	59	46	52	45	26	60	508	75
Don't know	6	6	1	6	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	1%	1%	*%	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 224

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80A (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
English	1245	603	642	189	213	203	183	196	262	319	312	287	328	442	803	983	260
	59%	60%	59%	60% e	57% e	49%	57%	66% def	67% def	56%	55%	65% ij	62% j	56%	61%	59%	60%
Scottish	170	80	90	23	32	32	31	21	32	41	43	39	47	52	117	122	47
	8%	8%	8%	7%	9%	8%	10%	7%	8%	7%	8%	9%	9%	7%	9%	7%	11% o
Welsh	77	41	36	9	13	13	10	13	19	17	18	17	25	26	51	55	22
	4%	4%	3%	3%	4%	3%	3%	4%	5%	3%	3%	4%	5%	3%	4%	3%	5%
Northern Irish	41	20	22	6	6	6	10	6	8	8	11	9	14	14	27	29	12
	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	2%	2%	3%	2%	2%	2%	3%
British	445	204	241	69	74	116	68	56	61	145	147	69	80	191	253	373	72
	21%	20%	22%	22% h	20%	28% dfgh	21%	19%	16%	25% kl	26% kl	16%	15%	24% n	19%	22% p	17%
Other	130	63	67	20	33	41	17	6	12	39	33	22	34	58	72	113	16
	6%	6%	6%	6% gh	9% gh	10% fgh	5% g	2%	3%	7%	6%	5%	6%	7%	5%	7% p	4%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 224

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80A (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
English	1245	670	575	1221	3	20	1	77	199	129	147	125	147	130	73	194	1082	163
	59%	57%	62%	69%	1%	20%	1%	29%	68%	72%	76%	85%	80%	72%	82%	84%	59%	59%
			a	defg		df		def	defg	defg	defg	cdefghim	cdefgh	defg	cdefghim	cdefghim		
Scottish	170	95	74	9	157	3	*	1	4	-	-	-	3	1	2	-	147	23
	8%	8%	8%	1%	86%	3%	1%	*%	1%	-%	-%	-%	1%	*%	2%	-%	8%	8%
					cefg hijklm			cijo							c			
Welsh	77	33	43	10	2	64	-	-	4	3	-	-	3	-	*	-	49	27
	4%	3%	5%	1%	1%	62%	-%	-%	1%	2%	-%	-%	2%	-%	1%	-%	3%	10%
			a			cd fghijklm												p
					no													
Northern Irish	41	21	20	6	-	-	35	-	-	2	1	-	4	-	-	-	30	11
	2%	2%	2%	*%	-%	-%	60%	-%	-%	1%	*%	-%	2%	-%	-%	-%	2%	4%
							cd eghijklm						c					p
							no											
British	445	269	174	394	18	15	17	161	60	33	37	9	17	33	12	32	403	42
	21%	23%	19%	22%	10%	15%	30%	61%	20%	18%	19%	6%	9%	18%	14%	14%	22%	15%
		b		dekln		k	cdehijklmn	cdefhijklm	dkl	dkl	dkl			dkl	k	k	q	
							o											
Other	130	89	41	121	3	1	5	25	28	13	8	13	10	16	2	6	119	11
	6%	8%	4%	7%	2%	1%	8%	9%	9%	7%	4%	9%	5%	9%	2%	3%	6%	4%
		b		deno			deno	deno	deno	den	e	deno	e	deno				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
WHITE																	
British	1113	522	591	160	188	199	165	176	225	323	286	231	272	403	711	887	225
	53%	52%	54%	51%	51%	48%	52%	59% cde	57% e	57%	51%	52%	52%	51%	54%	53%	53%
English	404	205	199	54	60	57	62	68	103	102	107	95	100	128	276	318	84
	19%	20%	18%	17%	16%	14%	20%	23% de	26% cdef	18%	19%	21%	19%	16%	21% m	19%	20%
Scottish	155	73	82	23	27	28	28	21	28	35	43	34	43	46	109	114	42
	7%	7%	7%	7%	7%	7%	9%	7%	7%	6%	8%	8%	8%	6%	8%	7%	10% o
Welsh	66	34	32	9	12	8	10	10	18	14	15	13	24	21	45	47	20
	3%	3%	3%	3%	3%	2%	3%	3%	5%	2%	3%	3%	5%	3%	3%	3%	5%
Irish	26	12	14	2	3	5	6	5	5	3	9	7	7	10	16	16	10
	1%	1%	1%	1%	1%	1%	2%	2%	1%	*%	2%	2%	1%	1%	1%	1%	2% o
Any other white background	73	34	39	13	24	23	6	4	3	22	16	12	22	35	38	69	4
	3%	3%	4%	4% gh	6% fgh	6% fgh	2%	1%	1%	4%	3%	3%	4%	4%	3%	4% p	1%
MIXED																	
White and Black Caribbean	35	16	19	11	6	13	2	1	1	5	12	7	9	17	18	28	7
	2%	2%	2%	4% fgh	2%	3% fgh	1%	*%	*%	1%	2%	2%	2%	2%	1%	2%	2%
White and Black African	19	12	7	4	6	3	5	-	-	-	4	9	6	8	11	12	6
	1%	1%	1%	1% gh	2% gh	1%	2% gh	-%	-%	-%	1%	2% i	1% i	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
White and Asian	4 *%	1 *%	3 *%	1 *%	- -%	1 *%	2 1%	- -%	- -%	2 *%	1 *%	- -%	1 *%	1 *%	3 *%	4 *%	- -%
Any other mixed/ multiple ethnic background	10 *%	- -%	10 1% a	3 1% h	1 *%	4 1% h	2 *%	- -%	- -%	2 *%	4 1%	3 1%	2 *%	4 1%	6 *%	9 1%	2 *%
ASIAN AND BRITISH ASIAN																	
Indian	55 3%	38 4% b	17 2%	11 4% h	8 2% h	24 6% dfgh	7 2% h	4 1% h	- -%	20 4% l	21 4% l	10 2% l	2 *%	42 5% n	13 1%	52 3% p	3 1%
Pakistani	32 2%	15 1%	17 2%	3 1%	10 3% g	7 2%	6 2%	2 1%	4 1%	12 2%	8 1%	5 1%	7 1%	11 1%	21 2%	21 1%	11 2%
Bangladeshi	18 1%	7 1%	11 1%	2 *%	11 3% cfgh	5 1%	- -%	- -%	1 *%	- -%	7 1% ik	- -%	11 2% ik	9 1%	9 1%	16 1%	3 1%
Any other Asian background	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	- -%	2 *%	2 *%	- -%
BLACK AND BLACK BRITISH																	
Caribbean	13 1%	4 *%	9 1%	3 1%	- -%	1 *%	4 1%	4 1% d	1 *%	2 *%	4 1%	3 1%	4 1%	3 *%	10 1%	9 1%	4 1%
African	51 2%	22 2%	29 3%	10 3% gh	7 2% h	22 5% dgh	11 3% gh	1 *%	1 *%	15 3%	15 3%	10 2%	12 2%	27 3% n	25 2%	47 3% p	4 1%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Any other black background	3	1	1	-	-	-	-	1	1	-	-	-	3	-	3	1	1
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%
MIDDLE EAST AND ARABIC ORIGIN																	
Middle Eastern, including Arabic origin	11	3	8	3	2	4	2	-	-	4	8	-	-	10	1	10	2
	1%	*%	1%	1%	1%	1%	1%	-%	-%	1%	1%	-%	-%	1%	*%	1%	*%
						h					kl			n			
Iranian	2	2	-	2	-	-	-	-	-	-	2	-	-	2	-	2	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%
CHINESE OR OTHER ETHNIC GROUP																	
Chinese	7	3	4	1	5	-	1	-	-	5	1	-	1	3	4	7	-
	*%	*%	*%	*%	1%	-%	*%	-%	-%	1%	*%	-%	*%	*%	*%	*%	-%
					eh												
Any other background	8	4	4	-	3	4	-	-	1	2	3	2	1	5	3	5	2
	*%	*%	*%	-%	1%	1%	-%	-%	*%	*%	*%	*%	*%	1%	*%	*%	1%
Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p																	

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION												LOCATION		
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
WHITE																		
British	1113 53%	595 51%	518 56% a	1014 58% deg	28 15%	31 30% d	41 70% cdeghk	66 25% d	164 56% deg	125 69% cdeghk	130 67% cdeghk	77 52% deg	110 60% deg	117 65% degk	71 80% cdeghijklm	154 66% cdeghk	941 51%	172 62% p
English	404 19%	219 19%	185 20%	392 22% defgn	2 1%	9 9% df	1 1%	36 14% df	74 25% defgn	36 20% def	44 23% defg	55 38% cdeghijklm n	34 19% def	32 18% def	13 14% df	67 29% defglmn	363 20% q	41 15%
Scottish	155 7%	84 7%	71 8%	4 **% cefg hijklm no	148 81%	3 3%	* 1%	1 **%	- -%	- -%	1 **%	- -%	1 **%	1 **%	1 1% c	- -%	136 7%	19 7%
Welsh	66 3%	28 2%	38 4% a	6 **%	- -%	60 58%	- -%	- -%	2 1%	3 2% c	- -%	- -%	2 1%	- -%	- -%	- -%	39 2%	27 10% p
Irish	26 1%	13 1%	13 1%	10 1%	- -%	- -%	16 27%	1 **%	- -%	2 1%	- -%	1 1%	5 2% cdehj	1 **%	1 1%	1 **%	21 1%	4 2%
Any other white background	73 3%	57 5% b	16 2%	68 4% eo	3 2%	- -%	1 1%	20 7% cdeflno	21 7% cdeflno	6 3% eo	6 3% e	6 4% eo	2 1%	6 3% eo	1 1%	1 **%	67 4%	6 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	N IRELAND f	LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
MIXED																		
White and Black Caribbean	35 2%	24 2%	9 1%	35 2%	- -%	- -%	- -%	12 5%	4 1%	2 1%	3 2%	- -%	8 5%	4 2%	- -%	2 1%	33 2%	1 *%
								cdefikno					cdefikno	d				
White and Black African	19 1%	11 1%	7 1%	19 1%	- -%	- -%	- -%	10 4%	2 1%	- -%	2 1%	2 1%	3 1%	2 1%	- -%	- -%	19 1%	- -%
								cdefhino										
White and Asian	4 *%	2 *%	2 *%	3 *%	- -%	1 1%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	3 1% p
Any other mixed/ multiple ethnic background	10 *%	9 1% b	1 *%	10 1%	- -%	- -%	- -%	3 1%	- -%	2 1%	- -%	1 1%	2 1%	1 1%	- -%	2 1%	9 *%	2 1%
ASIAN AND BRITISH ASIAN																		
Indian	55 3%	39 3% b	16 2%	54 3% dfikn	- -%	1 1%	- -%	23 9%	15 5% defijkno	- -%	2 1%	- -%	9 5% defijkno	4 2%	- -%	2 1%	55 3% q	- -%
Pakistani	32 2%	17 1%	15 2%	30 2%	2 1%	- -%	- -%	12 5% cdefiko	4 1%	2 1%	2 1%	- -%	4 2% o	6 3% efko	1 1%	- -%	32 2% q	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING a	NOT WORKING b	ENGLAND c	SCOT- LAND d	WALES e	IRELAND f	N LONDON g	SOUTH EAST h	SOUTH WEST i	EASTERN j	EAST MIDS k	WEST MIDS l	YORKS & HUMBER m	NORTH EAST n	NORTH WEST o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Bangladeshi	18 1%	9 1%	9 1%	18 1%	- -%	- -%	- -%	16 6%	- -%	- -%	- -%	- -%	- -%	1 1%	1 1%	- -%	18 1%	- -%
								cdefhijklm no										
Any other Asian background	2 *%	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%
BLACK AND BLACK BRITISH																		
Caribbean	13 1%	9 1%	4 *%	13 1%	- -%	- -%	- -%	10 4%	2 1%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	13 1%	- -%
								cdefhijkmn o										
African	51 2%	40 3%	12 1%	51 3%	- -%	- -%	- -%	36 14%	2 1%	2 1%	2 1%	4 3%	- -%	3 2%	- -%	4 2%	51 3%	- -%
				defin				cdefhijklm no				defin					q	
Any other black background	3 *%	1 *%	1 *%	3 *%	- -%	- -%	- -%	3 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	3 *%	- -%
								c										
MIDDLE EAST AND ARABIC ORIGIN																		
Middle Eastern, including Arabic origin	11 1%	5 *%	6 1%	11 1%	- -%	- -%	- -%	11 4%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	11 1%	- -%
								cdefhijklm no										

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q80B (SHOWCARD) Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOTLAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Iranian	2 *%	2 *%	- -%	2 *%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%
CHINESE OR OTHER ETHNIC GROUP																		
Chinese	7 *%	2 *%	5 1%	7 *%	- -%	- -%	- -%	2 1%	- -%	- -%	2 1%	- -%	1 1%	1 1%	1 1%	- -%	6 *%	1 *%
Any other background	8 *%	7 1%	1 *%	8 *%	- -%	- -%	- -%	1 *%	2 1%	2 1%	- -%	1 1%	- -%	- -%	- -%	2 1%	6 *%	1 *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 226

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q81 Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Yes	306	141	166	13	25	31	35	68	135	53	55	61	138	45	261	177	129
	15%	14%	15%	4%	7%	7%	11%	23%	34%	9%	10%	14%	26%	6%	20%	11%	30%
							c	cdef	cdefg				ijk		m		o
No	1796	867	930	303	346	378	283	229	258	516	509	380	388	738	1058	1495	299
	85%	86%	85%	96%	93%	92%	89%	77%	66%	91%	90%	86%	74%	94%	80%	89%	70%
				efgh	gh	gh	gh	h		kl	l	l		n		p	
Don't know	4	3	2	-	-	3	-	1	1	-	1	1	1	-	4	3	2
	0.2%	0.3%	0.2%	0%	0%	0.7%	0%	0.3%	0.3%	0%	0.2%	0.2%	0.2%	0%	0.3%	0.2%	0.5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 226

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q81 Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do? (SINGLE CODE)

Base : All respondents

	WORKING STATUS			NATION/ REGION													LOCATION	
	WORKING	NOT WORKING		ENGLAND	SCOT -LAND	WALES	IRELAND	N LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Yes	306	48	258	245	30	25	6	6	23	30	34	17	22	39	19	55	249	57
	15%	4%	28%	14%	16%	24%	11%	2%	8%	17%	18%	11%	12%	22%	21%	24%	14%	21%
		a	gh	gh	cfghkl	g	g	gh	gh	gh	gh	g	g	cfghkl	cfghkl	cfghkl	p	p
No	1796	1127	668	1513	153	79	52	257	270	150	158	131	161	141	70	175	1577	220
	85%	96%	72%	86%	84%	76%	89%	97%	92%	83%	82%	89%	88%	78%	78%	76%	86%	79%
		b		emno			emno	cdefhijklm	cdeijmno			emno	emno				q	
							no											
Don't know	4	1	3	4	-	-	*	1	1	-	-	-	-	-	*	1	4	-
	*%	*%	*%	*%	-%	-%	1%	*%	*%	-%	-%	-%	-%	-%	1%	1%	*%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 227

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE)

Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	h	~i	~j	~k	l	~m	n	o	p
Unweighted total	366	169	197	13	23	32	41	89	168	50	76	65	175	48	318	202	164
Effective Weighted Sample	326	148	178	12	20	29	37	82	152	44	70	59	161	43	284	179	148
Total	306	141	166	13	25	31	35	68	135	53	55	61	138	45	261	177	129
Cannot walk very far or manage stairs or can only do so with difficulty	117	42	75	**	**	**	**	**	67	**	**	**	58	**	109	60	58
	38%	30%	46%	**	**	**	**	**	50%	**	**	**	42%	**	42%	34%	45%
			a														o
Breathlessness or chest pains	65	35	30	**	**	**	**	**	35	**	**	**	32	**	57	39	26
	21%	25%	18%	**	**	**	**	**	26%	**	**	**	23%	**	22%	22%	20%
Mental health problems or difficulties	37	16	21	**	**	**	**	**	2	**	**	**	26	**	24	22	14
	12%	11%	13%	**	**	**	**	**	2%	**	**	**	19%	**	9%	13%	11%
Poor vision, partial sight or blindness	32	13	19	**	**	**	**	**	18	**	**	**	12	**	28	18	14
	10%	10%	11%	**	**	**	**	**	14%	**	**	**	9%	**	11%	10%	11%
Limited ability to reach	29	9	20	**	**	**	**	**	15	**	**	**	17	**	26	20	10
	10%	7%	12%	**	**	**	**	**	11%	**	**	**	12%	**	10%	11%	8%
Poor hearing, partial hearing or deafness	27	15	12	**	**	**	**	**	15	**	**	**	10	**	24	17	10
	9%	11%	7%	**	**	**	**	**	11%	**	**	**	7%	**	9%	10%	8%
Cannot walk at all/ use a wheelchair	21	12	9	**	**	**	**	**	6	**	**	**	10	**	21	14	7
	7%	8%	5%	**	**	**	**	**	4%	**	**	**	8%	**	8%	8%	5%
Dyslexia	13	8	5	**	**	**	**	**	1	**	**	**	6	**	9	8	5
	4%	6%	3%	**	**	**	**	**	1%	**	**	**	5%	**	3%	4%	4%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 227

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE)

Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
		a	b	~c	~d	~e	~f	~g	h	~i	~j	~k	l	~m	n	o	p
Significance Level: 95%																	
Unweighted total	366	169	197	13	23	32	41	89	168	50	76	65	175	48	318	202	164
Effective Weighted Sample	326	148	178	12	20	29	37	82	152	44	70	59	161	43	284	179	148
Total	306	141	166	13	25	31	35	68	135	53	55	61	138	45	261	177	129
Difficulty in speaking or communicating	6	1	6	**	**	**	**	**	2	**	**	**	4	**	4	4	2
	2%	*%	3%	**	**	**	**	**	2%	**	**	**	3%	**	2%	2%	2%
Other illnesses/ health problems which limit your daily activities/ work you can do	129	58	70	**	**	**	**	**	49	**	**	**	55	**	109	82	46
	42%	42%	42%	**	**	**	**	**	36%	**	**	**	40%	**	42%	47%	36%
Don't know/ Refused	14	9	6	**	**	**	**	**	5	**	**	**	5	**	13	7	7
	5%	6%	3%	**	**	**	**	**	4%	**	**	**	3%	**	5%	4%	5%

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 227

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE)

Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING ~a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	N LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	366	47	319	272	34	43	17	6	17	33	36	23	27	44	35	51	286	80
Effective Weighted Sample	326	41	288	247	33	43	17	6	16	31	34	22	26	41	35	49	255	74
Total	306	48	258	245	30	25	6	6	23	30	34	17	22	39	19	55	249	57
Cannot walk very far or manage stairs or can only do so with difficulty	117 38%	** **	113 44%	92 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	93 37%	** **
Breathlessness or chest pains	65 21%	** **	58 22%	52 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	52 21%	** **
Mental health problems or difficulties	37 12%	** **	33 13%	30 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	32 13%	** **
Poor vision, partial sight or blindness	32 10%	** **	26 10%	25 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	23 9%	** **
Limited ability to reach	29 10%	** **	29 11%	23 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 9%	** **
Poor hearing, partial hearing or deafness	27 9%	** **	22 9%	19 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 9%	** **
Cannot walk at all/ use a wheelchair	21 7%	** **	19 8%	18 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 7%	** **
Dyslexia	13 4%	** **	7 3%	12 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 4%	** **
Difficulty in speaking or communicating	6 2%	** **	5 2%	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 2%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 227

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q82 (SHOWCARD) Which of these limit your daily activities or the work you can do? (MULTI CODE)

Base : Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING ~a	NOT WORKING b	ENGLAND c	SCOT -LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN p	RURAL ~q
Significance Level: 95%																		
Unweighted total	366	47	319	272	34	43	17	6	17	33	36	23	27	44	35	51	286	80
Effective Weighted Sample	326	41	288	247	33	43	17	6	16	31	34	22	26	41	35	49	255	74
Total	306	48	258	245	30	25	6	6	23	30	34	17	22	39	19	55	249	57
Other illnesses/ health problems which limit your daily activities/ work you can do	129 42%	** **	103 40%	101 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	103 41%	** **
Don't know/ Refused	14 5%	** **	9 3%	12 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 5%	** **
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																		

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 228

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q83 (SHOWCARD) Which of these best describes your sight (with glasses or contact lenses if you normally use them)? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	39	14	25	1	1	2	3	9	23	11	6	5	17	3	36	19	20
Effective Weighted Sample	34	12	22	1	1	2	3	8	20	10	6	4	16	3	32	16	18
Total	32	13	19	2	1	2	2	6	18	11	4	5	12	4	28	18	14
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 228

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q83 (SHOWCARD) Which of these best describes your sight (with glasses or contact lenses if you normally use them)? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	39	14	25	1	1	2	3	9	23	11	6	5	17	3	36	19	20
Effective Weighted Sample	34	12	22	1	1	2	3	8	20	10	6	4	16	3	32	16	18
Total	32	13	19	2	1	2	2	6	18	11	4	5	12	4	28	18	14
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other description of sight	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 228

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q83 (SHOWCARD) Which of these best describes your sight (with glasses or contact lenses if you normally use them)? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	WORKING STATUS			NATION/ REGION														LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	N IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	
Unweighted total	39	5	34	28	3	6	2	-	2	4	2	1	-	7	6	6	26	13	
Effective Weighted Sample	34	5	30	24	3	6	2	-	2	4	2	1	-	7	6	6	22	12	
Total	32	6	26	25	3	4	1	-	3	4	2	1	-	6	3	7	23	9	
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**	
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q																			

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 228

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q83 (SHOWCARD) Which of these best describes your sight (with glasses or contact lenses if you normally use them)? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING ~a	NOT WORKING ~b	ENGLAND ~c	SCOT- LAND ~d	WALES ~e	N IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN ~p	RURAL ~q
Significance Level: 95%																		
Unweighted total	39	5	34	28	3	6	2	-	2	4	2	1	-	7	6	6	26	13
Effective Weighted Sample	34	5	30	24	3	6	2	-	2	4	2	1	-	7	6	6	22	12
Total	32	6	26	25	3	4	1	-	3	4	2	1	-	6	3	7	23	9
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**
Other description of sight	**	**	**	**	**	**	**	-	**	**	**	**	-	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 229

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q84 (SHOWCARD) Which of these best describes your hearing (with a hearing aid if you normally use one)? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	34	20	14	2	1	1	6	5	19	7	7	6	14	4	30	19	15
Effective Weighted Sample	29	16	13	2	1	1	6	5	17	6	7	5	13	4	26	16	14
Total	27	15	12	2	2	1	4	3	15	8	4	5	10	4	24	17	10
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other description of hearing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 229

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q84 (SHOWCARD) Which of these best describes your hearing (with a hearing aid if you normally use one)? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING ~a	NOT WORKING ~b	ENGLAND ~c	SCOT- LAND ~d	WALES ~e	IRELAND ~f	LONDON ~g	SOUTH EAST ~h	SOUTH WEST ~i	EASTERN ~j	EAST MIDS ~k	WEST MIDS ~l	YORKS & HUMBER ~m	NORTH EAST ~n	NORTH WEST ~o	URBAN ~p	RURAL ~q
Significance Level: 95%																		
Unweighted total	34	5	29	21	5	5	3	-	1	3	-	3	1	5	4	4	26	8
Effective Weighted Sample	29	4	25	19	5	5	3	-	1	3	-	3	1	5	4	4	22	7
Total	27	5	22	19	4	3	1	-	2	3	-	2	1	4	2	5	22	5
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**
Other description of hearing	**	**	**	**	**	**	**	-	**	**	-	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	-%	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l,m,n,o - p,q

OFCOM MEDIA TRACKER 2015 - February and May and August and November 2015.

Table 230

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q86 (SHOWCARD) Could you please give me the number from this card for the group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		GENDER		AGE						SOCIAL GRADE				CHILDREN IN HOUSEHOLD		HOME BROADBAND	
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	YES	NO	YES	NO
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2107	997	1110	295	325	368	307	344	468	438	652	414	599	725	1382	1608	497
Effective Weighted Sample	1828	863	965	260	288	323	268	302	415	395	584	367	528	632	1201	1403	434
Total	2107	1010	1097	315	371	411	318	297	394	569	564	442	527	784	1323	1675	429
Under £11,500 per year	342	146	196	68	46	46	38	39	104	22	74	47	199	90	252	192	150
	16%	14%	18%	22%	12%	11%	12%	13%	27%	4%	13%	11%	38%	12%	19%	11%	35%
			a	defg					defg		i	i	ijk		m		o
£11,500 - £17,499 per year	164	75	89	15	33	28	15	23	52	21	42	39	62	52	112	115	49
	8%	7%	8%	5%	9%	7%	5%	8%	13%	4%	7%	9%	12%	7%	8%	7%	11%
					f				cefg		i	i	ij				o
£17,500 - £29,999 per year	378	190	187	36	84	72	64	59	63	81	118	118	61	139	238	311	66
	18%	19%	17%	11%	23%	17%	20%	20%	16%	14%	21%	27%	11%	18%	18%	19%	15%
					ch	c	c	c			il	ijl					
£30,000 - £49,999 per year	312	170	142	37	61	88	67	43	15	124	107	58	22	141	171	296	15
	15%	17%	13%	12%	17%	21%	21%	14%	4%	22%	19%	13%	4%	18%	13%	18%	4%
		b		h	h	cgh	cgh	h		kl	kl	l		n		p	
£50,000 or over per year	155	82	74	15	25	51	45	11	9	107	28	15	5	92	64	152	4
	7%	8%	7%	5%	7%	12%	14%	4%	2%	19%	5%	3%	1%	12%	5%	9%	1%
					h	cdgh	cdgh			jkl	l	l		n		p	
DK/ Refused	756	348	409	145	123	126	89	123	151	214	195	166	178	270	486	609	145
	36%	34%	37%	46%	33%	31%	28%	41%	38%	38%	35%	37%	34%	34%	37%	36%	34%
				deffh				def	ef								

Columns Tested: a,b - c,d,e,f,g,h - i,j,k,l - m,n - o,p

Table 230

Q86 (SHOWCARD) Could you please give me the number from this card for the group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

	WORKING STATUS			NATION/ REGION													LOCATION	
	Total	WORKING	NOT WORKING	ENGLAND	SCOT -LAND	WALES	IRELAND	LONDON	SOUTH EAST	SOUTH WEST	EASTERN	EAST MIDS	WEST MIDS	YORKS & HUMBER	NORTH EAST	NORTH WEST	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2107	1056	1049	1607	180	164	156	202	201	166	172	159	183	179	156	189	1751	356
Effective Weighted Sample	1828	929	920	1451	168	160	155	192	194	155	159	148	169	168	153	180	1535	311
Total	2107	1176	928	1762	183	104	58	264	294	181	192	147	182	180	89	232	1830	277
Under £11,500 per year	342	79	261	275	28	23	15	17	22	31	46	19	21	36	15	68	300	41
	16%	7%	28% a	16% gh	15% gh	22% cghkl	26% cdghkln	6%	7%	17% gh	24% cghkl	13% g	12%	20% ghl	17% gh	29% cdghiklmn	16%	15%
£11,500 - £17,499 per year	164	78	86	135	13	8	7	20	19	16	13	17	7	19	9	13	146	18
	8%	7%	9% a	8%	7%	8%	13% chlo	8%	7%	9%	7%	11% l	4%	11% l	10% l	6%	8%	7%
£17,500 - £29,999 per year	378	260	118	313	36	20	8	65	38	31	24	47	21	40	10	37	327	51
	18%	22% b	13%	18% l	20% ln	19%	14% cfhjln	25% cfhjln	13%	17%	12%	32% cdefhijln	12%	22% hjl	12%	16%	18%	18%
£30,000 - £49,999 per year	312	260	52	265	32	12	3	76	34	28	31	27	10	26	7	25	267	45
	15%	22% b	6%	15% fln	18% fln	11% f	5% cdefhijklm no	29% fl	12% fl	16% fln	16% fln	18% fln	5%	14% fl	8% f	11% f	15%	16%
£50,000 or over per year	155	133	23	137	11	6	1	21	43	23	9	15	15	3	4	5	133	22
	7%	11% b	2%	8% fmo	6% m	6% m	2% fmo	8% cdefgjlmno	15% cdefjlmno	13% cdefjlmno	5%	10% fmo	8% fmo	2%	4%	2%	7%	8%
DK/ Refused	756	367	389	637	62	34	23	65	138	51	70	23	108	55	44	83	657	99
	36%	31%	42% a	36% gik	34% k	33% k	40% gik	25% k	47% cdegijkmo	28% k	36% gk	15% cdefghijkm	59% k	31% cdegijkmo	49% gk	36% gk	36%	36%
Columns Tested: a.b - c.d.e.f.g,h,i,j,k,l,m,n.o - p,q													o					