

## UK audience attitudes to the broadcast media 2014

19 May 2015

# Background and methodology

# Background

The Media Tracker explores public attitudes and opinion covering a number of media areas:

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Data tables from the 2014 survey can also be accessed on the Ofcom website via the following link: [Link to data tables](#)

# Methodology/ 1



- UK representative quota sample of 2,074 adults (aged 16+).
- Prior to 2014 interviews were conducted face to face using Paper and Pencil interviewing (PAPI) technique.
- In 2014 – change in interviewing approach – face to face approach but using Computer Assisted interviewing (CAPI) technique instead.
- Because of the change in approach, data from 2014 has not been tested for statistical significance compared to data from 2013. Significance testing has been conducted within the 2014 data, however.
- Questionnaire conducted in three dip-stick waves to counter seasonality issues:
  - Wave 1 in May/ June 2014
  - Wave 2 in August 2014
  - Wave 3 in November 2014

## Time-series data

- Some of the questions in the Media Tracker have been tracked for some years and prior to 2005 were published in the ITC's 'Public's View' survey. Please see [http://www.ofcom.org.uk/static/archive/itc/uploads/The\\_Publics\\_View\\_2002.pdf](http://www.ofcom.org.uk/static/archive/itc/uploads/The_Publics_View_2002.pdf) for further details on this survey's content, results and methodology.
- In 2005 this survey became Ofcom's Residential Tracker, which in 2008 split into two separate surveys - the Technology Tracker and the Media Tracker.
- As when comparing the Media Tracker study in 2014 to the 2013 results, key changes in the methodology also occurred between the 2005 and 2008 surveys, including:
  - switching from continuous research to two dipstick waves
  - moving from computer-assisted personal interview (CAPI) to paper-assisted personal interview (PAPI).
- Any comparisons over time should therefore be made with caution and treated as indicative only, as variances in the results may be due in part to changes in the methodology, and not necessarily indicate a shift in consumer attitudes.

# Methodology/ 2

## Definitions

- Parents/ Non-parents – Parents are defined as someone who is the parent or guardian of a child in their household. A non-parent is someone who either has no children in their household or who does live with children in their household, but is not parent or guardian of any of them.
- Pay TV - Anyone with paid for TV services via any of cable/ satellite/ DSL/ Freeview
- Connected TV – Anyone who has connected any of the following devices to their broadband connection to view content through their TV screen:
  - TV service
  - Smart TV
  - Blu-ray player
  - Laptop / Desktop PC
  - Tablet
  - Smartphone
  - Games player
  - Digital media players (such as Roku, Chromecast, Android TV, NOW TV or Apple TV)
  - E-reader
- Broadband connected devices – Anyone who has connected any of the following devices to their home broadband connection, to go online
  - Laptop / Desktop PC/
  - Tablet
  - Smartphone
  - E-reader

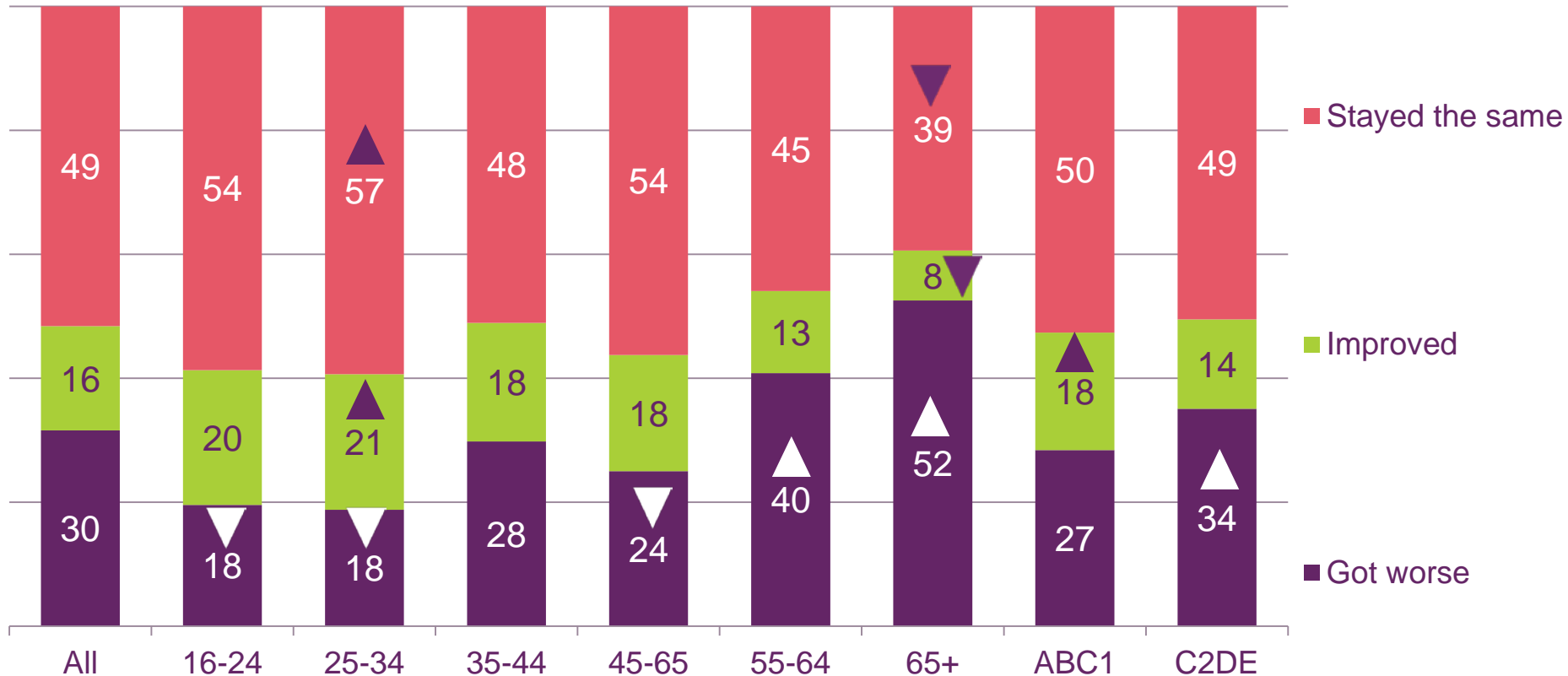
## Quality of TV programmes over the past 12 months

- Opinions about television programmes in general
- Reasons given for saying programmes have got worse
- Reasons given for saying programmes have improved

# Opinion on the quality of programmes over the past 12 months – by age and socio-economic group



Q20 - Do you feel that over the past year television programmes have improved, got worse or stayed about the same?

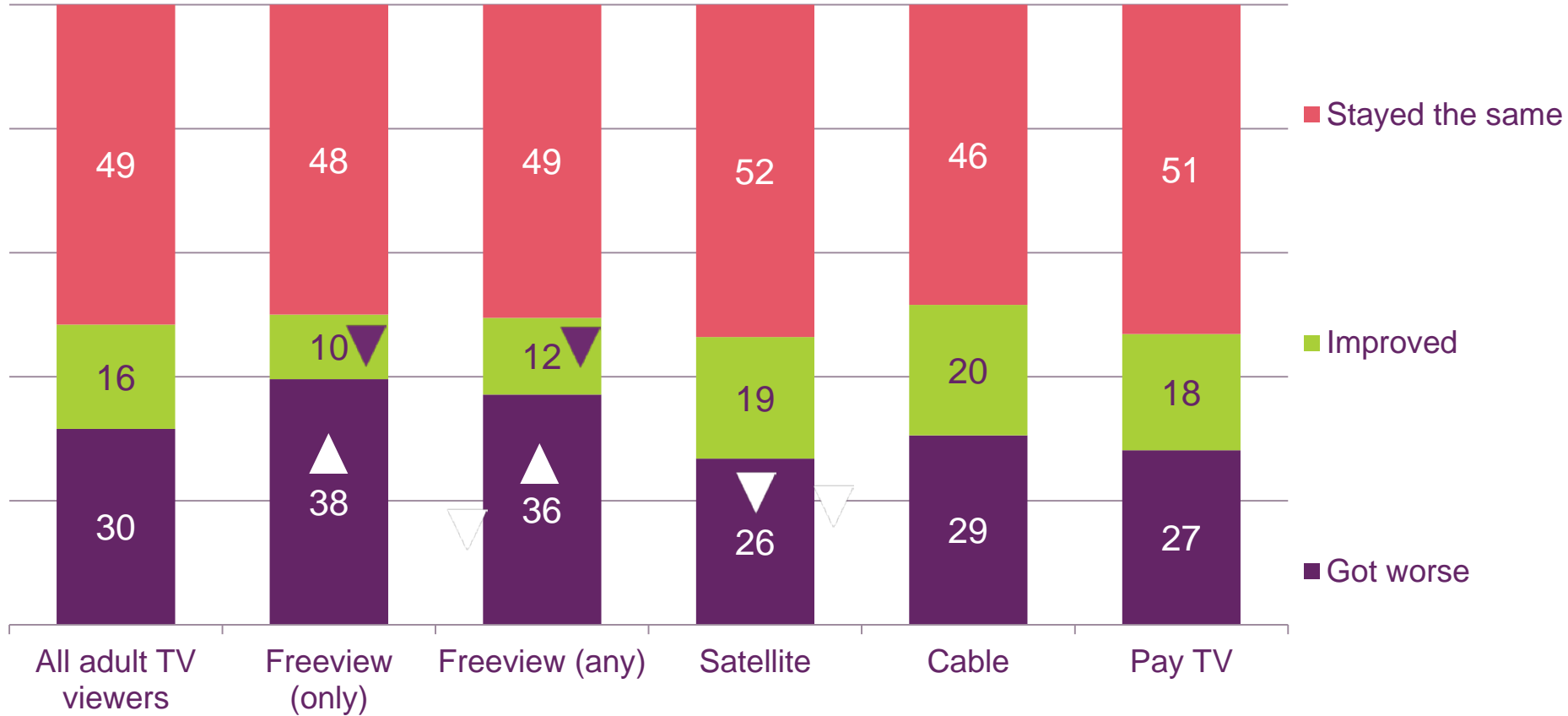


Source: Ofcom Media Tracker 2014. 'Don't know' responses not charted. Base: All with any TV sets (2,016); 16-24 (285), 25-34 (316); 35-44 (324) 45-54 (325); 55-64 (312); 65+ (454); ABC1 (1,045), C2DE (970). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups

# Opinion on the quality of programmes over the past 12 months – by TV service



Q20 - Do you feel that over the past year television programmes have improved, got worse or stayed about the same?



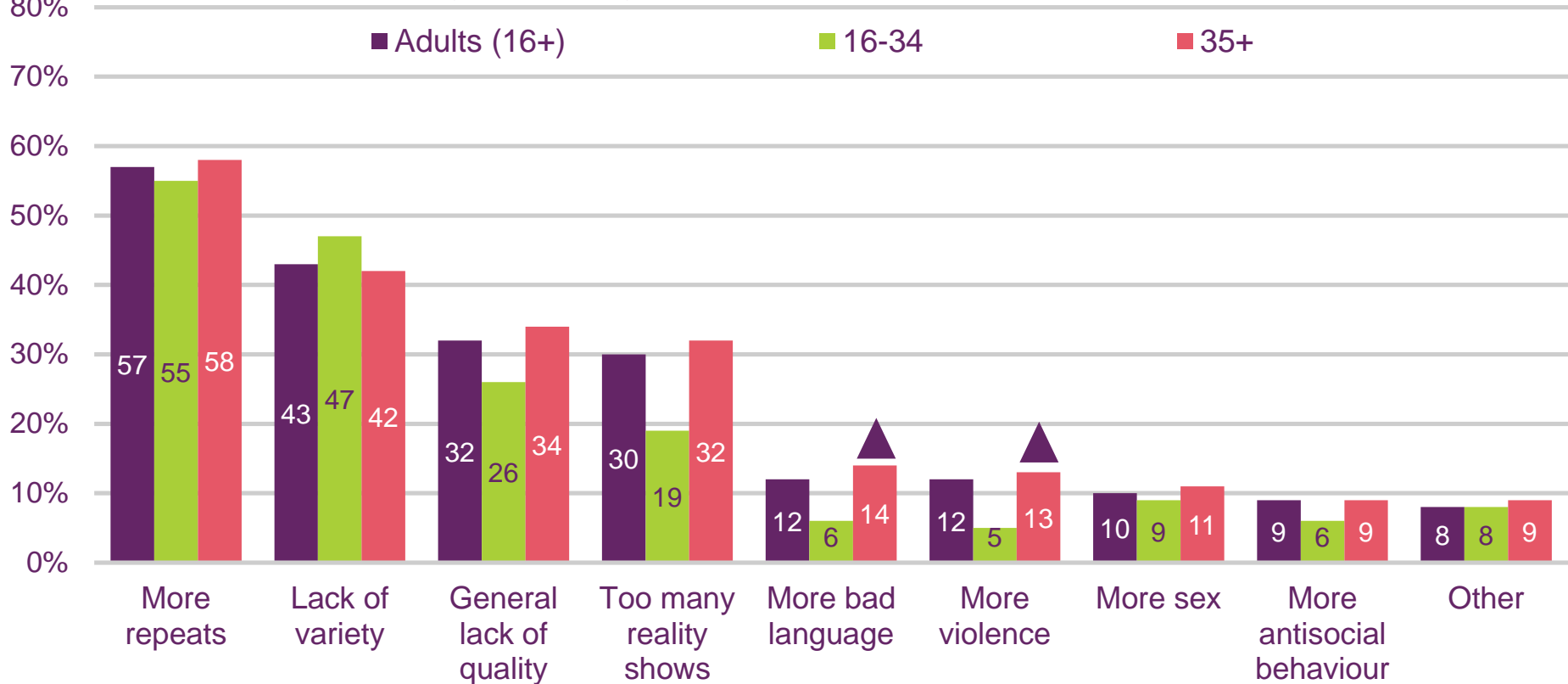
Source: Ofcom Media Tracker 2014. 'Don't know' responses not charted. Base: All with any TV sets (2,016); Freeview (only) (717); Freeview (any) (889); Satellite (854); Cable (298); Pay TV (1,138). Prompted, single code. Significance testing shows any difference between any TV service and all adults.



# Top reasons given for programmes getting worse

Q22 - In what ways do you think that the television programmes have got worse over the past year?

Base: All those who said programmes had got worse (30% of adults with a TV)

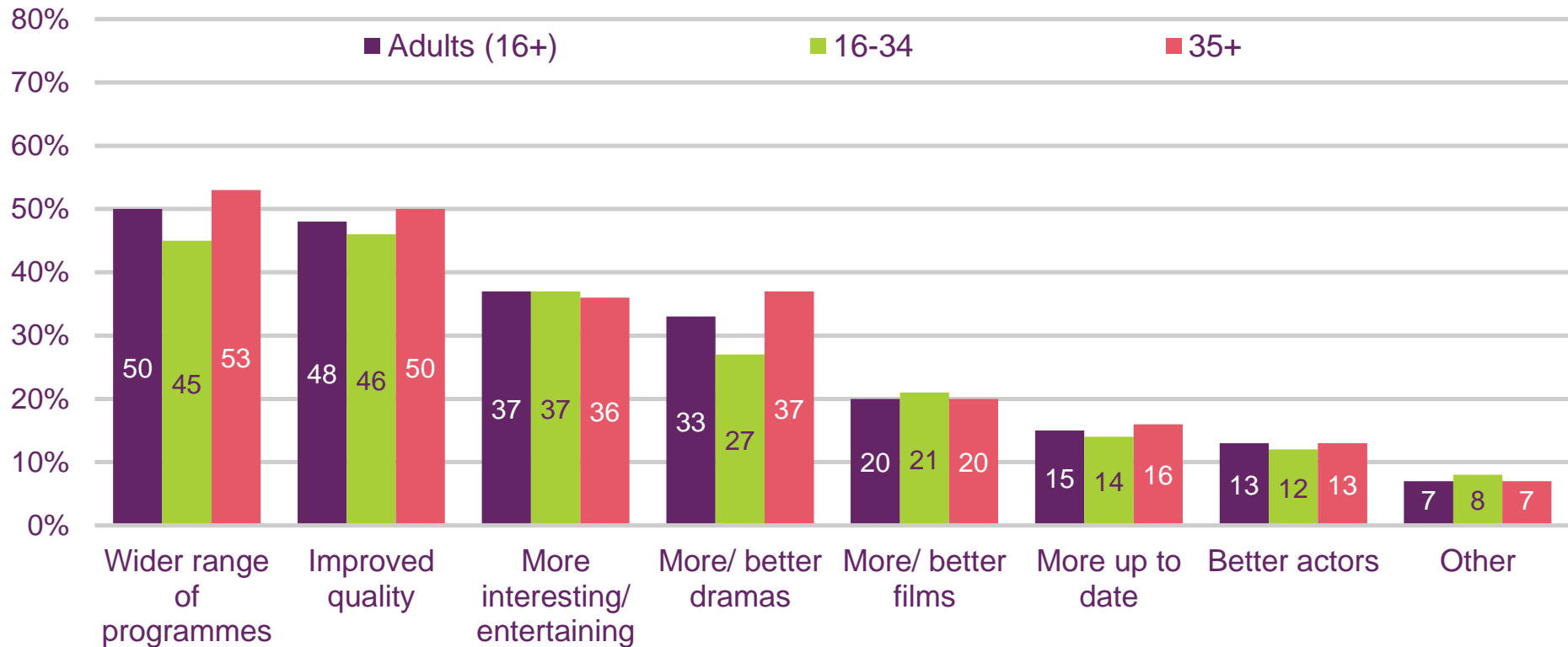


Source: Ofcom Media Tracker. Base: All saying programmes 'got worse' over past year (639); 16-34 (114); 35+ (525). Unprompted, multicode. Only top individual responses are charted. Significance testing shows any difference between age groups.

# Top reasons given for programmes having improved

Q21 - In what ways do you think that the television programmes have improved over the past year?

Base: All those who said programmes had improved (16% of adult TV in 2014)



Source: Ofcom Media Tracker. Base: All saying programmes 'improved' over past year (298); 16-34 (117); 35+ (181). Unprompted, multicode. Only top individual responses charted. Significance testing shows any difference between age groups.

## Levels of offence on TV

- Overall levels of offence and nature of offensive material
- Reactions to and attitudes towards offensive material

# Overall % of those who have been offended by something on TV



Q41 - In the last 12 months, have you personally found anything on television to be offensive?

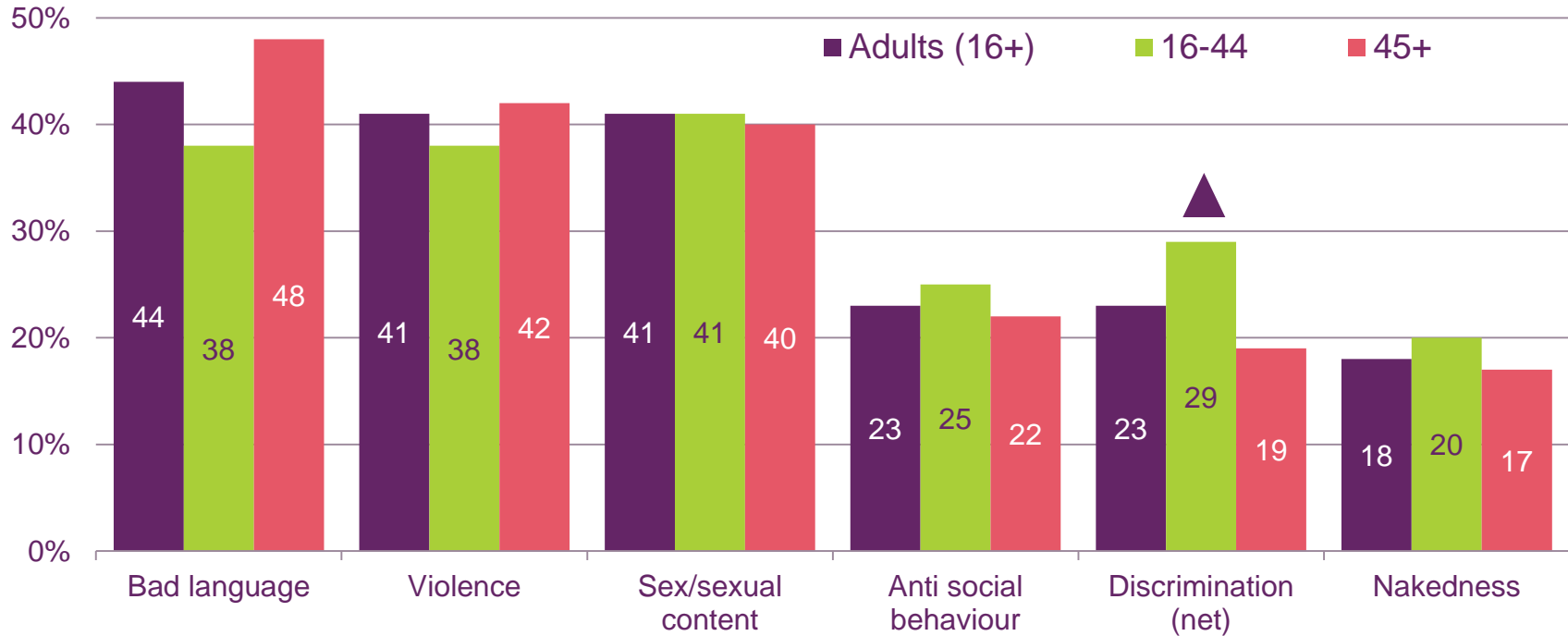


Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454); ABC1 (1045); C2DE (970); Male (964); Female (1052); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups, by gender and between parents and non-parents.

# Type of material which offended

Q42 - What kind of thing offended you?

Base: All those who said they'd seen something offensive in the last 12 months (21% of adults with a TV)

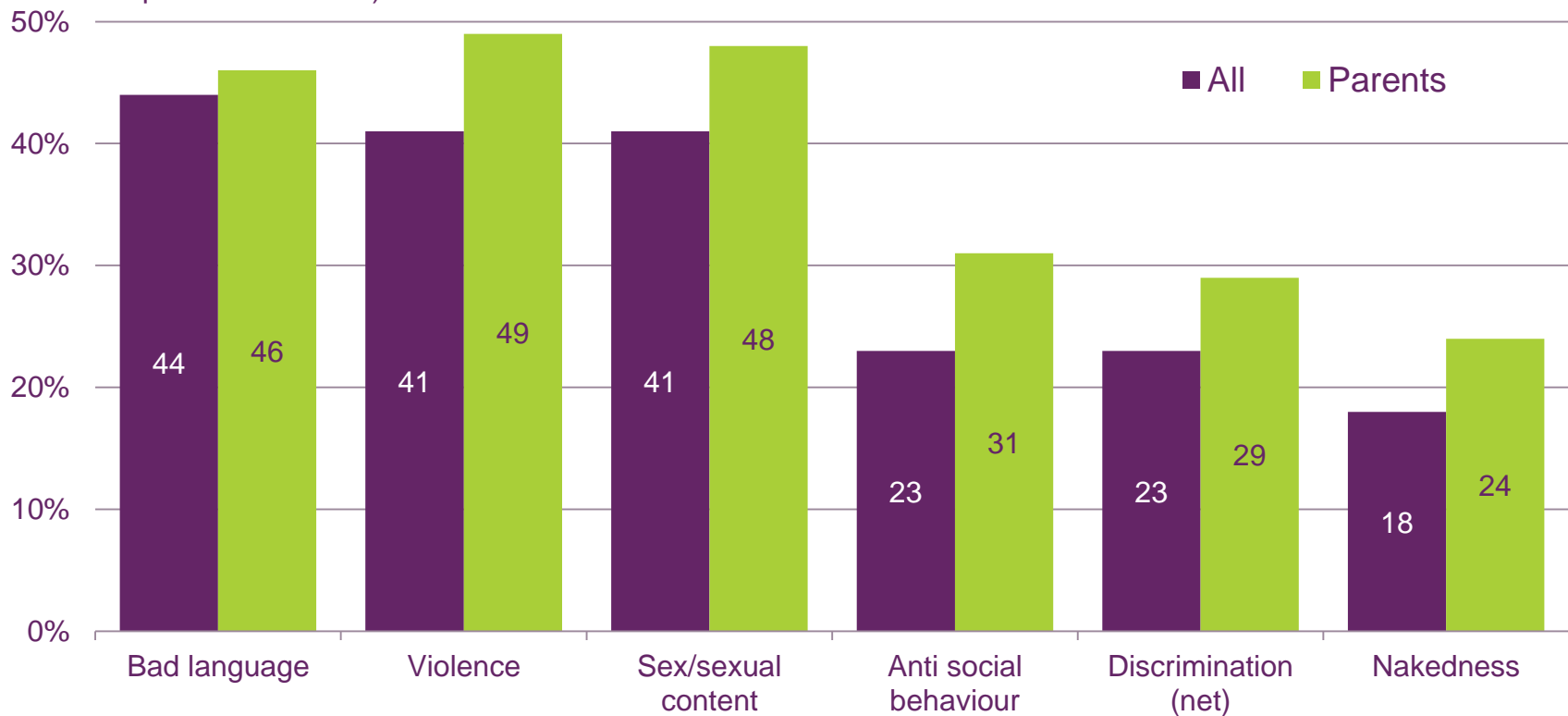


Source: Ofcom Media Tracker 2014. Base: All who said they'd seen something offensive in last 12 months 2014 (421), 16-44 (147), 45+ (274). Unprompted, multicode. Top reasons charted. Significance testing shows any difference between age groups. Base too low for 16-34/35+ analysis.

# Type of material which offended: All vs. parents

Q42 - What kind of thing offended you?

Base: All those who said they'd seen something offensive in the last 12 months (21% of adults with a TV and 20% of all parents with a TV)

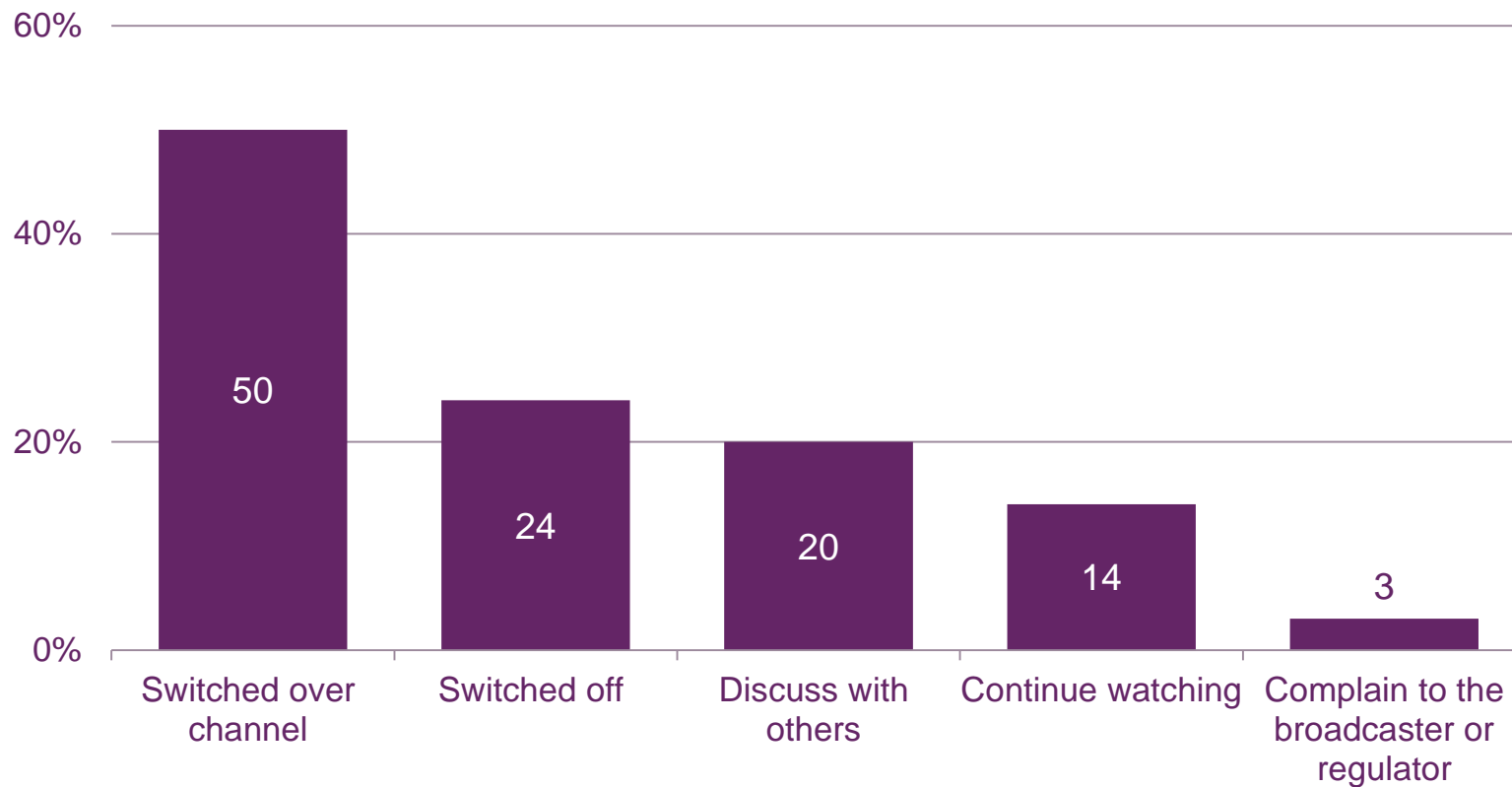


Source: Ofcom Media Tracker 2014. Base: All who said they'd seen something offensive in last 12 months (421); Parents (121). Unprompted, multicode. Top reasons charted. Significance testing shows any difference between parents and all adults.

# Reaction following offence by something on TV

Q44 - How did you react when you were offended by what you saw on television? In other words what did you do?

Base: All those who said they'd seen something offensive in the last 12 months (21% of adults with a TV)



Source: Ofcom Media Tracker 2014. Base: All who said they'd seen something offensive in last 12 months (421). Prompted, multicode.

## Attitudes towards offensive material

Q45 - Which of these statements best describes your attitude towards the things which have offended you on TV in the last 12 months?

Base: All those who said they'd seen something offensive in the last 12 months (21% of TV audience in 2014)

Which of these statements best describes your attitude towards the things which have offended you on TV in the last 12 months?	All	16-44	45+	ABC1	C2DE	Parents	Non parents
The things which have personally offended me should not be shown	29%	30%	28%	28%	30%	26%	30%
Even though I was offended, I accept that others should be allowed to see these things	30%	28%	31%	29%	30%	30%	29%
I think such things should only be shown when viewers are likely to expect them (e.g. after a clear warning or on a specific type of channel or programme)	37%	37%	36%	36%	38%	39%	35%

Source: Ofcom Media Tracker 2014. 'Don't know' responses not charted. Base: All who said they'd seen something offensive in last 12 months 2014 (421), 16-44 (147), 45+ (274), ABC1 (244) C2DE (177), Parents (121) Non-parents (300). Prompted, single code. Significance testing shows any differences between age groups, between socio-economic groups, and between parents and non-parents.



## Attitudes towards sex, violence, swearing and harmful content on TV

- Opinions about the amount of sex, violence and swearing on television
- Overall levels of perceived harmful content and nature of harmful content
- Reactions to harmful content
- Opinions on potentially offensive material

# Opinion on the amount of sex/ violence/ swearing on TV

Q46 - Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television:

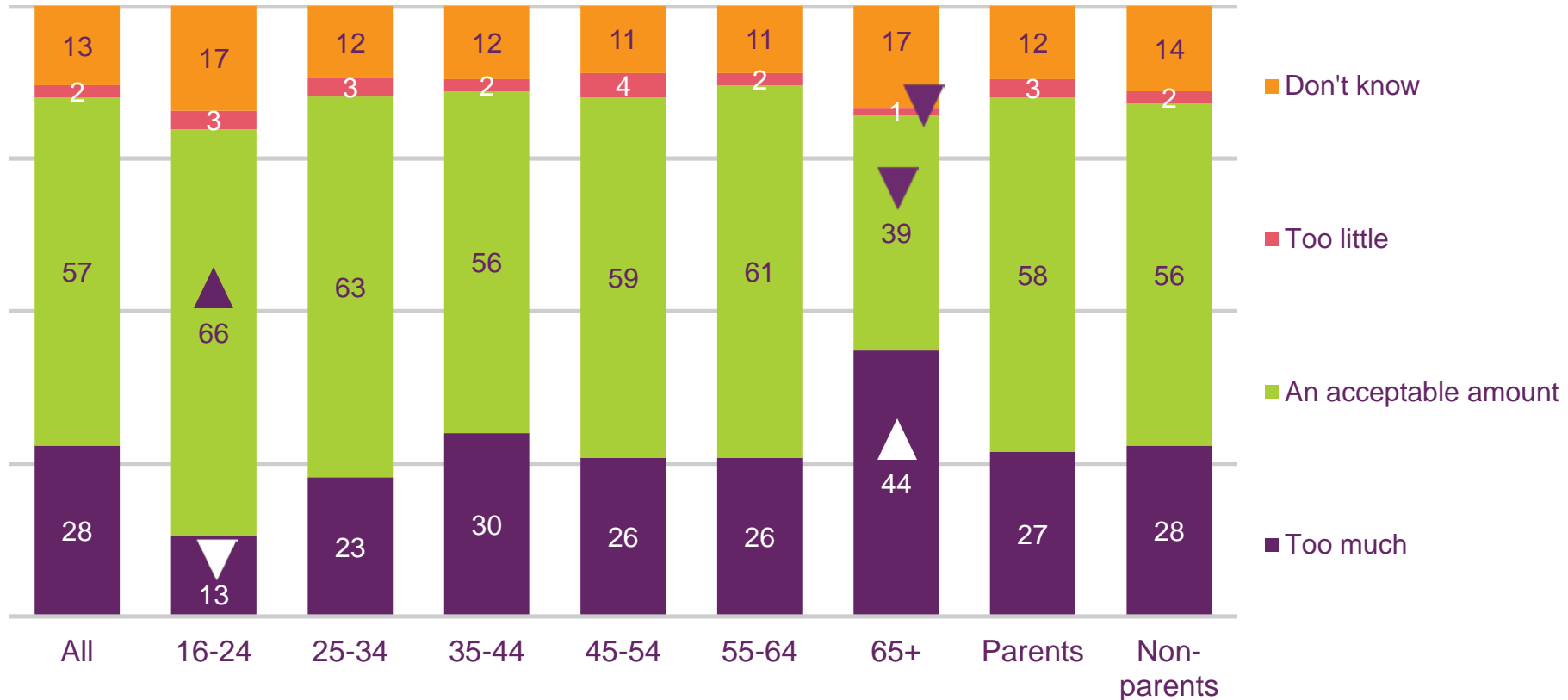
- a) Sex?
- b) Violence?
- c) Swearing?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016). Prompted, single code.

# Opinion on the amount of sex on TV

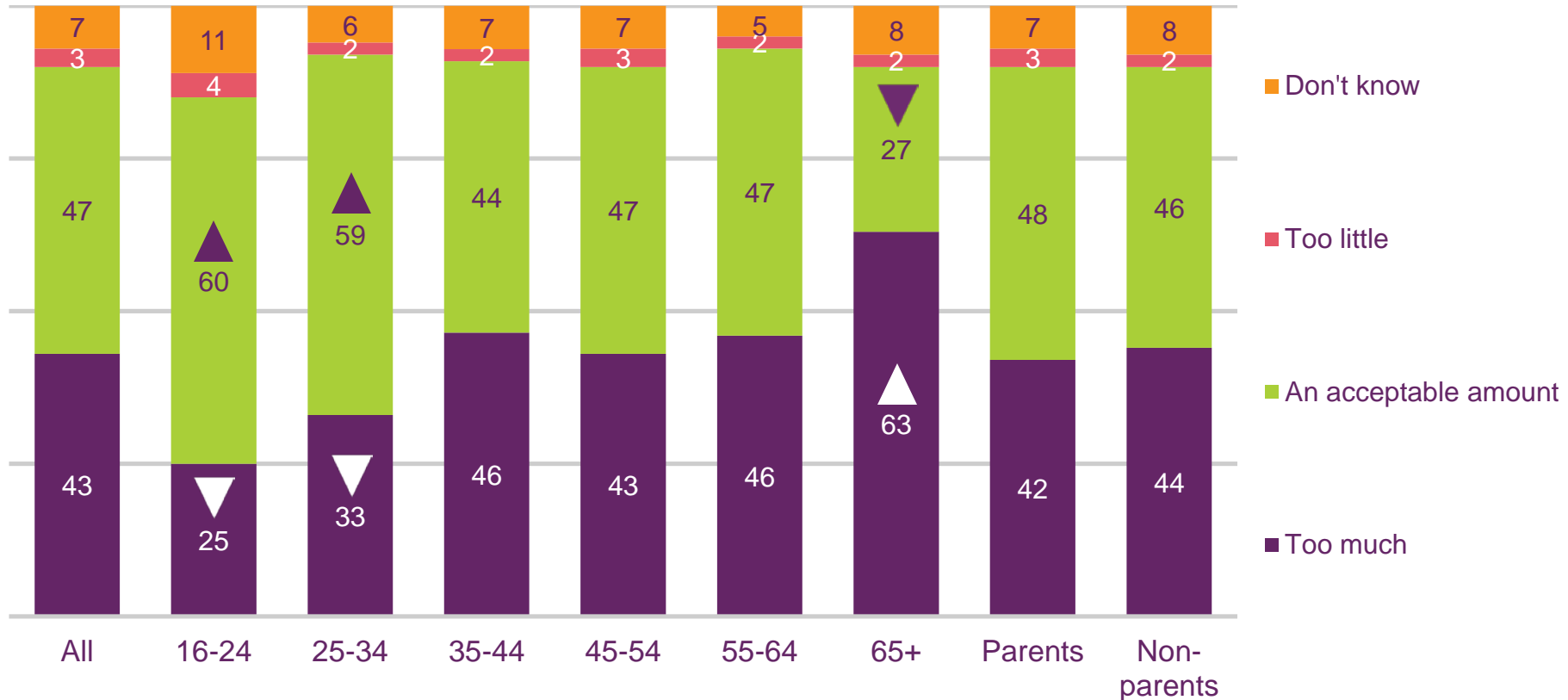
Q46 - Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television:  
a) Sex?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between parents and non-parents.

# Opinion on the amount of violence on TV

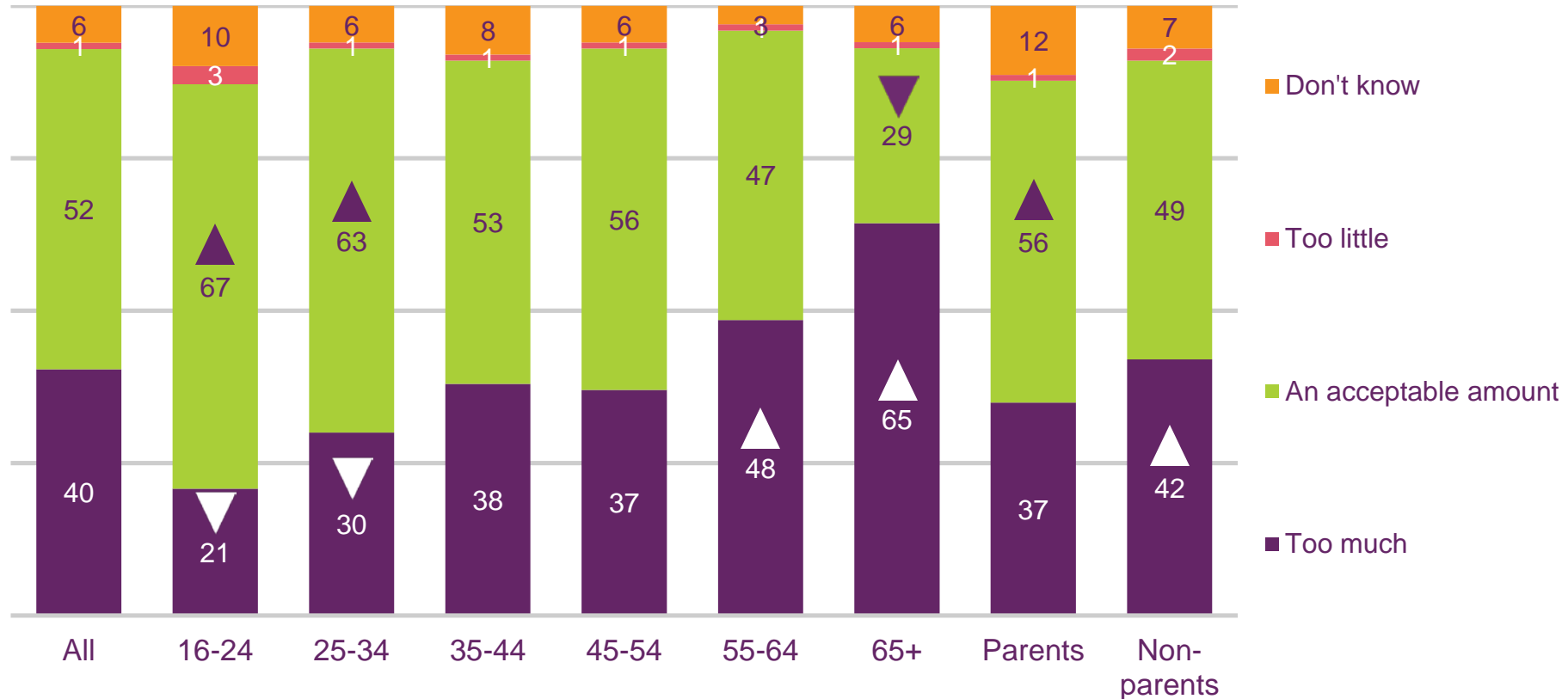
Q46 - Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television:  
b) Violence?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between parents and non-parents.

# Opinion on the amount of swearing on TV

Q46 - Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television:  
c) Swearing?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between parents and non-parents.

# Opinion on the amount of sex/ violence/ swearing on TV – by awareness of watershed



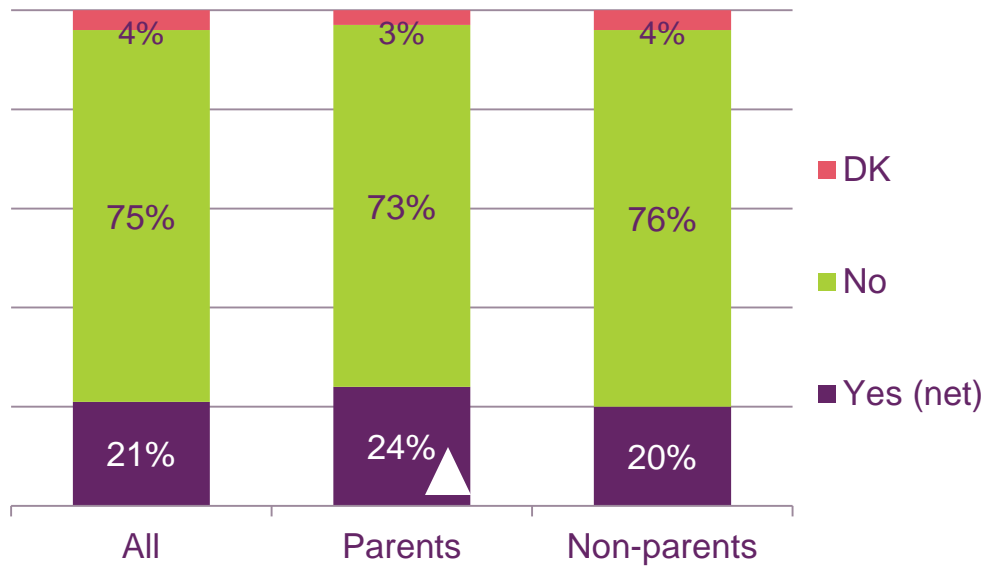
Q46 - Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television:  
 a) Sex?  
 b) Violence?  
 c) Swearing?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); Aware of watershed (1828); Not aware of watershed (138). Prompted, single code.

# Overall % with any TV sets who have seen something on TV they consider harmful or damaging - by family status

Q48 - Have you seen anything on TV in the last 12 months that you thought was harmful or damaging either to yourself, other adults or children?



BREAKDOWN:	All	Parents	Non-parents
Yes – for children	16%	19%	14%
Yes – for myself	8%	8%	8%
Yes – for other adults	7%	8%	6%

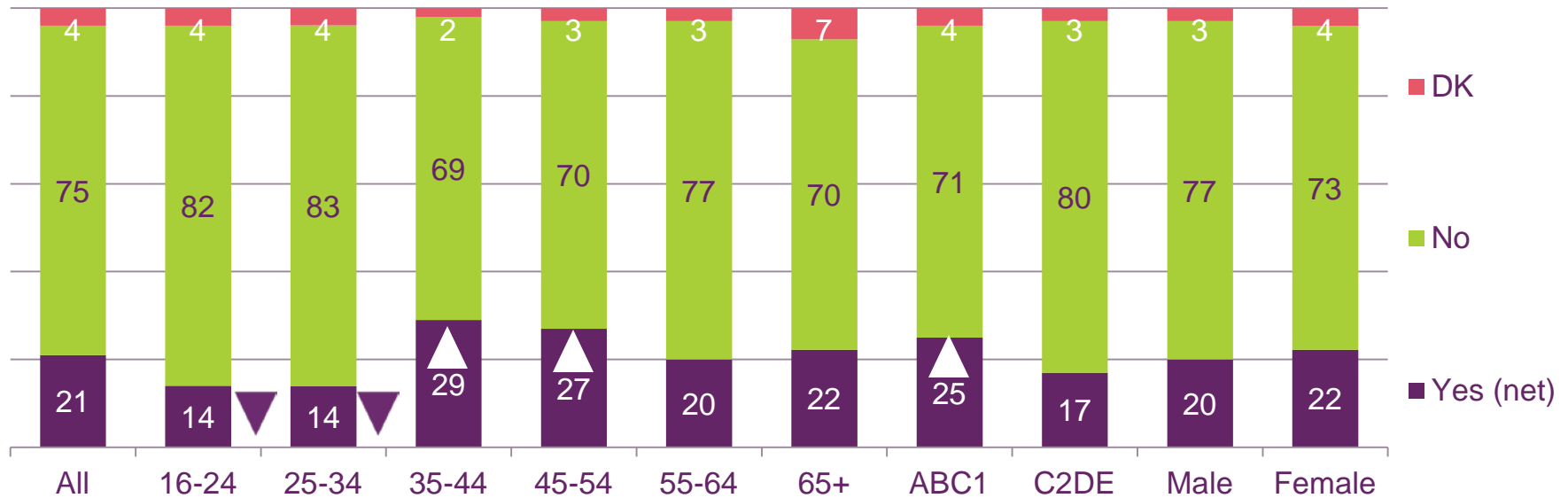
Q - What was harmful? (Unprompted, Multicode)	All	Parents	Non-parents
Violence	53%	54%	52%
Bad language	40%	39%	40%
Sex/ sexual content	37%	35%	37%
Antisocial behaviour	25%	29%	23%
Bullying	19%	20%	18%
Alcohol/ substance misuse	13%	12%	14%
Portrayal of self harm	8%	7%	8%
Financial advice/ recommendation	7%	8%	6%
Portrayal of suicide	5%	5%	4%
Medical/ health advice	5%	5%	5%
Other	14%	14%	14%
Don't know	4%	3%	4%

Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); Parents (642); Non parents (1,374); All who'd seen something harmful or damaging on TV – Parents (140); Non-parents (259). Prompted, multicode. Significance testing shows any difference between parents and non-parents.

# Overall % of respondents who have seen something on TV they consider harmful - by age



Q48 - Have you seen anything on TV in the last 12 months that you thought was harmful or damaging either to yourself, other adults or children?



BREAKDOWN:	All	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Male	Female
Yes – for children	16%	11%	11%	22%	19%	15%	14%	19%	12%	15%	16%
Yes – for myself	8%	4%	4%	10%	9%	9%	12%	9%	7%	8%	8%
Yes – for other adults	7%	5%	4%	10%	8%	6%	8%	7%	6%	6%	8%

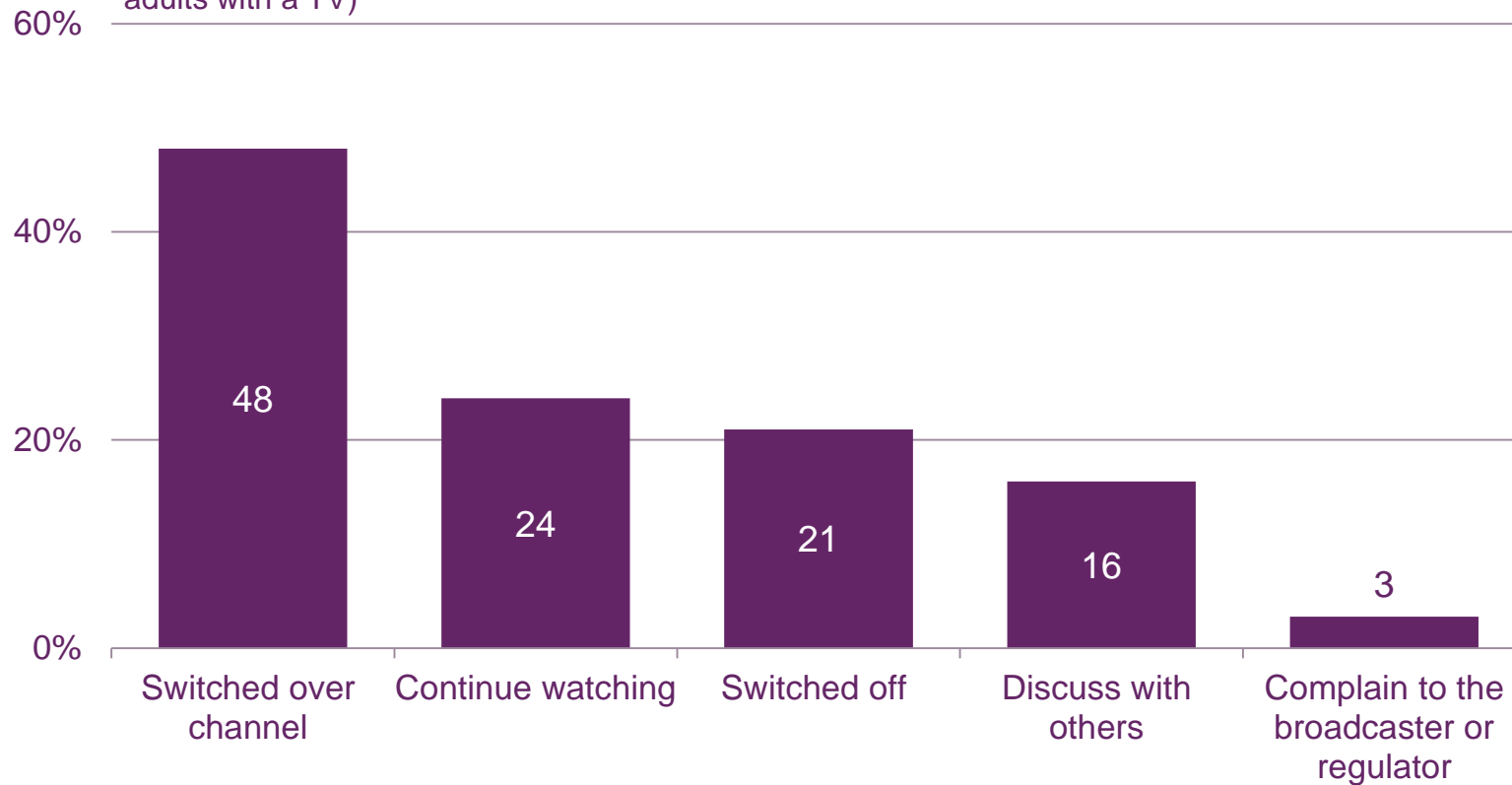
Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454); ABC1 (1,045); C2DE (970); Male (964); Female (1,052). Prompted, multicode. Significance testing shows any difference in the proportion saying Yes between any age group and all adults and any difference between socio-economic groups and by gender.



# Reaction to harmful or damaging content on TV

Q51 - How did you react when you saw something you thought was harmful or damaging? In other words what did you do?

Base: All those who said they'd seen something harmful or damaging in the past 12 months (21% of adults with a TV)



Source: Ofcom Media Tracker 2014. Base: All who said they'd seen something harmful or damaging on TV in past 12 months 2014 (399). Prompted, multicode.

# Agreement with statements relating to potentially offensive material on TV – by age



Q47 - I am going to read out some statements and I would like you to tell me how much you agree or disagree with them.

% Agree	All %	16-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65+ %
Sexually explicit programmes should never be shown on TV	33	22 ▼	26 ▼	31	34	33	49 ▲
If people want to watch sexually explicit programmes they should be allowed to but ONLY on subscription channels	56	46 ▼	49 ▼	56	58	59	66 ▲
Sexually explicit channels in the 'adult' section of the electronic programme guide (EPG) don't bother me. I can block them if I want	56	63 ▲	52	63	56	55	49 ▼
Sexually explicit programmes should be freely available on any channel after 9PM	19	21	20	21	17	19	17
If people want to watch particularly violent programmes they should be allowed to but ONLY on subscription channels	47	33 ▼	39 ▼	45	49	53	59 ▲
Particularly violent films should be freely available on any channel after 9PM	28	40 ▲	28	30	27	25	19 ▼

Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Prompted, single code. Significance testing shows any difference in the proportion agreeing with each statement between any age group and all adults.

# Agreement with statements relating to potentially offensive material on TV - by socio-economic group and gender

Q47 - I am going to read out some statements and I would like you to tell me how much you agree or disagree with them.

% Agree	All %	ABC1 %	C2DE %	Male %	Female %
Sexually explicit programmes should never been shown on TV	33	32	34	29	36 ▲
If people want to watch sexually explicit programmes they should be allowed to but ONLY on subscription channels	56	55	57	53	59 ▲
Sexually explicit channels in the 'adult' section of the electronic programme guide (EPG) don't bother me. I can block them if I want	56	56	56	58	55
Sexually explicit programmes should be freely available on any channel after 9PM	19	19	20	18	20
If people want to watch particularly violent programmes they should be allowed to but ONLY on subscription channels	47	45	49	47	47
Particularly violent films should be freely available on any channel after 9PM	28	27	29	31 ▲	25

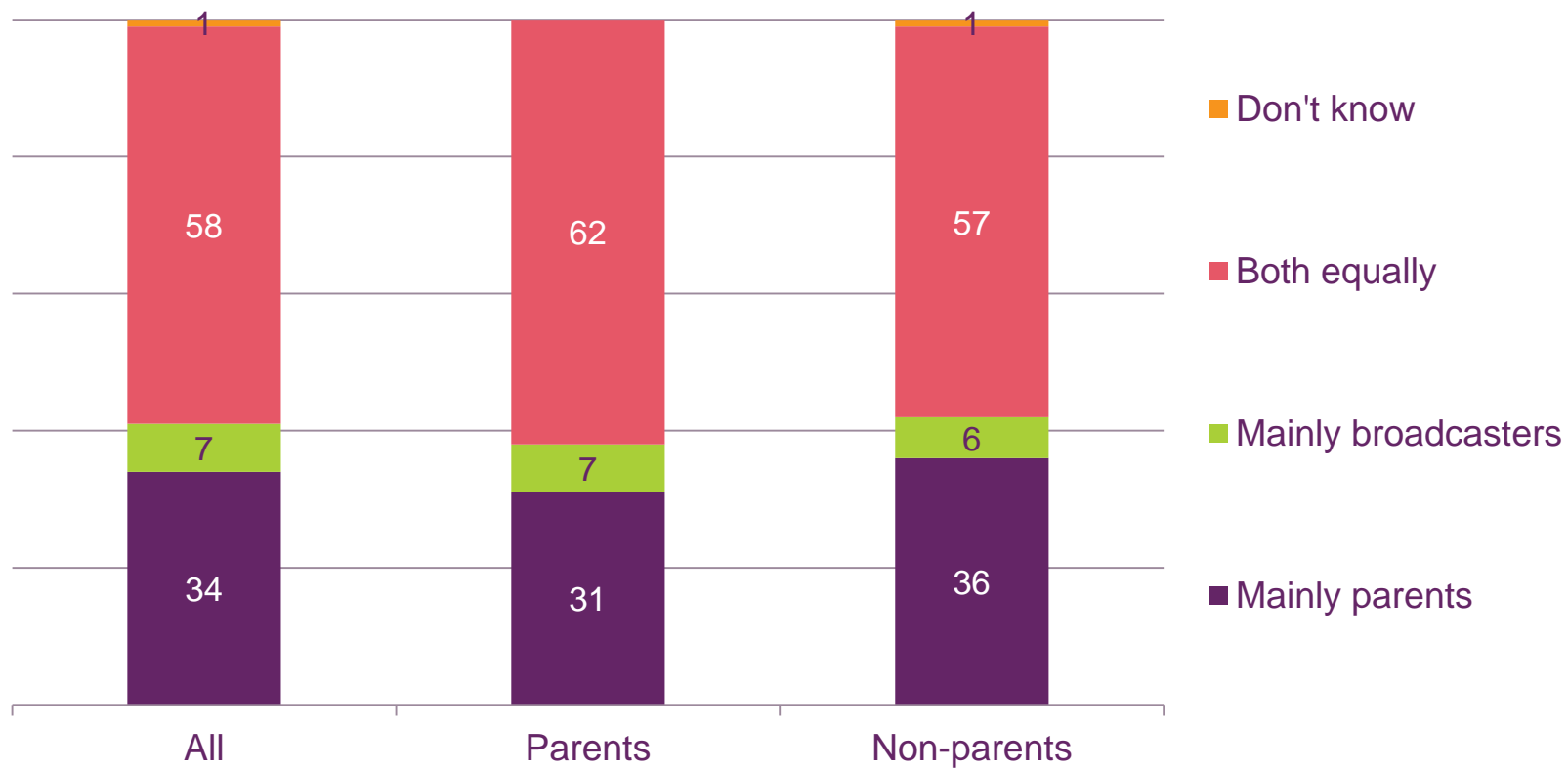
Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016); ABC1 (1,045); C2DE (970); Male (964); Female (1,052). Prompted, single code. Significance testing shows any difference in the proportion agreeing with each statement between socio-economic groups and by gender.

## Protection of children and the watershed

- Responsibility for children's viewing
- Awareness of the watershed and opinions on what time the watershed should be
- Concern for the welfare of children taking part in TV programmes

# Opinion on whose responsibility it is to ensure children do not see unsuitable programming - by family status

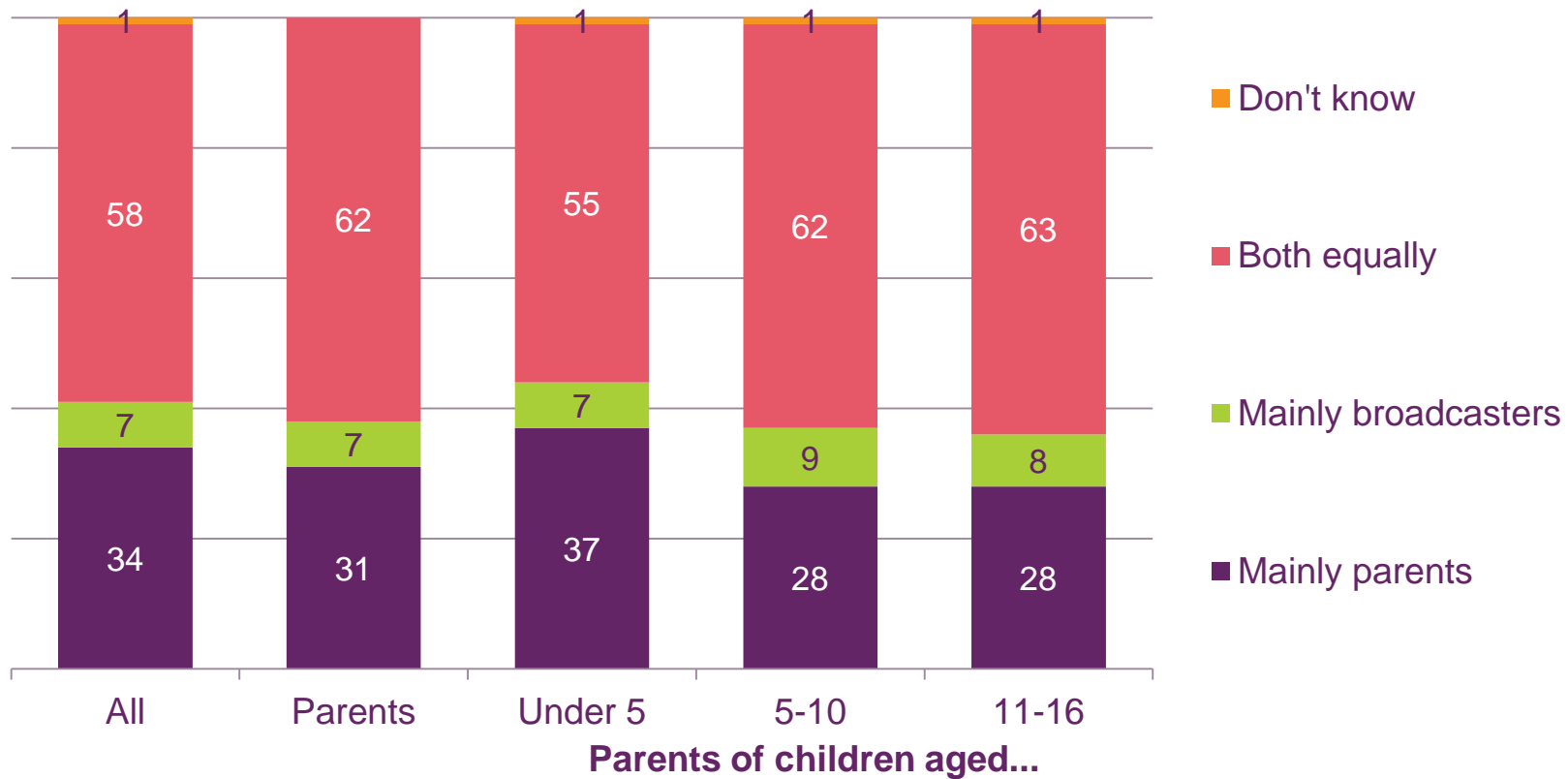
Q37 - Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between parents and non-parents.

# Opinion on whose responsibility it is to ensure children do not see unsuitable programming - by age of children

Q37 - Do you think it is mainly the responsibility of parents, broadcasters or both equally, to make sure that children don't see unsuitable programmes?



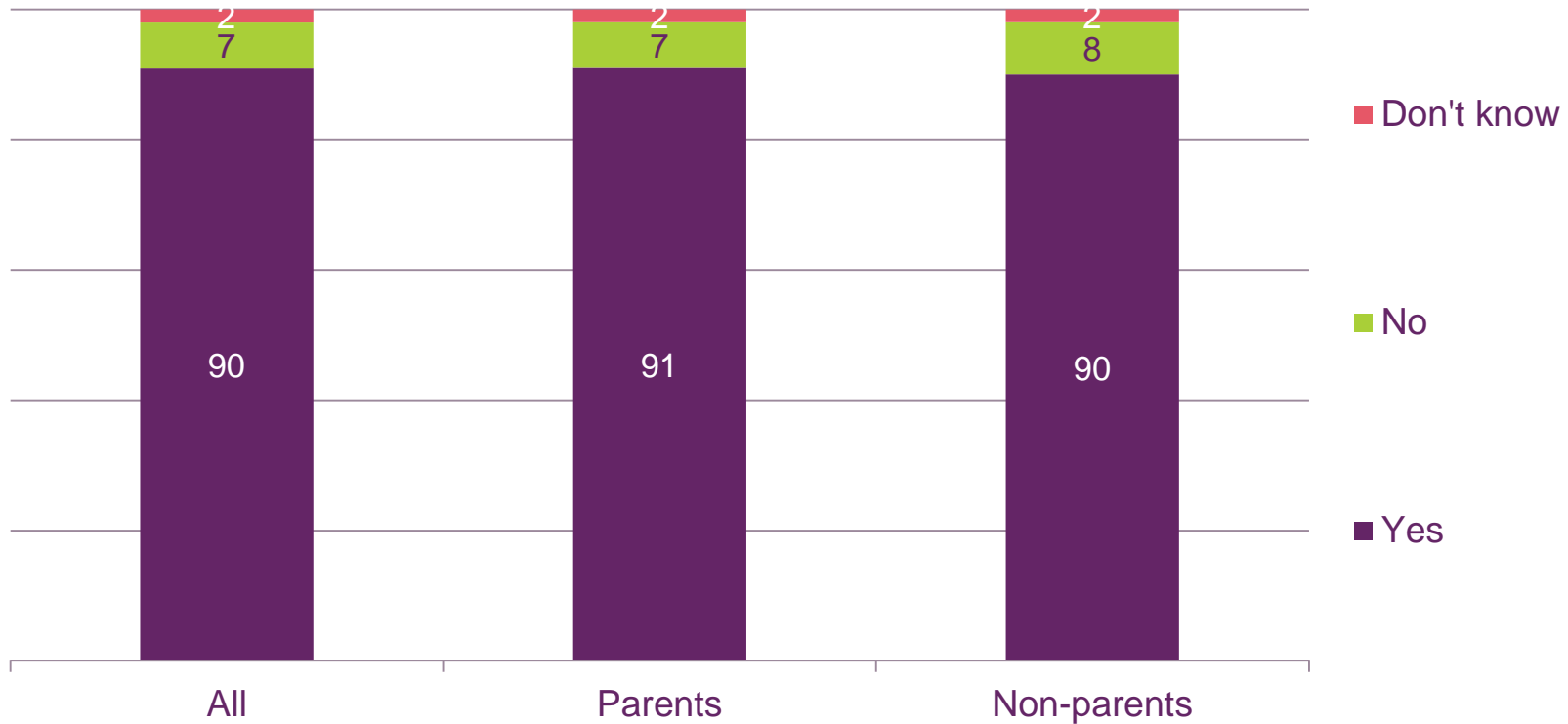
Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); Parents (642); Parents of children aged... Under 5 (309); 5-10 (344); 11-16 (342). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between parents and non-parents and between parents of children of different ages and all parents.

# Awareness that broadcasters are only allowed to show programming unsuitable for children after a certain time - by family status



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

Q38 - Before now, were you aware of this?

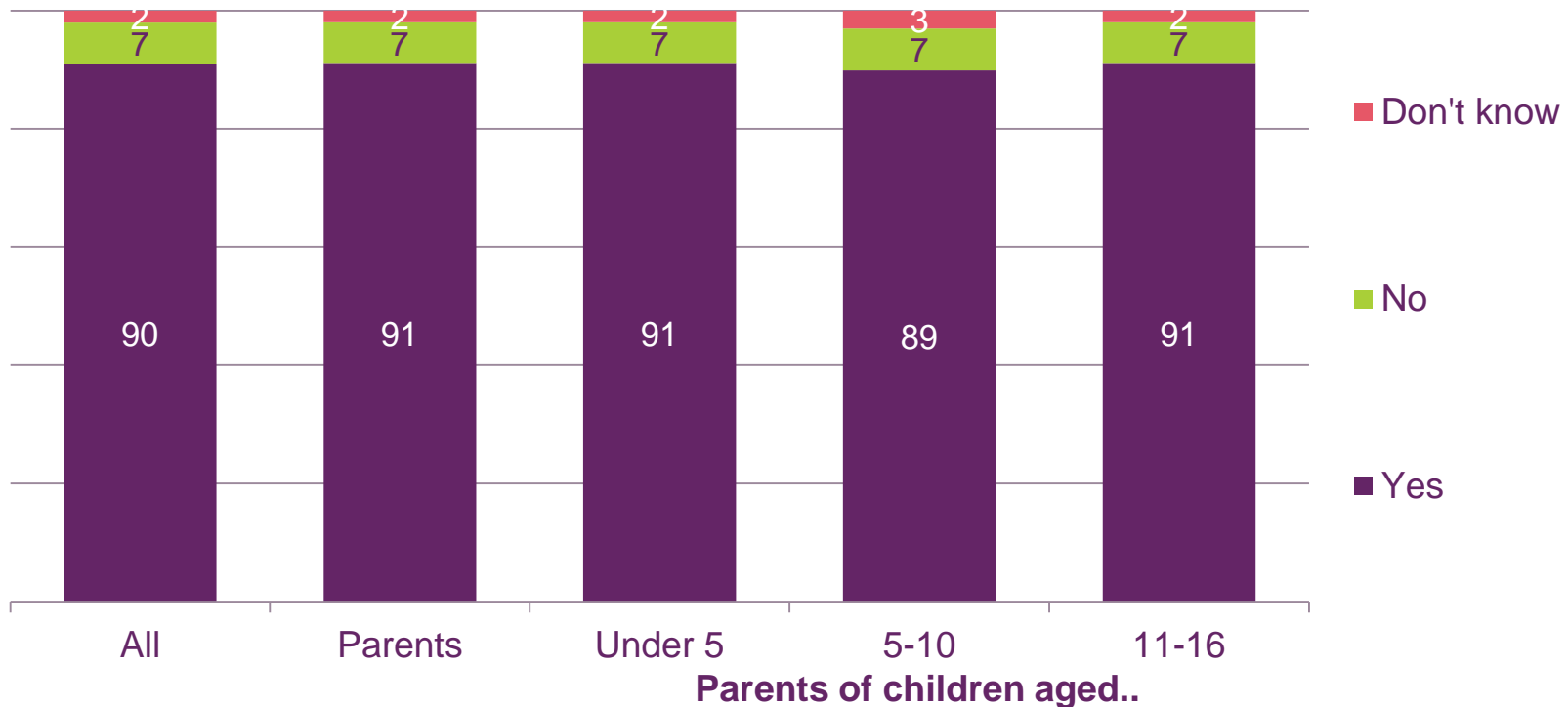


Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between parents and non-parents.

# Awareness that broadcasters are only allowed to show programming unsuitable for children after a certain time - by age of children

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

Q38 - Before now, were you aware of this?



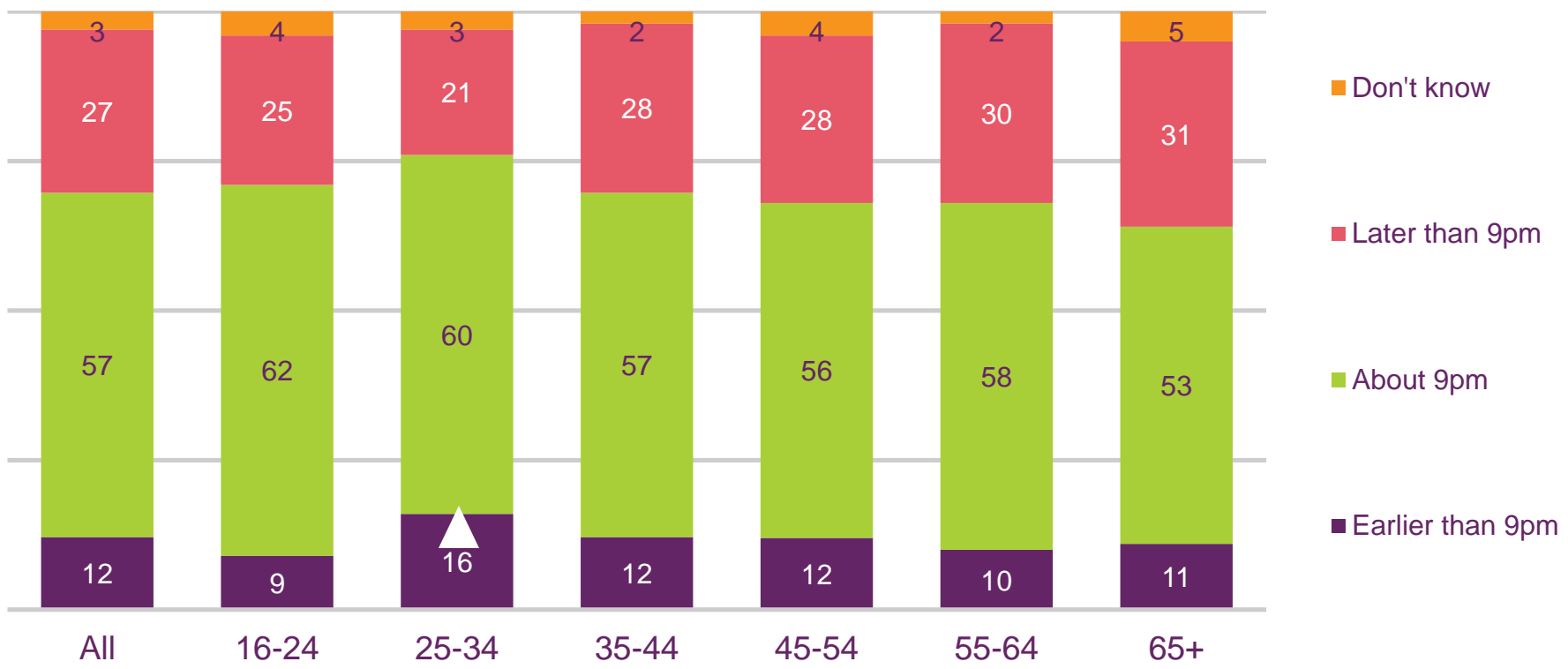
Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); Parents (642); Parents of children aged... Under 5 (309); 5-10 (344); 11-16 (342). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between parents and non-parents and between parents of children of different ages and all parents.



# Opinion on when TV channels should be allowed to broadcast programmes not suitable for children – by age



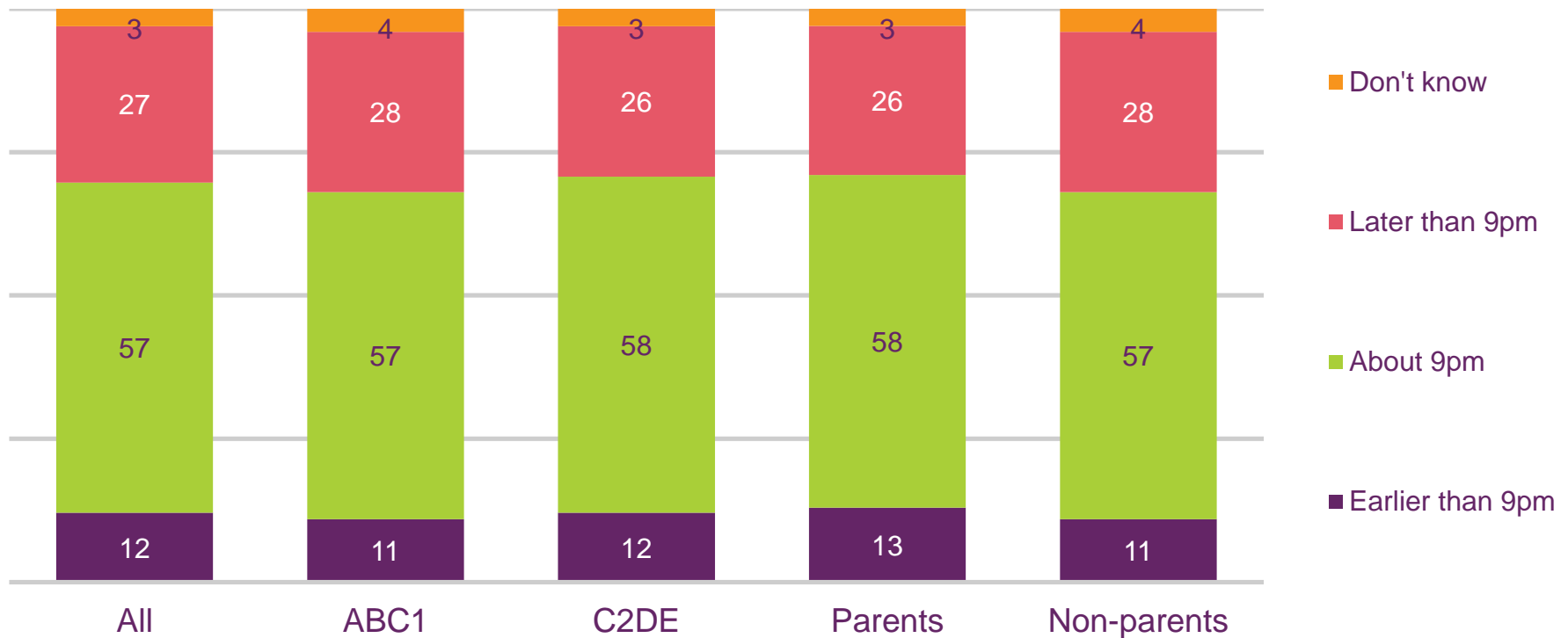
Q40 - Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Prompted, single code. Significance testing shows any difference between any age group and all adults.

# Opinion on when TV channels should be allowed to broadcast programmes not suitable for children – by socio-economic group and parents

Q40 - 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?



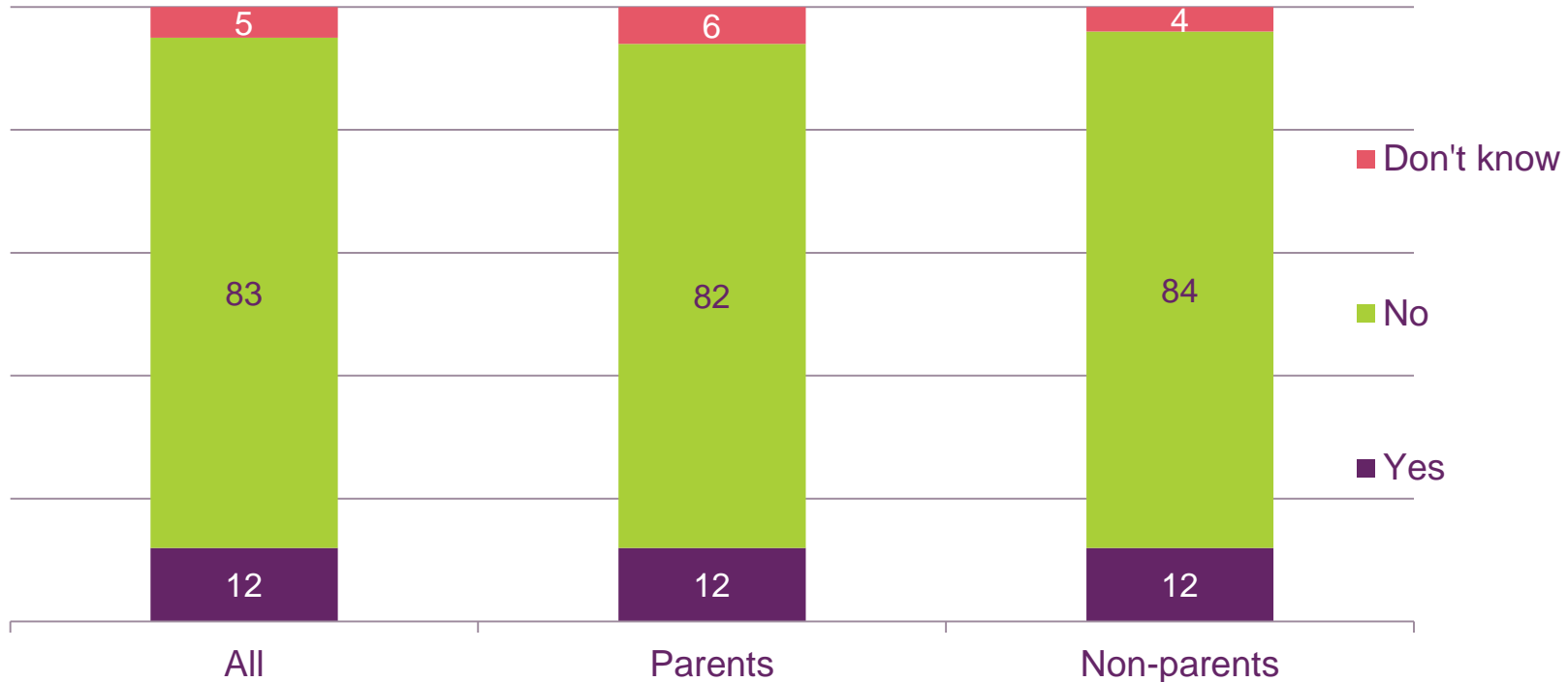
Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); ABC1 (1,045); C2DE (970); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between socio-economic groups and between parents and non-parents.

# % who have felt concerned for the welfare of children taking part in TV programmes in the last 12 months

Intro to question:

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.

Q52 - In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?



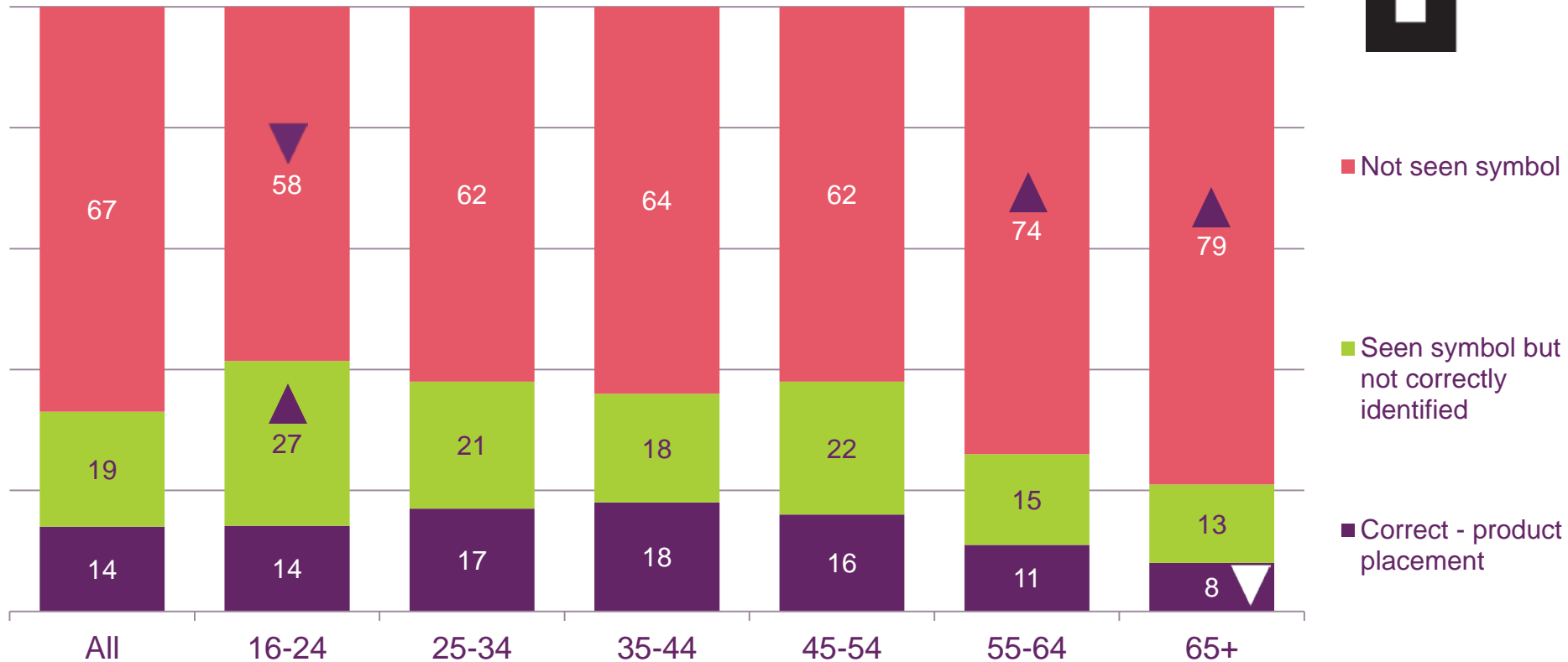
Source: Ofcom Media Tracker 2014. Base: All with any TV sets (2,016); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between parents and non-parents.

## Attitudes towards TV advertising, sponsorship, product placement and promotions

- Awareness of product placement symbol
- Awareness of commercial messages
- Concerns about advertising on TV
- Opinion on frequency and 'amount' of TV advertising breaks

# Awareness of product placement symbol – by age

Q23 – 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?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Unprompted, single code. Significance testing shows any difference between any age group and all adults.

# Awareness of product placement symbol – by socio-economic group and gender



Q23 – 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?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454); ABC1 (1,045); C2DE (970); Male (964); Female (1,052). Unprompted, single code. Significance testing shows any difference between socio-economic groups and by gender.

# Awareness of commercial messages – by age

Q24 - Which of the following, if any, are you aware of on television?

% Aware	All %	16-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65+ %
Trailers or promotions for particular TV programmes	73	75	69	70	77	79	68 ▼
Programme sponsorship announcements	62	61	57	70	71 ▲	66	53 ▼
Trailers or promotions for particular TV channels	57	61	54	59	65 ▲	61	46 ▼
Trailers or promotions for websites or other online services provided by TV channels	38	43	42	46 ▲	41	35	24 ▼
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	36	42	35	44 ▲	37	38	22 ▼
ANY OF THESE	87	90	86	88	92 ▲	89	78 ▼

Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Prompted, multicode. Significance testing shows any difference in the proportion aware between any age group and all adults.

# Awareness of commercial messages – by socio-economic group and gender



Q24 - Which of the following, if any, are you aware of on television?

% Aware	All %	ABC1 %	C2DE %	Male %	Female %
Trailers or promotions for particular TV programmes	73	75 ▲	70	76 ▲	70
Programme sponsorship announcements	62	68 ▲	56	66 ▲	59
Trailers or promotions for particular TV channels	57	60 ▲	54	61 ▲	54
Trailers or promotions for websites or other online services provided by TV channels	38	42 ▲	34	41	36
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	36	41 ▲	30	39 ▲	33
ANY OF THESE	87	91 ▲	82	88	86

Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016); ABC1 (1,045); C2DE (970); Male (964); Female (1,052). Prompted, multicode. Significance testing shows any difference in the proportion aware between socio-economic groups and by gender.



# Concerns about advertising on TV - by age



Q25 - Do you have any concerns about advertising on television? IF YES - What do you have concerns about?

% With concerns	All	16-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%	%
Any concerns about advertising on television	41	23 ▼	32 ▼	41	44	51 ▲	54 ▲
Any related to frequency/ length of advertising breaks or loudness of adverts	31	17 ▼	21 ▼	29	33	39 ▲	44 ▲
Any related to content of advertising	13	7 ▼	12	17	17	15	11
Any other concerns	11	8	8	14	11	13	12

Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Unprompted, multicode. Significance testing shows any difference between any age group and all adults.

# Concerns about advertising on TV - by socio-economic groups and parents

Q25 - Do you have any concerns about advertising on television? IF YES - What do you have concerns about?

% With concerns	All %	ABC1 %	C2DE %	Parent %	Non-parent %
Any concerns about advertising on television	41	44 ▲	38	38	43 ▲
Any related to frequency/ length of advertising breaks or loudness of adverts	31	33	29	25	34 ▲
Any related to content of advertising	13	15 ▲	11	16 ▲	12
Any other concerns	11	14 ▲	8	12	11

Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016); ABC1 (1,045); C2DE (970); Parents (642); Non-parents (1,374). Unprompted, multicode. Significance testing shows any difference between socio-economic groups and between parents and non-parents.

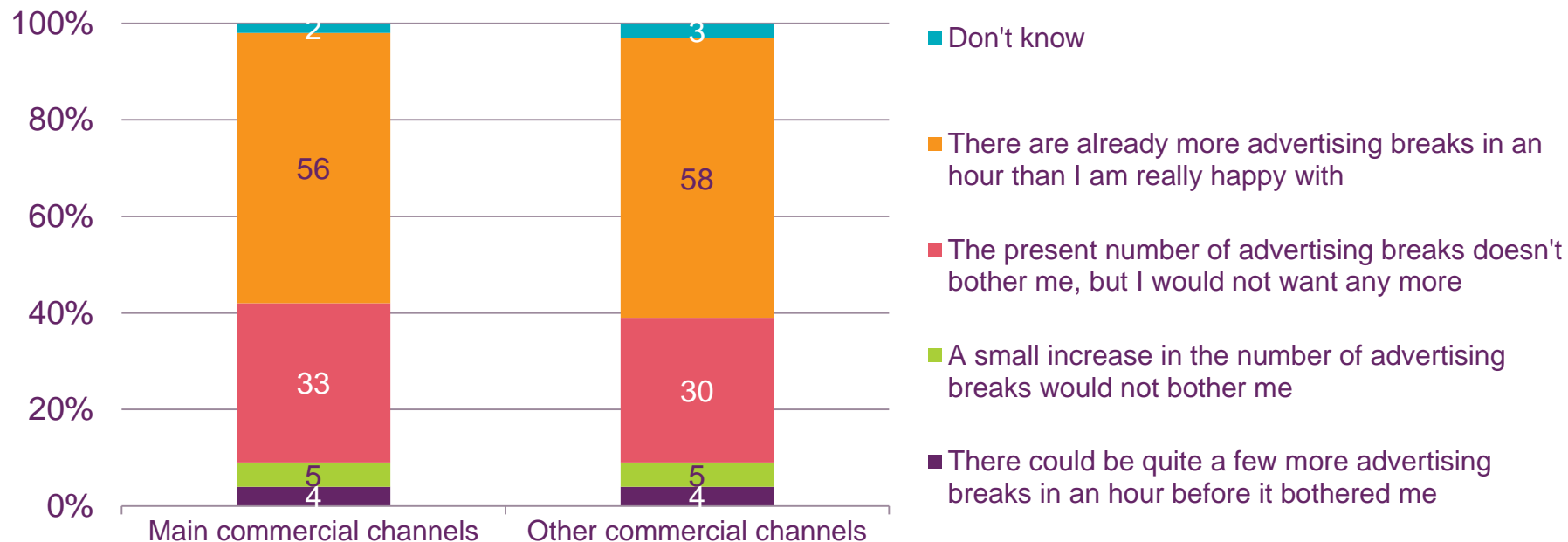
# Opinion on frequency of advertising breaks on TV



**Intro before question:** Advertising and sponsorship provide income for commercial TV channels – so channels other than BBC channels. Without income from advertising, free-to-air 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

Q26 – 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?

Q27 – And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels – all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, More4, Sky 1, The Discovery Channel, MTV.



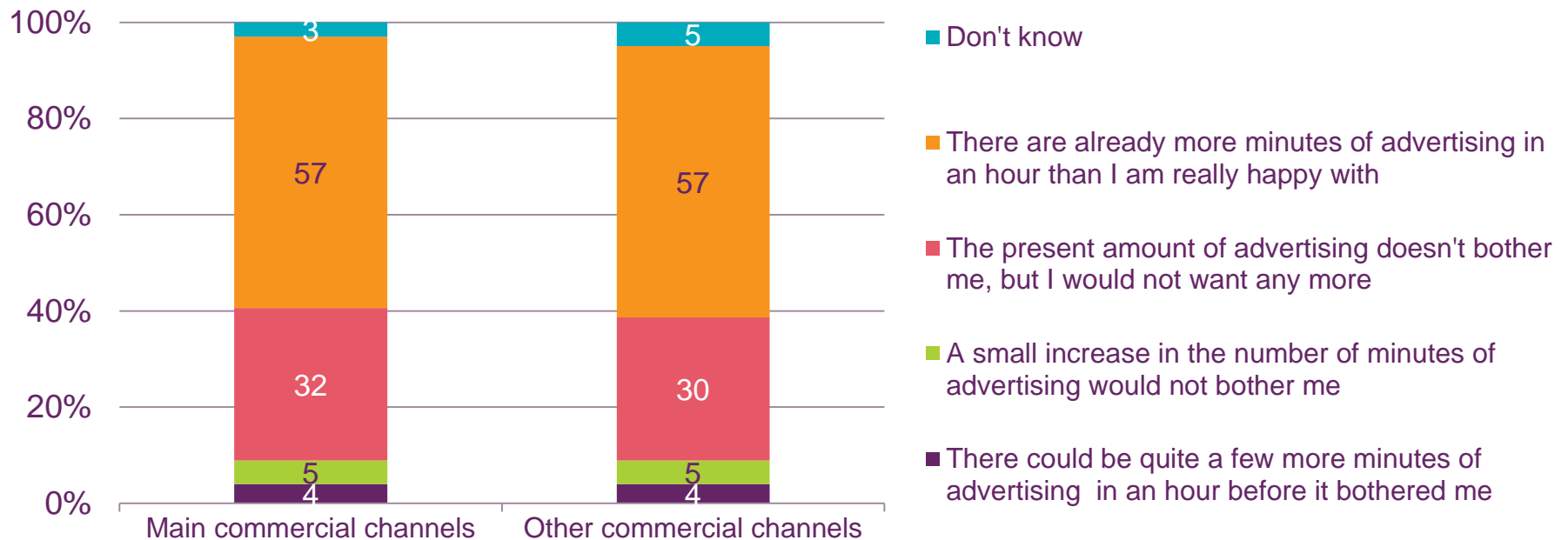
Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016). Prompted, single code.

# Opinion on amount of advertising on TV

**Intro before question:** 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

Q28 – 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?

Q29 – 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 – all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, More4, Sky 1, The Discovery Channel, MTV.



Source: Ofcom Media Tracker 2014. Base: All with any TV sets 2014 (2,016). Prompted, single code.

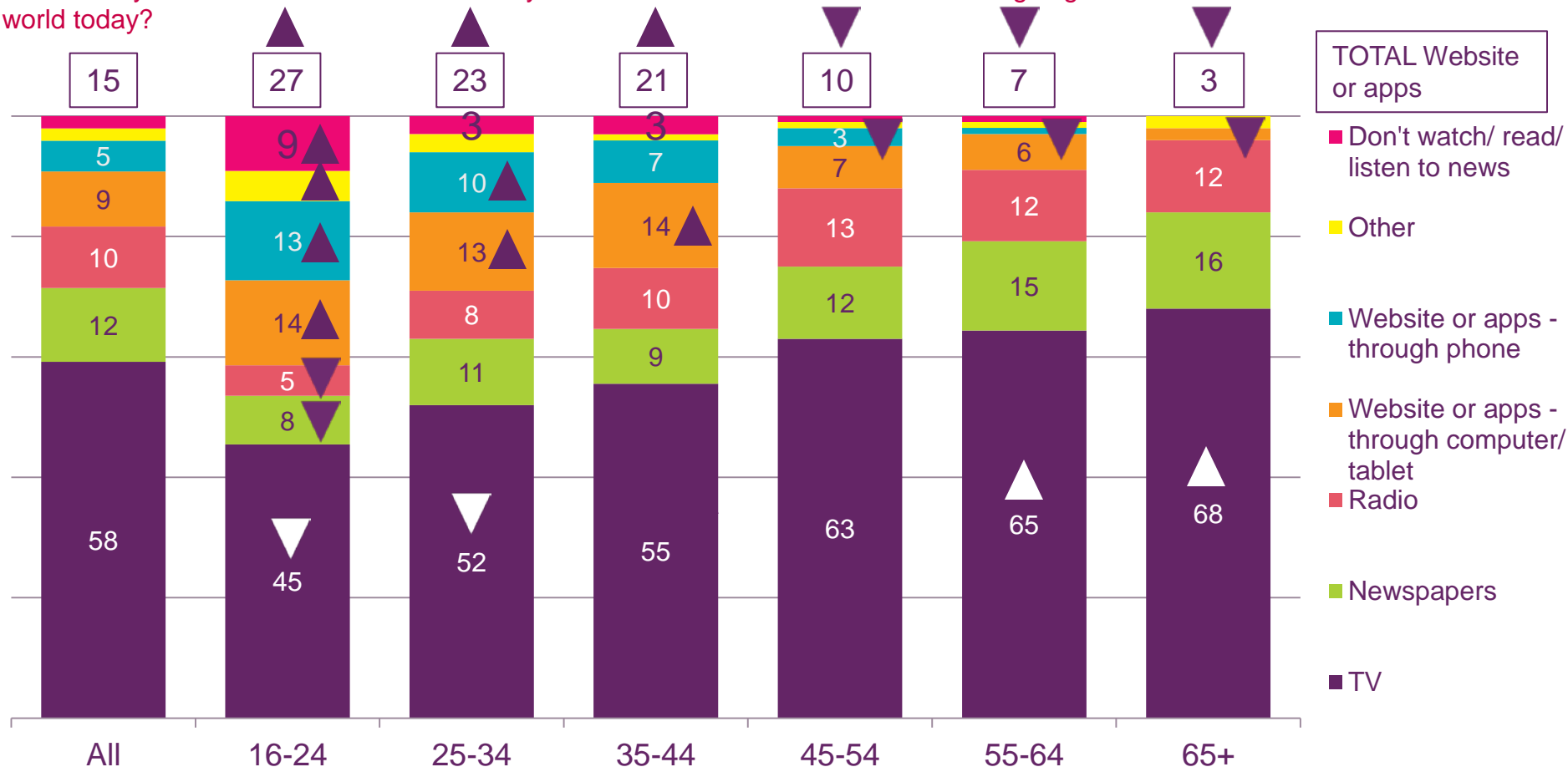
## News - sources used and attitudes towards impartiality

- Main source of UK and world news
- Most accurate source of news coverage about events in the UK and worldwide
- Opinion on impartiality
- Importance of impartiality

# Respondents' main media source for UK and world news - by age



Q62 - 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?

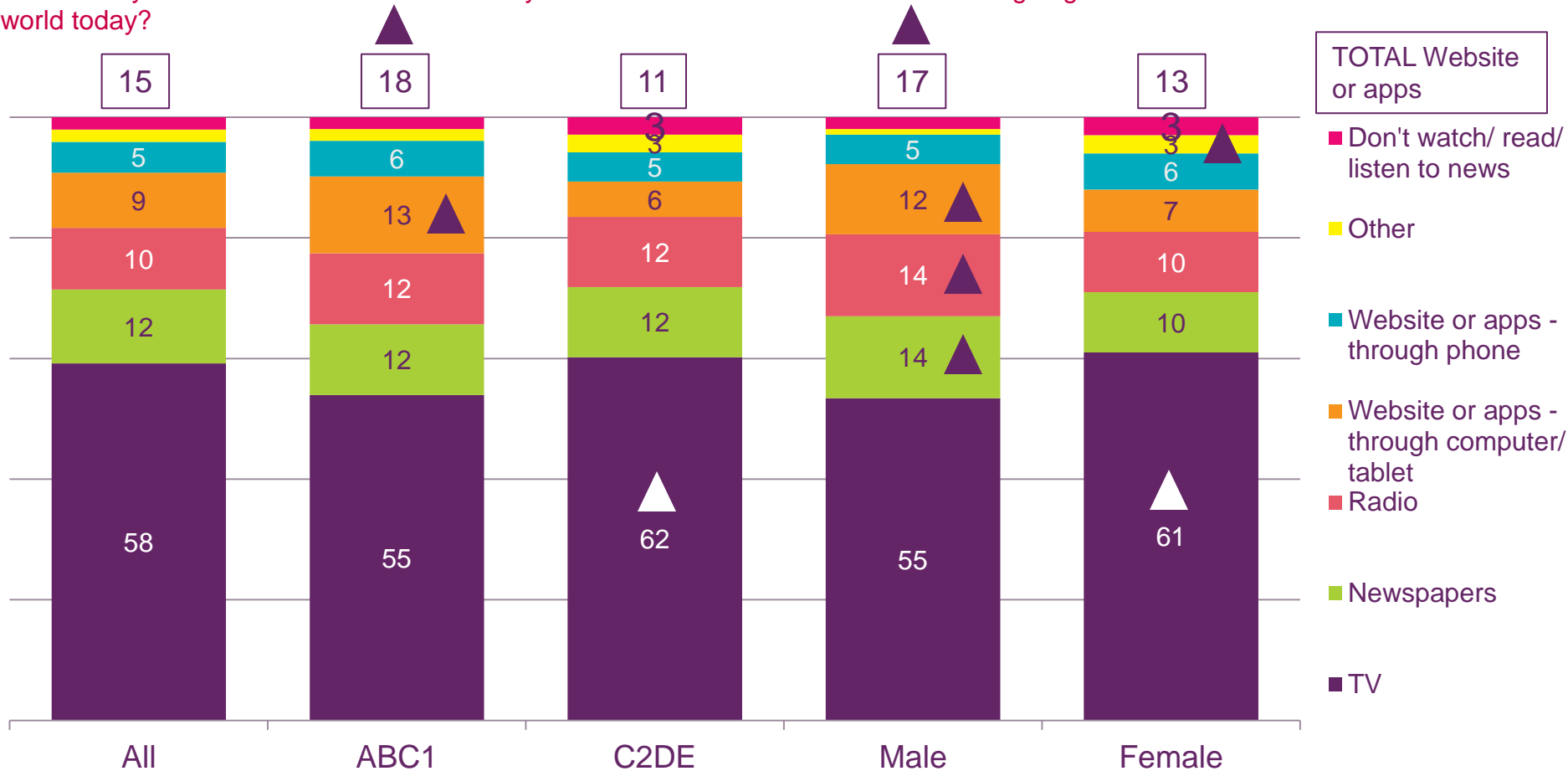


Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333); 55-64 (318); 65+ (462). Prompted, single code. Only responses  $\geq 3\%$  labelled. Significance testing shows any difference in the main source of news between any age group and all adults.

# Respondents' main media source for UK and world news - by socio-economic group and gender



Q62 - 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?



Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Only responses  $\geq 3\%$  labelled. Significance testing shows any difference in the main source of news between socio-economic groups and by gender.

# Respondents' main media source for UK and world news by nation



Q62 - 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?



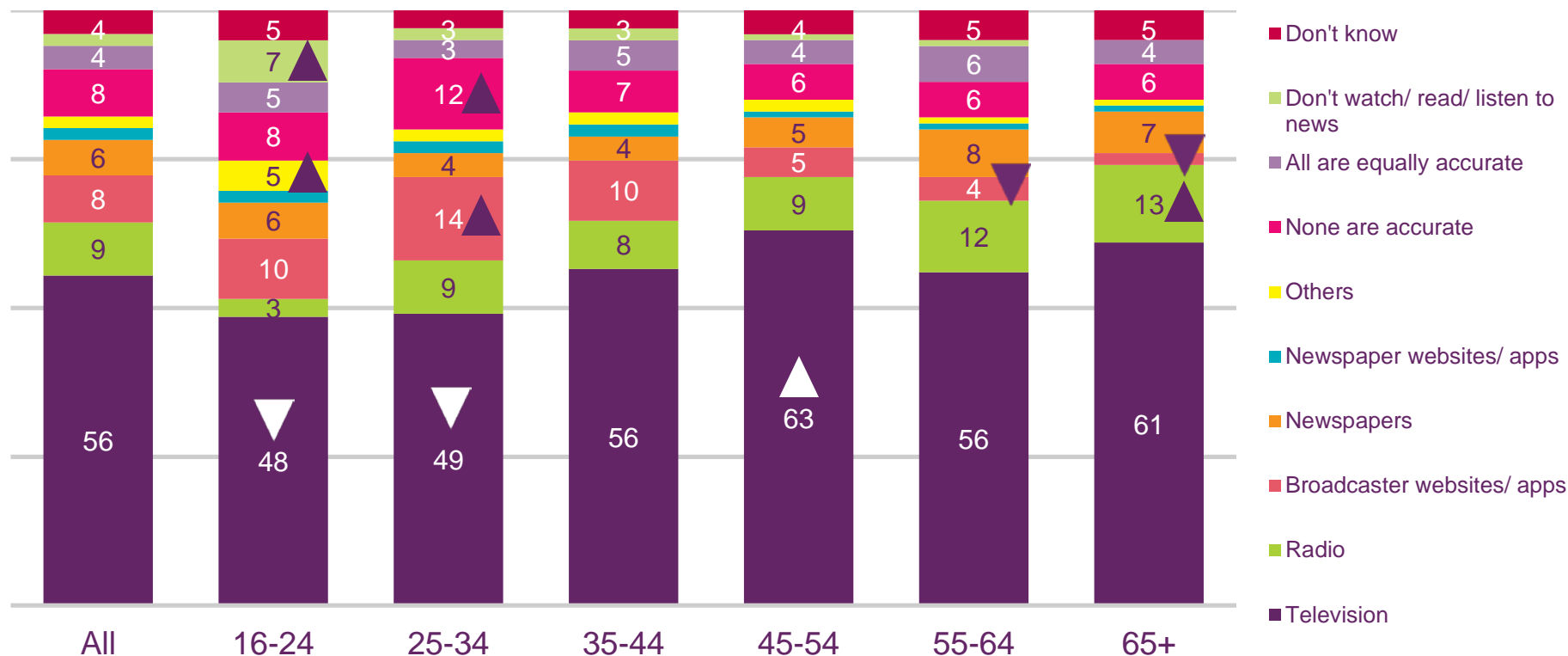
Source: Ofcom Media Tracker 2014. Base: All (2,074); England (1,577); Scotland (183); Wales (154); Northern Ireland (160). Prompted, single code. Only responses ≥ 3% labelled. Significance testing shows any difference in the main source of news between any nation and all adults.



# Opinion on source presenting the most accurate news coverage – by age



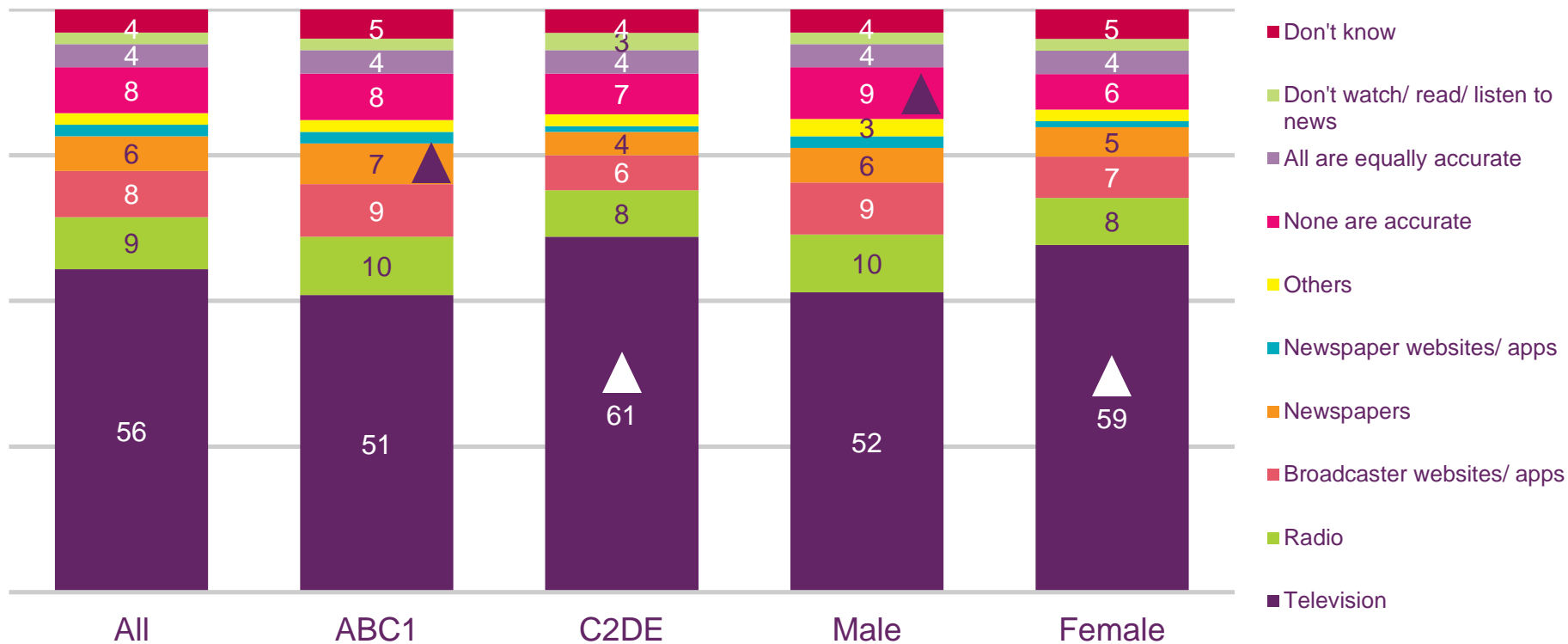
Q64 – Still thinking about news concerning events in the UK and in the world today, which one, if any, of these sources do you believe presents the most accurate news coverage (in terms of it being truthful and correct)?



Source: Ofcom Media Tracker 2014. Base: All respondents (1,362); 16-24 (205); 25-34 (218); 35-44 (210); 45-54 (219); 55-64 (203); 65+ (307). Only responses ≥ 3% labelled. Prompted, single code. Significance testing shows any difference between any age group and all adults.

# Opinion on source presenting the most accurate news coverage – by socio-economic group and gender

Q64 – 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 (in terms of it being truthful and correct)?



Source: Ofcom Media Tracker 2014. Base: All respondents (1,362); ABC1 (709); C2DE (652); Male (658); Female (704). Only responses ≥ 3% labelled. Prompted, single code. Significance testing shows any difference socio-economic groups and by gender.

# Opinion on impartiality of each news source – by age

Q68 - Using a scale from 1 to 5, where 1 is very impartial and 5 is very biased, how impartial do you think each of the following news sources is?

% Saying impartial (= a score of 1 or 2 out of 5)	All %	16-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65+ %
Television	62	52 ▼	61	57	66	71 ▲	66
Radio	52	40 ▼	51	48	56	59 ▲	56
Broadcaster news websites (e.g. bbc.co.uk, itv.com, channel4.com)	33	34	35	39 ▲	42 ▲	31	19 ▼
Newspapers	29	29	33	26	29	29	28
Newspaper websites (e.g. telegraph.co.uk, guardian.co.uk)	24	26	26	28	28	21	13 ▼
Other websites	18	19	21	22	21	14	10 ▼
Magazines	17	20	19	18	16	16	12 ▼
Magazine websites (e.g. economist.com, spectator.co.uk)	15	15	20 ▲	17	17	13	7 ▼

Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333); 55-64 (318); 65+ (462). Prompted, single code. Significance testing shows any difference between any age group and all adults.

# Opinion on impartiality of each news source – by socio-economic group and gender

Q68 - Using a scale from 1 to 5, where 1 is very impartial and 5 is very biased, how impartial do you think each of the following news sources is?

% Saying impartial (= a score of 1 or 2 out of 5)	All %	ABC1 %	C2DE %	Male %	Female %
Television	62	61	64	60	65 ▲
Radio	52	53	50	54	50
Broadcaster news websites (e.g. bbc.co.uk, itv.com, channel4.com)	33	36 ▲	29	34	32
Newspapers	29	28	30	30	28
Newspaper websites (e.g. telegraph.co.uk, guardian.co.uk)	24	25 ▲	21	23	24
Other websites	18	19	17	19	17
Magazines	17	17	17	17	17
Magazine websites (e.g. economist.com, spectator.co.uk)	15	16	14	15	15

Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between socio-economic groups and by gender.

## Opinion on impartiality of TV news sources – by age

Q68 - Using a scale from 1 to 5, where 1 is very impartial and 5 is very biased, how impartial do you think each of the following news sources is?

% Saying impartial (= a score of 1 or 2 out of 5)	All %	16-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65+ %
Television as a whole	62	52 ▼	61	57	66	71 ▲	66
The BBC (BBC1, BBC2, BBC News channel)	60	49 ▼	58	57	66 ▲	67 ▲	61
ITV (ITV/STV, ITV Wales, ITV/UTV)	53	46 ▼	49	52	55	61 ▲	56
Channel 4	42	37	40	46	44	47	40
Five/ Channel 5	35	31	34	38	35	38	34
Sky News	35	31	38	39	41	34	29 ▼
Non-UK TV news channels such as Al Jazeera and RT (Russia Today)	14	10	19 ▲	17	15	12	11

Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333); 55-64 (318); 65+ (462). Prompted, single code. Significance testing shows any difference between any age group and all adults.

## Opinion on impartiality of TV news sources – by socio-economic group and gender

Q68 - Using a scale from 1 to 5, where 1 is very impartial and 5 is very biased, how impartial do you think each of the following news sources is?

% Saying impartial (= a score of 1 or 2 out of 5)	All %	ABC1 %	C2DE %	Male %	Female %
Television as a whole	62	61	64	60	65 ▲
The BBC (BBC1, BBC2, BBC News channel)	60	60	59	60	60
ITV (ITV/STV, ITV Wales, ITV/UTV)	53	50	57 ▲	53	53
Channel 4	42	42	42	44	41
Five/ Channel 5	35	32	39 ▲	35	35
Sky News	35	35	35	36	34
Non-UK TV news channels such as Al Jazeera and RT (Russia Today)	14	15	13	16	13

Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between socio-economic groups and by gender.

# Opinion on importance of impartiality of news by source – by age



Q67 - How important do you personally think it is that each of the following news sources is impartial?

% saying important	All %	16-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65+ %
Television	89	78 ▼	88	90	95 ▲	91	91
Radio	84	71 ▼	85	85	89 ▲	90 ▲	84
Newspapers	82	72 ▼	83	85	86	85	81
Broadcaster news websites (e.g. bbc.co.uk, itv.com, channel4.com)	70	71	76 ▲	78 ▲	78 ▲	68	48 ▼
Newspaper websites (e.g. telegraph.co.uk, guardian.co.uk)	65	68	69	73 ▲	74 ▲	64	44 ▼
Other websites	62	62	69	71 ▲	68	58	41 ▼
Magazines	61	57	63	67	69 ▲	63	51 ▼
Magazine websites (e.g. economist.com, spectator.co.uk)	55	56	59	65 ▲	61 ▲	53	36 ▼

Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333); 55-64 (318); 65+ (462). Prompted, single code. Significance testing shows any difference between any age group and all adults.

# Opinion on importance of impartiality of news by source – by socio-economic group and gender



Q67 - How important do you personally think it is that each of the following news sources is impartial?

% saying important	All %	ABC1 %	C2DE %	Male %	Female %
Television	89	91 ▲	87	88	90
Radio	84	86 ▲	81	85	83
Newspapers	82	84 ▲	80	82	82
Broadcaster news websites (e.g. bbc.co.uk, itv.com, channel4.com)	70	76 ▲	62	71	69
Newspaper websites (e.g. telegraph.co.uk, guardian.co.uk)	65	72 ▲	57	65	64
Other websites	62	67 ▲	55	61	62
Magazines	61	65 ▲	57	60	63
Magazine websites (e.g. economist.com, spectator.co.uk)	55	61 ▲	48	55	55

Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between socio-economic groups and by gender.

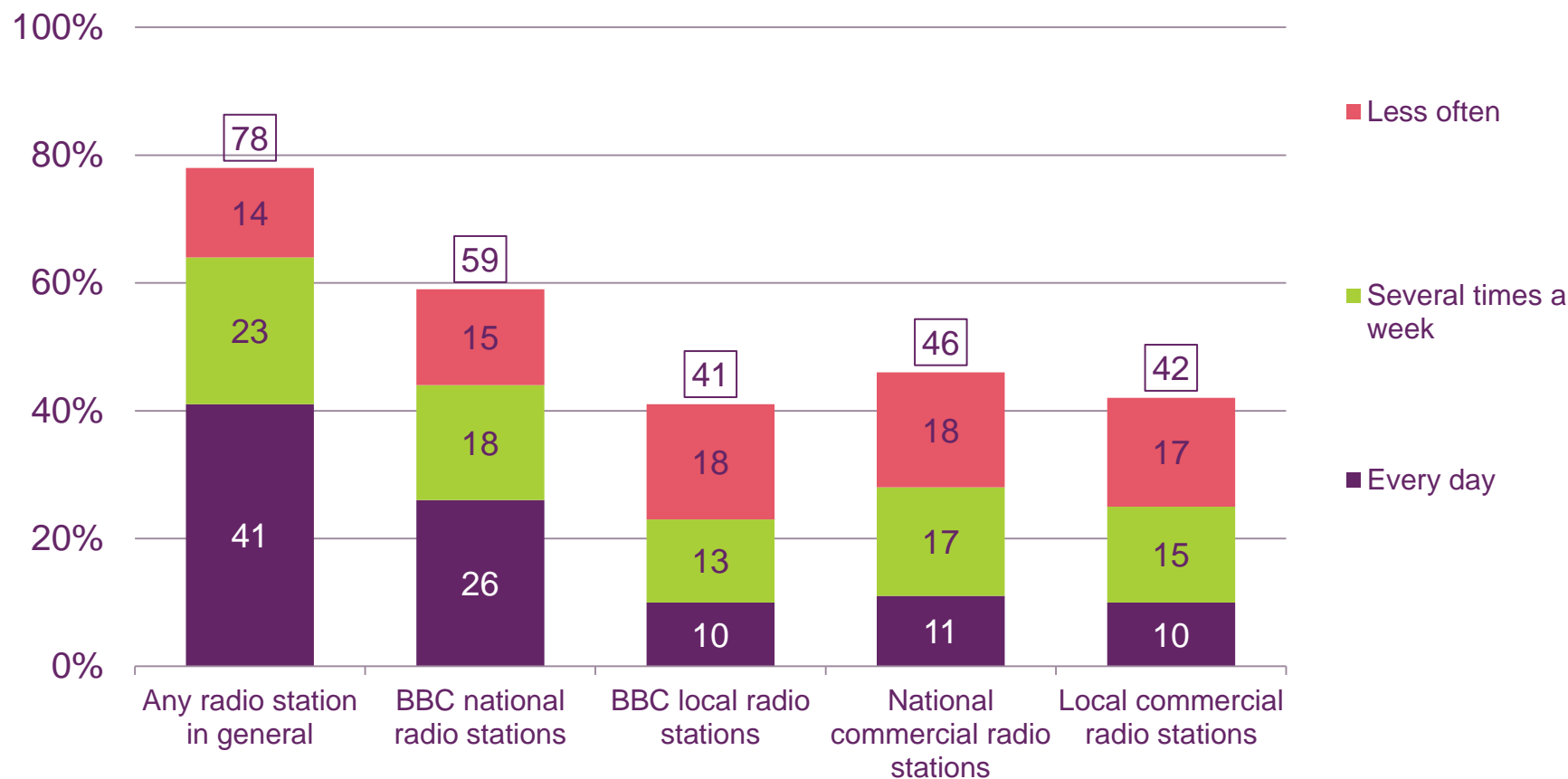


## Radio

- Frequency of listening to the radio
- Overall levels of offence
- Reliance on BBC local/ local commercial stations for local issues and events
- Satisfaction with local radio station
- Importance of local radio station/ importance that it is based locally
- Opinion on amount of advertising and programme sponsorship on commercial stations

# Frequency of radio listening

Q54 – Now I'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or via the computer



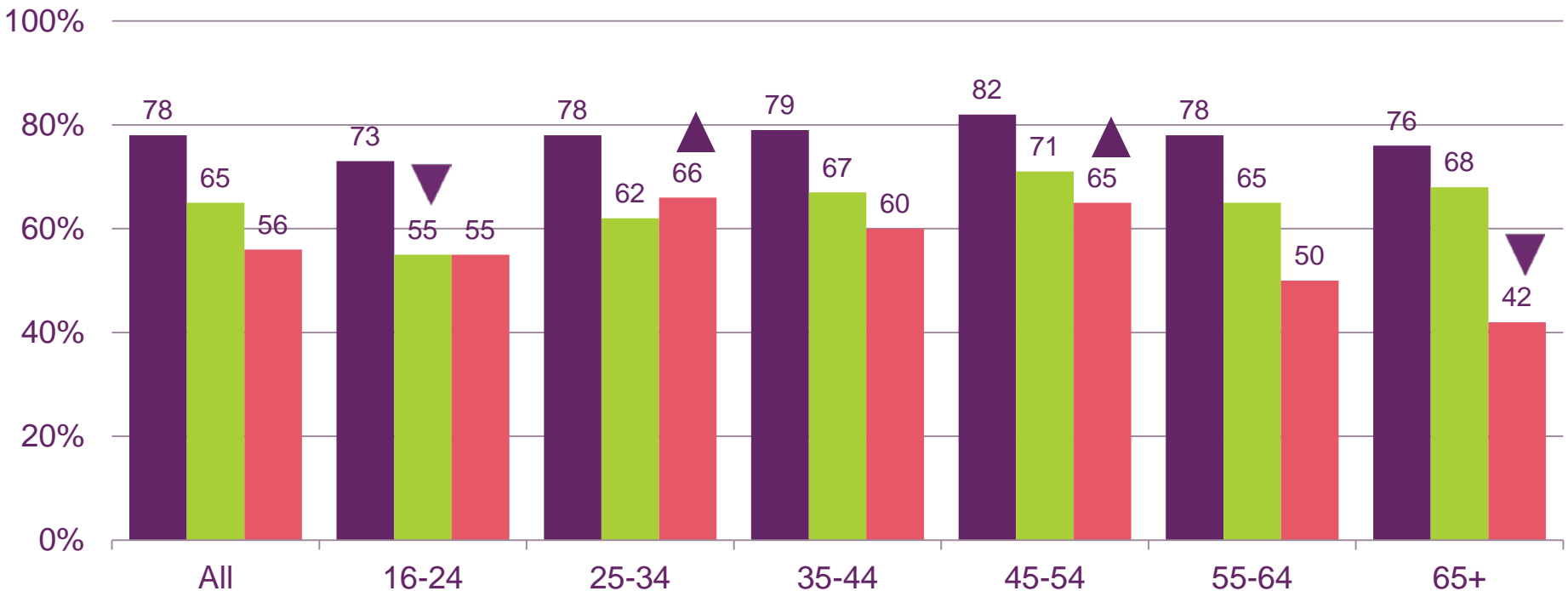
Source: Ofcom Media tracker 2014. Base: All respondents 1,362. Prompted, single code per station type.

# Any radio listening 2014 – by age

Q54 – Now I'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or via the computer

% Ever listen

■ Radio in general    ■ Any BBC radio    ■ Any commercial radio



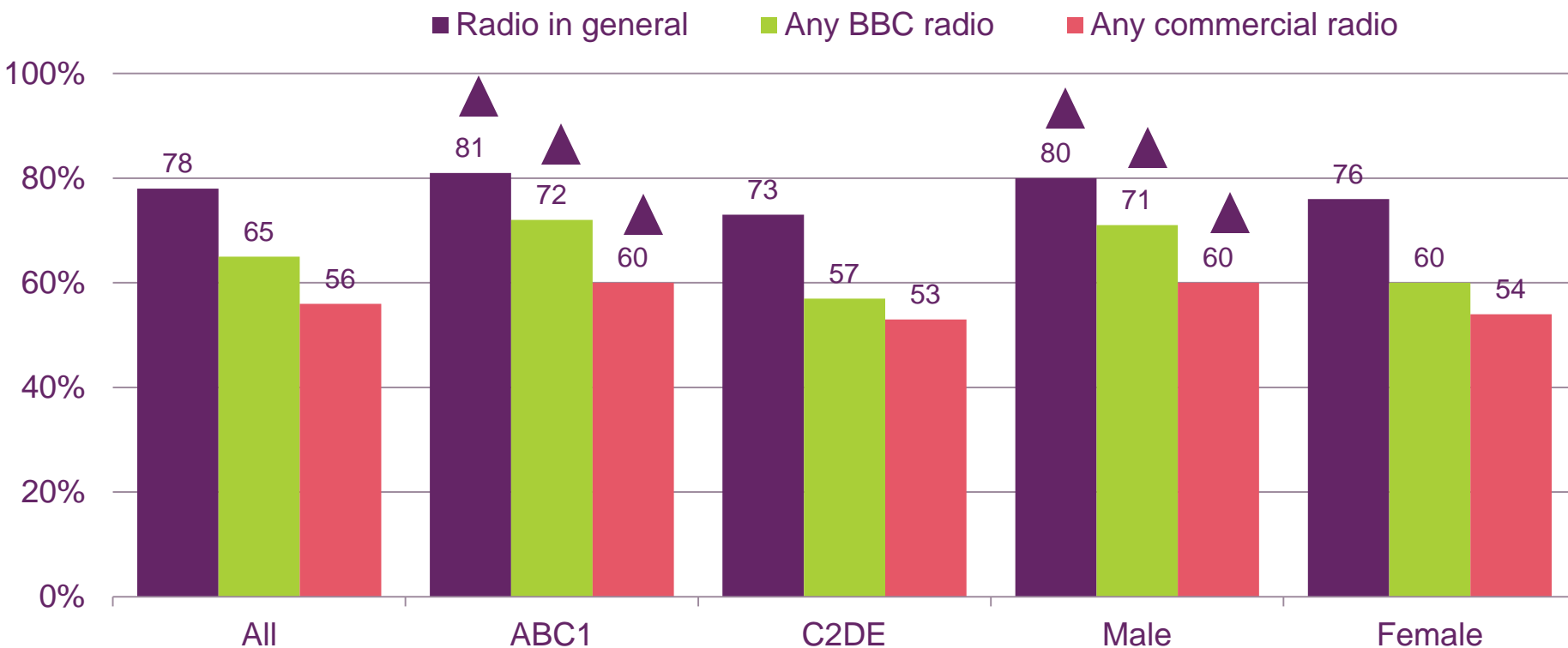
Source: Ofcom Media Tracker 2014. Base: All respondents (1,362); 16-24 (205); 25-34 (218); 35-44 (210); 45-54 (219); 55-64 (203); 65+ (307). Prompted, single code per station type. Significance testing shows any difference between any age group and all adults.

# Any radio listening 2014 – by socio-economic group and gender



Q54 – Now I'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or via the computer

% Ever listen



Source: Ofcom Media Tracker 2014. Base: All respondents (1,362); ABC1 (709); C2DE (652); Male (658); Female (704). Prompted, single code per station type. Significance testing shows any difference between socio-economic groups and by gender.

# Any radio listening 2014 – by age, socio-economic group and gender



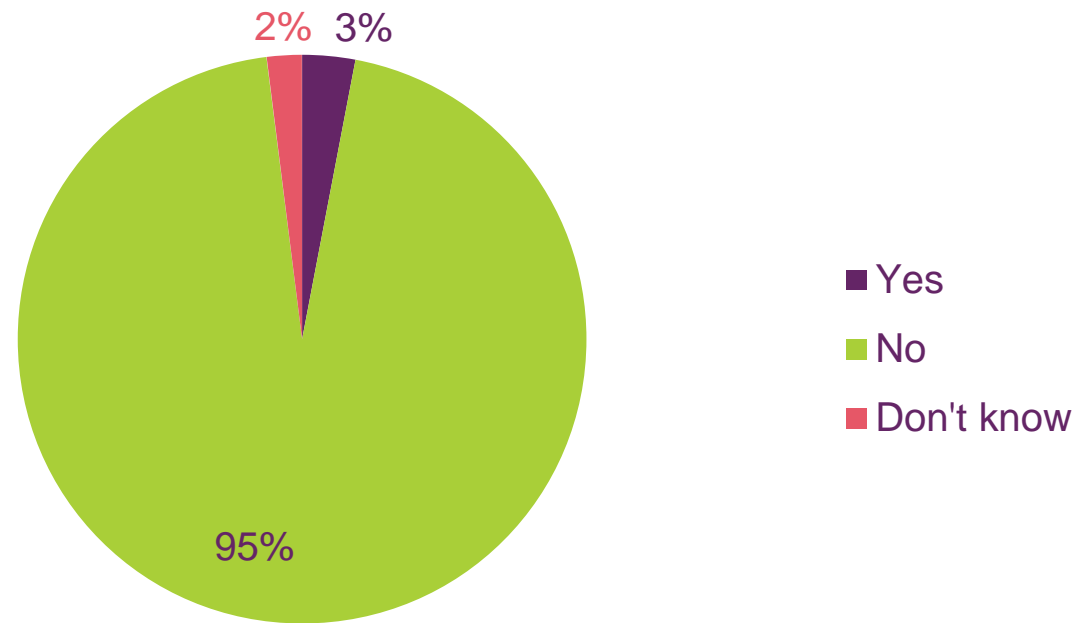
Q54 – Now I'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or via the computer

% Ever listen	All %	16-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65+ %	ABC1 %	C2DE %	Male %	Female %
Radio in general	78	73	78	79	82	78	76	81▲	73	80▲	76
Any BBC radio	65	55▼	62	67	71	65	68	72▲	57	71▲	60
Any commercial radio	56	55	66▲	60	65▲	50	42▼	60▲	53	60▲	54

Source: Ofcom Media Tracker 2014. Base: All respondents (1,362); 16-24 (205); 25-34 (218); 35-44 (210); 45-54 (219); 55-64 (203); 65+ (307); ABC1 (709); C2DE (652); Male (658); Female (704). Prompted, single code per station type. Significance testing shows any difference between any age group and all adults by socio-economic groups and by gender.

## Overall levels of offence on radio

Q61 - In the last 12 months, have you personally heard anything on the radio you found offensive?

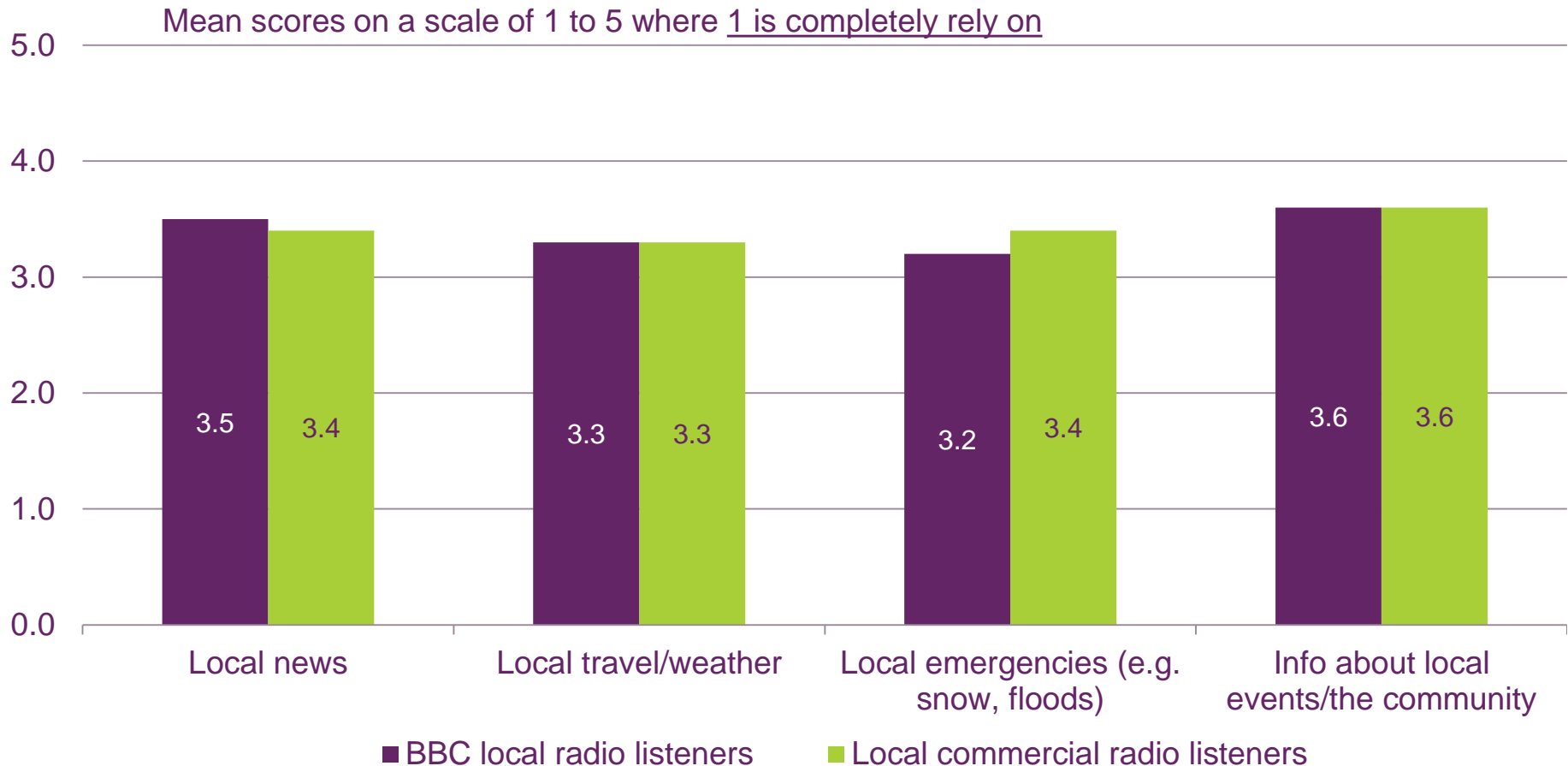


Source: Ofcom Media Tracker 2014. Base: All respondents who ever listen to radio (1,615). Prompted, single code.

# Reliance on BBC local/ local commercial radio stations for local issues and events



Q55/ Q56 - To what extent do you personally rely on BBC local / local commercial radio stations for coverage of the following local issues and events?



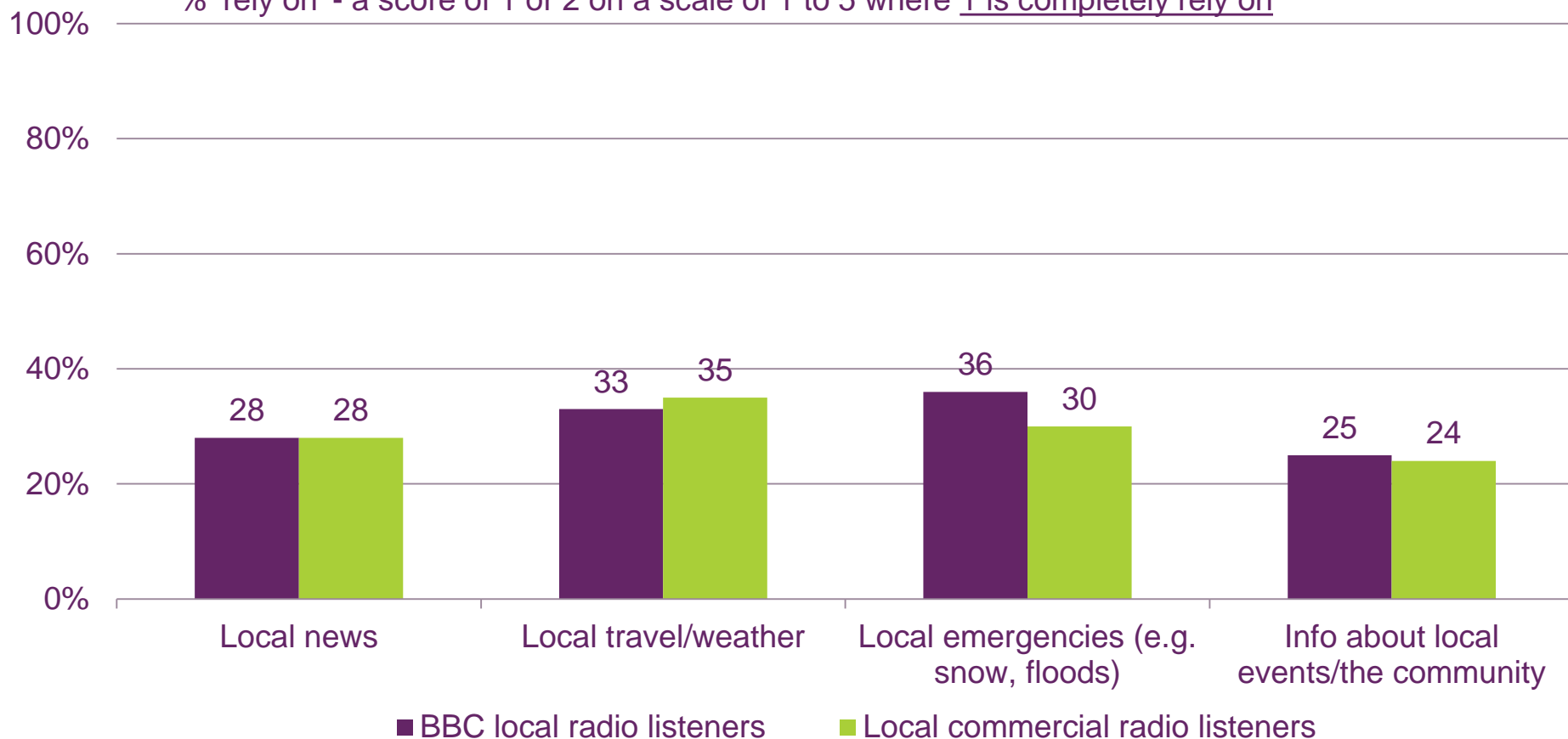
Source: Ofcom Media tracker 2014. Base: All who listen to BBC local radio stations (551); All who listen to local commercial radio stations (562). Note: Mean scores. Prompted, single code.

# Reliance on BBC local/ local commercial radio stations for local issues and events



Q55/ Q56 - To what extent do you personally rely on BBC local / local commercial radio stations for coverage of the following local issues and events?

% 'rely on' - a score of 1 or 2 on a scale of 1 to 5 where 1 is completely rely on

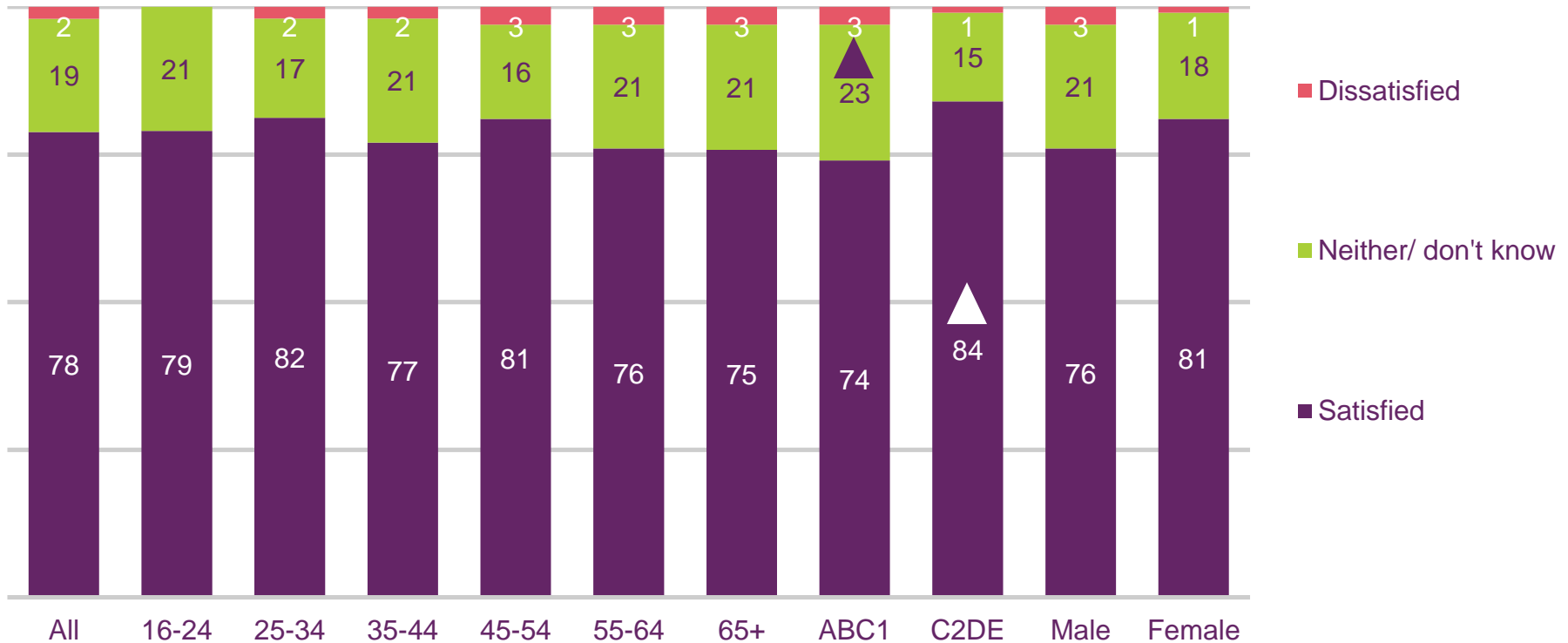


Source: Ofcom Media tracker 2014. Base: All who listen to BBC local radio stations (551); All who listen to local commercial radio stations (562).



# Satisfaction with local radio station

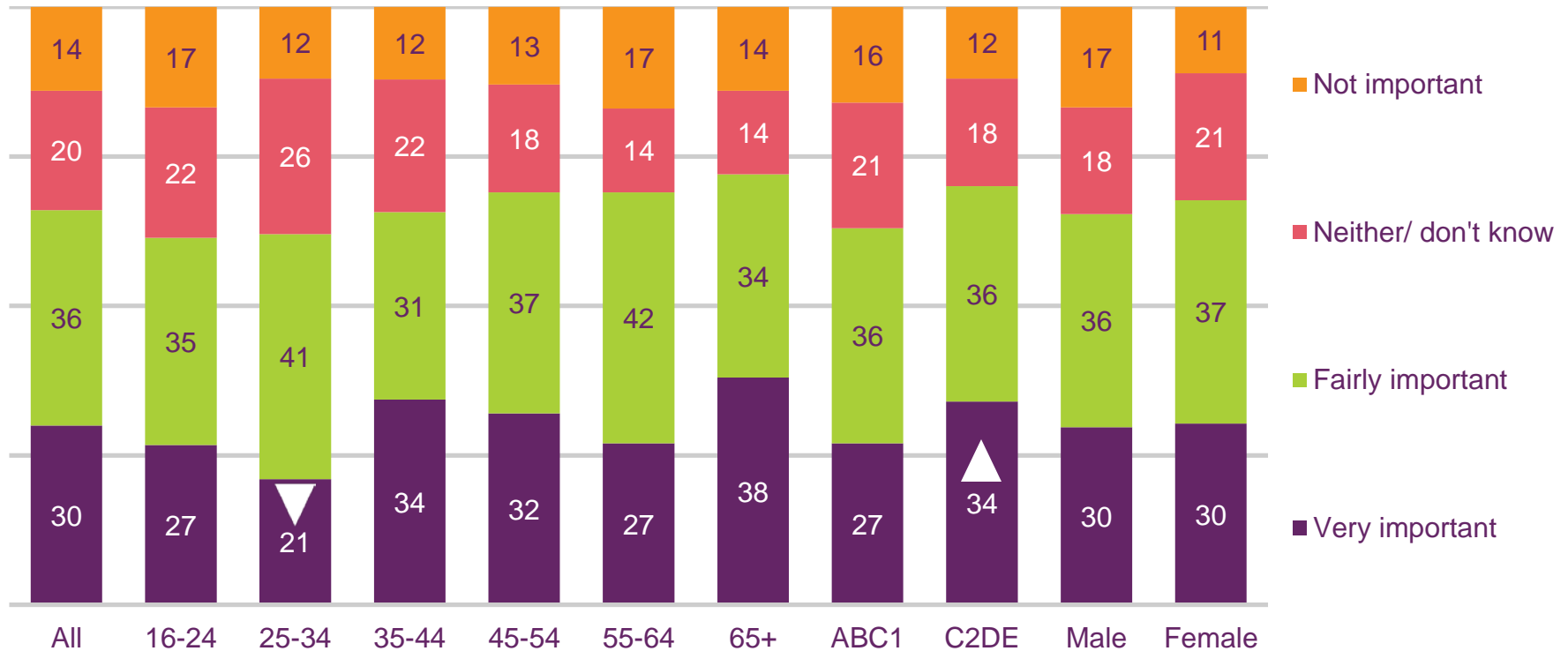
Q58 – How satisfied are you with what you hear on your local radio station?



Source: Ofcom Media Tracker 2014. Base: All who listen to a local radio station (769); 16-24 (105); 25-34 (124); 35-44 (130); 45-54 (136); 55-64 (109); 65+ (165); ABC1 (419); C2DE (349); Male (383); Female (386). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups and by gender.

# Importance of local radio station service, among local radio listeners (%)

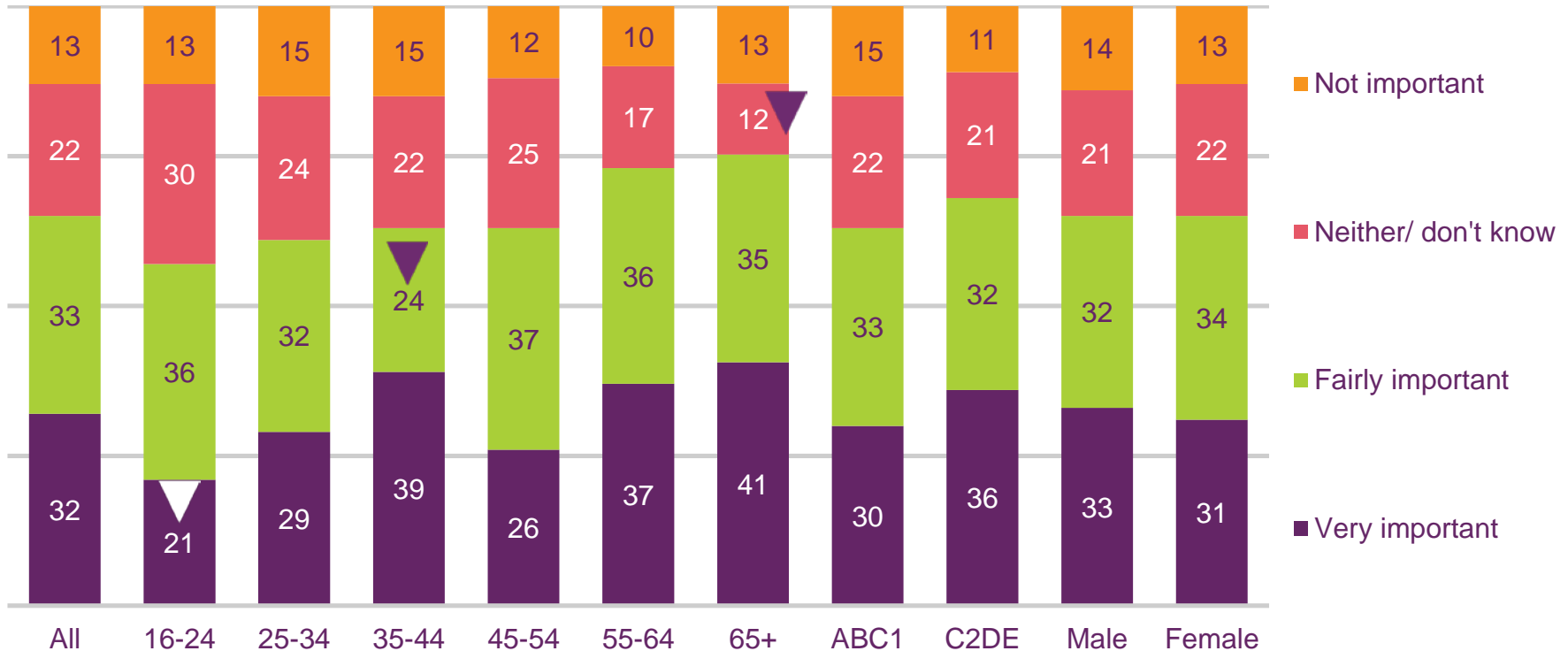
Q59 – How important to you is the service that local radio stations provide?



Source: Ofcom Media Tracker 2014. Base: All who listen to a local radio station (769); 16-24 (105); 25-34 (124); 35-44 (130); 45-54 (136); 55-64 (109); 65+ (165); ABC1 (419); C2DE (349); Male (383); Female (386). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups and by gender.

# Importance that local radio station is based locally, among local radio listeners (%)

Q60 – How important is to you that your local radio station is based in your local area?



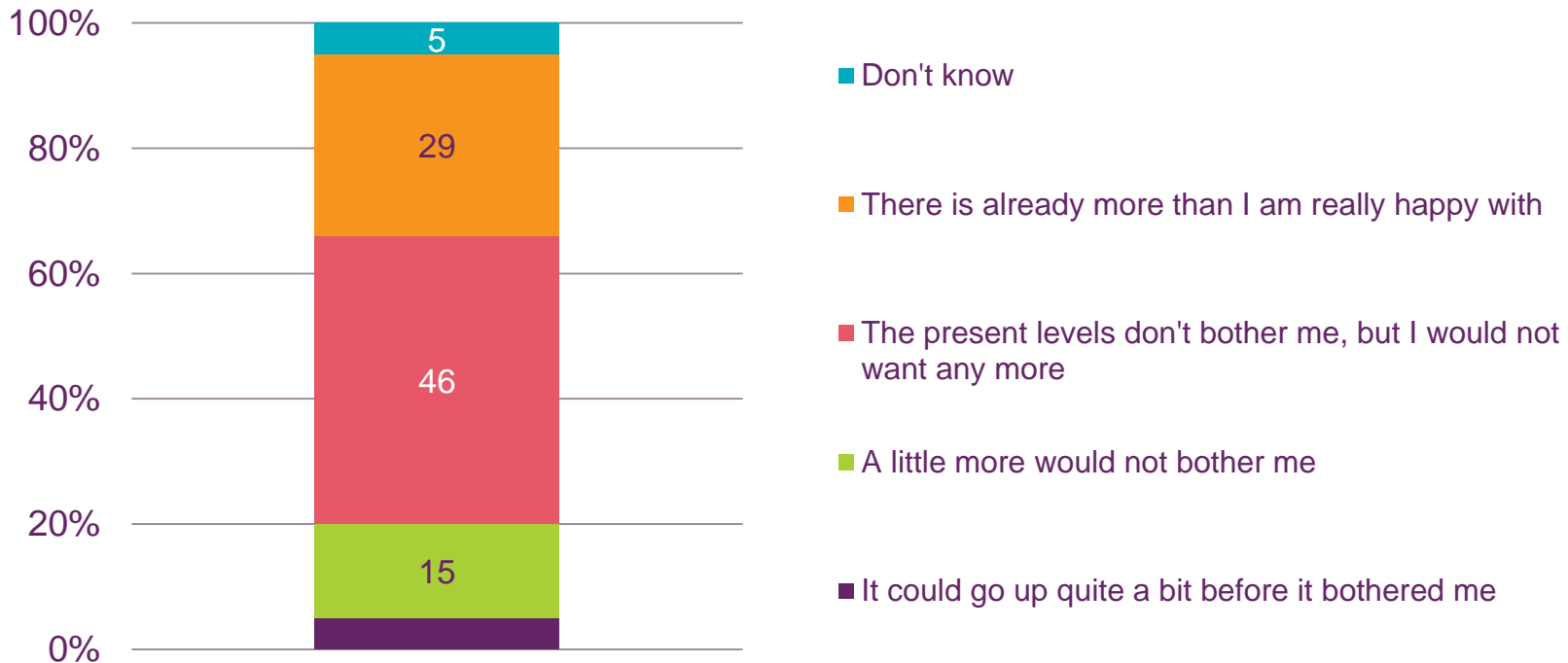
Source: Ofcom Media Tracker 2014. Base: All who listen to a local radio station (769); 16-24 (105); 25-34 (124); 35-44 (130); 45-54 (136); 55-64 (109); 65+ (165); ABC1 (419); C2DE (349); Male (383); Female (386). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups and by gender.

# Opinion on amount of commercial activity on radio: Advertising and programme sponsorship



**Intro before question:** Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist.

Q57 – 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?



Source: Ofcom Media Tracker 2014. Base: All who listen to Commercial radio stations 2014 (752). Prompted, single code.

## Attitudes towards privacy

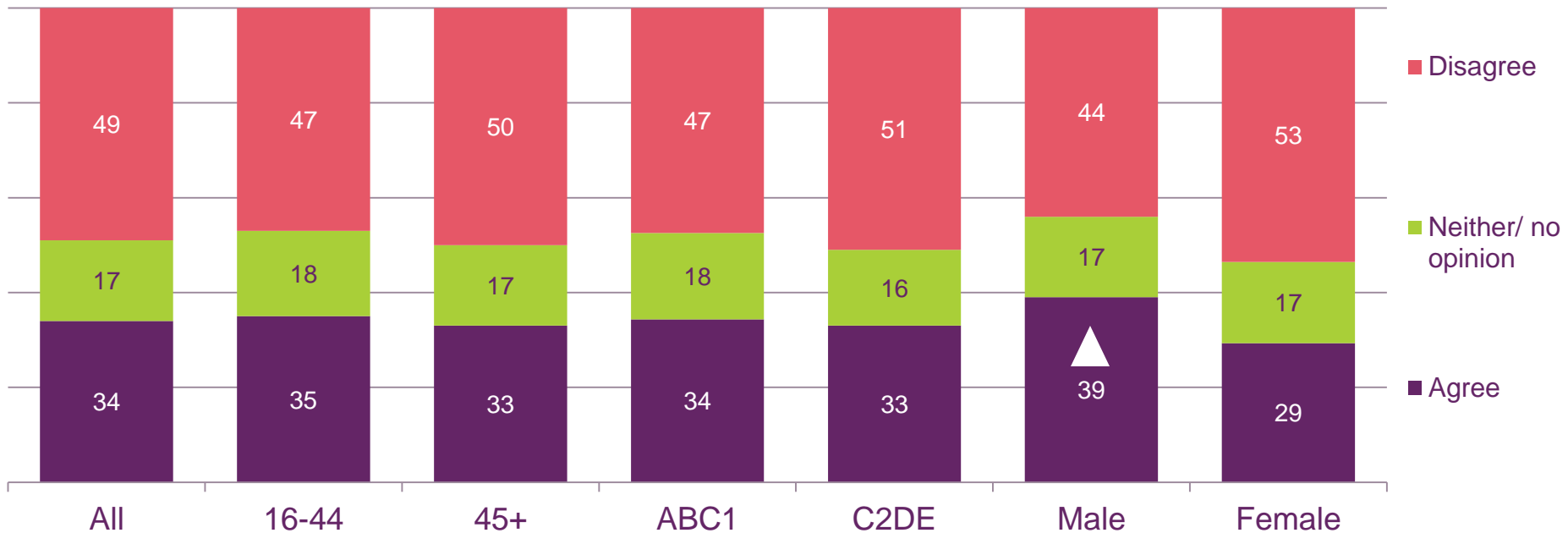
- Level of agreement with statements about TV programmes about people's lives
- Opinion on most intrusive media into lives of people in the public eye/ members of the general public

# Level of agreement with statement relating to TV programmes and lives of public figures



Q69A - Please can you tell me to what extent do you agree or disagree with each of the following statements I'm going to read out?

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



**TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent**

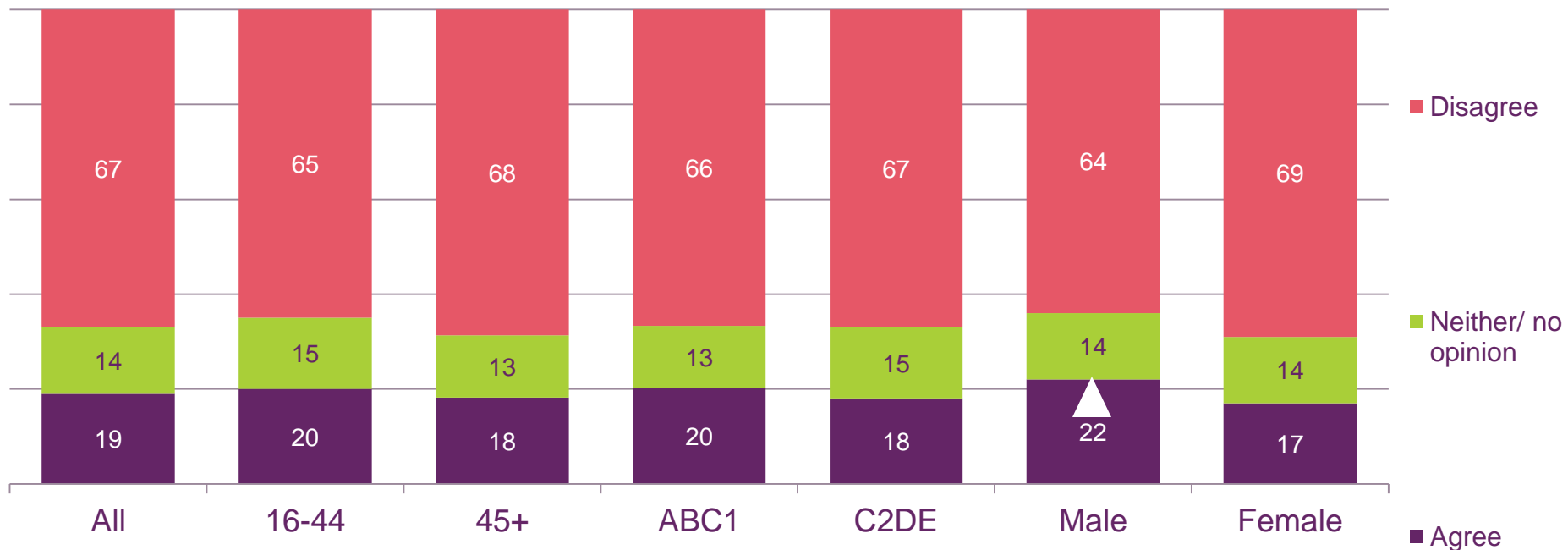
Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); 16-44 (961); 45+ (1,113); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between age groups, between socio-economic groups and by gender.

# Level of agreement with statements relating to TV programmes and lives of the general public



Q69B - Please can you tell me to what extent do you agree or disagree with each of the following statements I'm going to read out?

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



**TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent**

Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); 16-44 (961); 45+ (1,113); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between age groups, between socio-economic groups and by gender.

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

Q70 - 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?  
 Q73 - 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?



Source: Ofcom Media Tracker 2014. Base: All respondents (2,016). Only responses ≥ 3% labelled. Prompted, single code.



# Regulation

- Awareness of regulation
- Opinion on who regulates TV programmes
- Opinion on who regulates radio
- Opinion on why TV programme regulation exists
- Opinion on current levels of regulation for types of TV and radio broadcast content

# Whether TV programme regulation currently exists



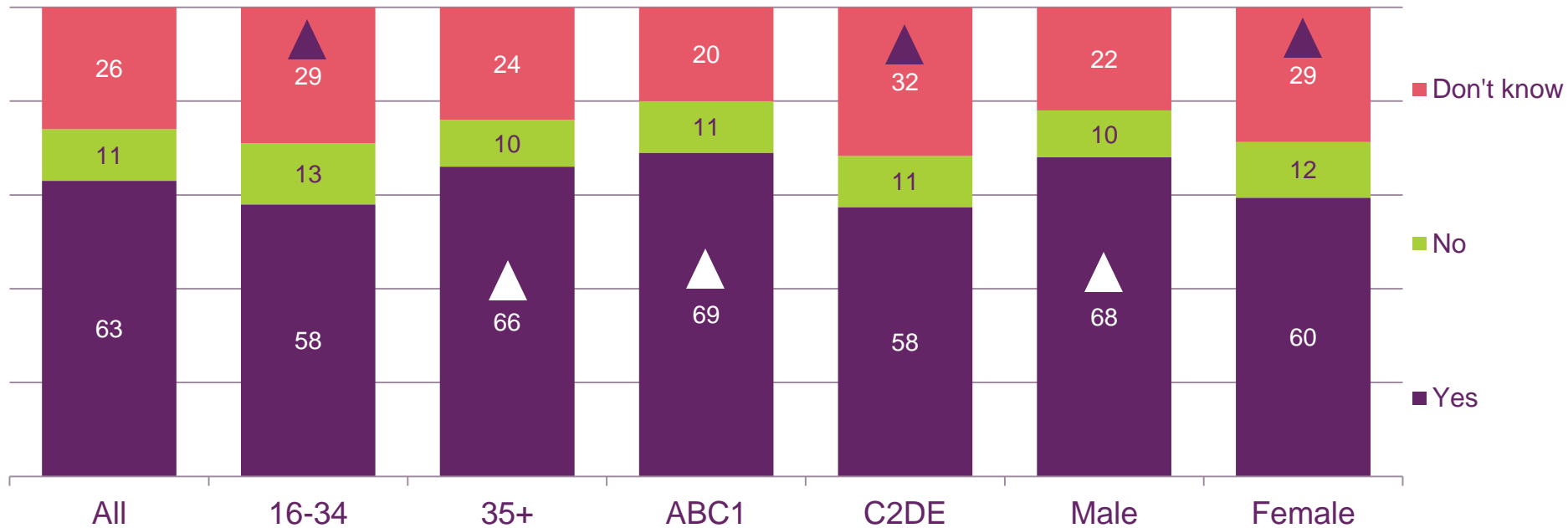
Q30 – As far as you know, are TV programmes regulated? Are there rules or guidelines about what can and can't be shown?



Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); 16-34 (628); 35+ (1,446); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between age groups, between socio-economic groups and by gender.

# Whether radio regulation currently exists

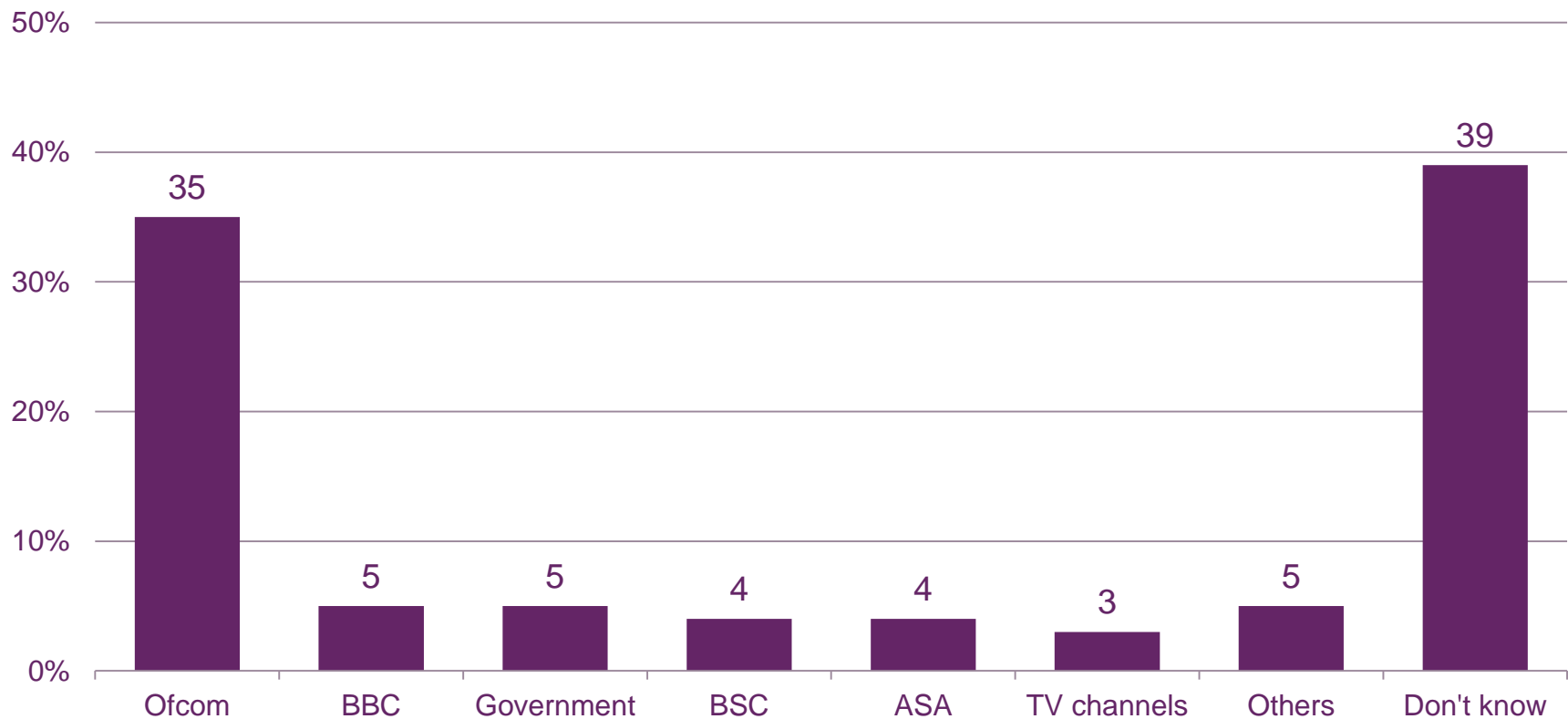
Q34 – As far as you know, is the radio regulated in terms of what can be broadcast? By regulation I mean rules or guidelines about what can and can't be broadcast.



Source: Ofcom Media Tracker 2014. Base: All 2014 (2,074); 16-34 (628); 35+ (1,446); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between age groups, between socio-economic groups and by gender.

# Opinion on who regulates TV programmes

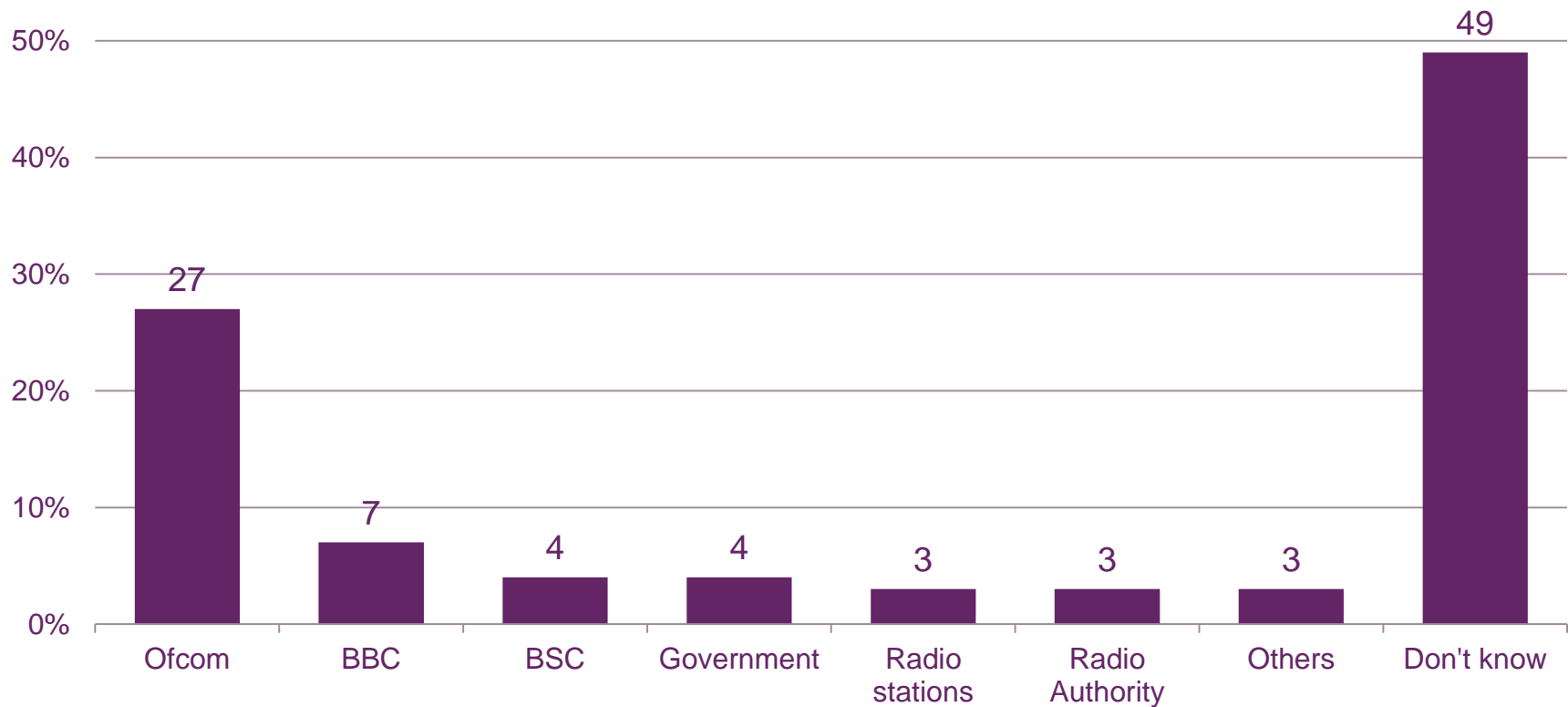
Q31 - Who do you think is responsible for regulating TV programmes?



Source: Ofcom Media Tracker 2014. Base: All respondents aware/unsure of TV programme regulation 2014 (1,923). Note: Only responses  $\geq 3\%$  charted. Unprompted, single code, first mention.

# Opinion on who regulates radio

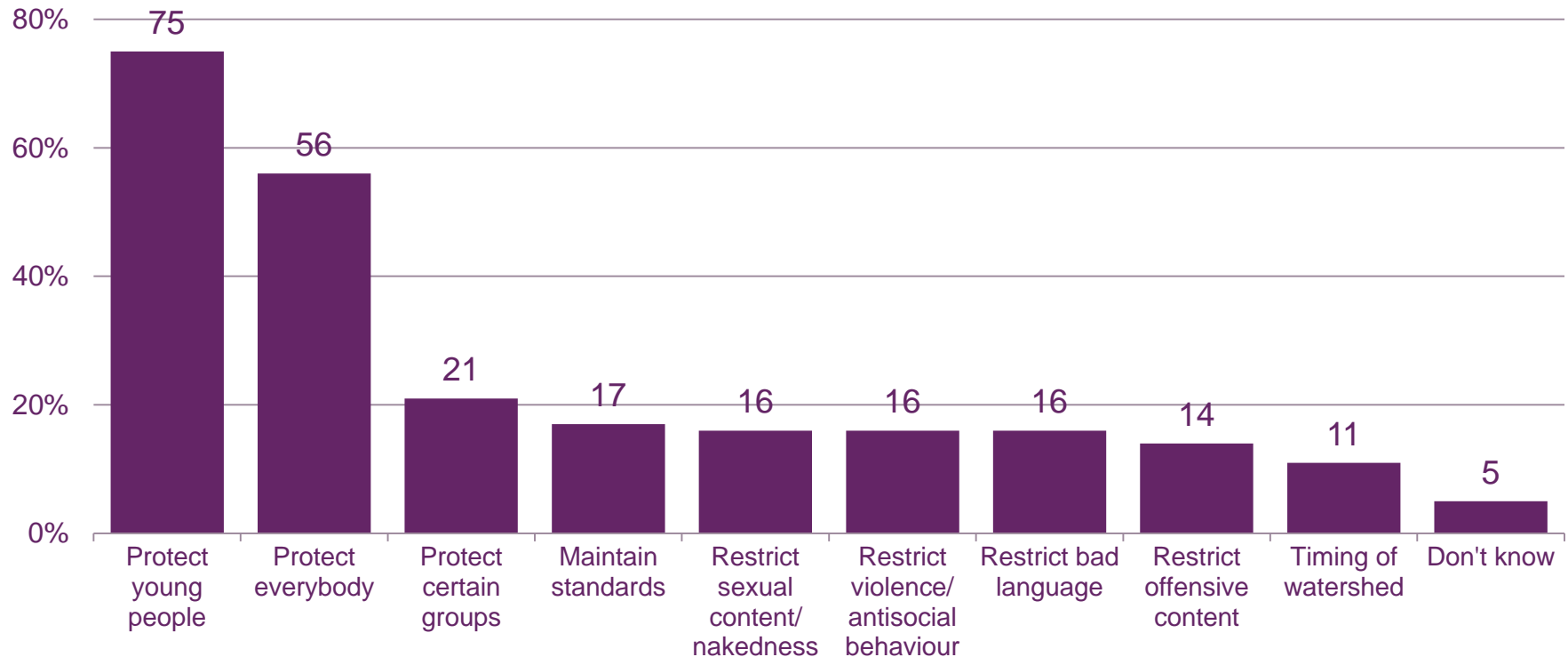
Q35 - Who do you think is responsible for regulating radio?



Source: Ofcom Media Tracker 2014. Base: All respondents aware/unsure of radio regulation 2014 (1,841). Note: Only responses ≥ 3% charted. Unprompted, single code, first mention.

# Opinion on why TV programme regulation exists

Q33 - 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?

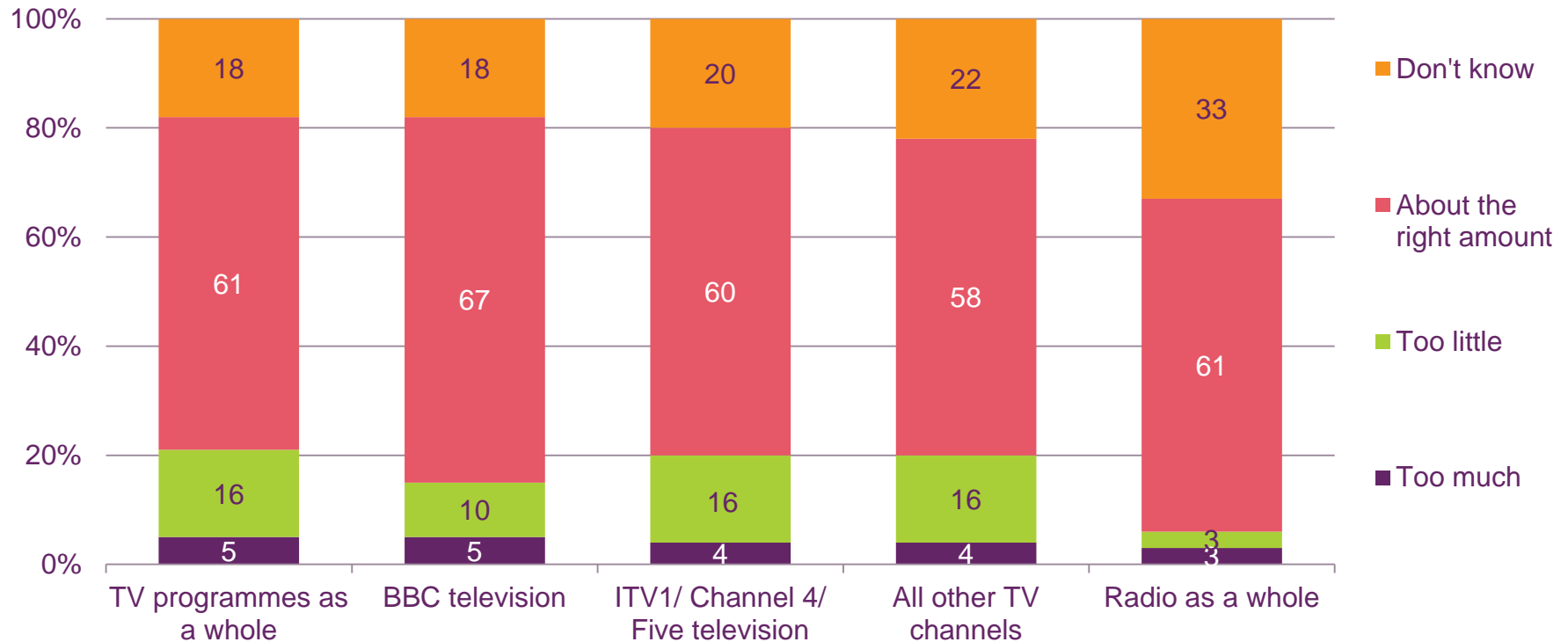


Source: Ofcom Media Tracker 2014. Base: All respondents 2014 (2,016). Note: Only responses ≥ 3% charted. Unprompted, multicode.

# Opinion on current levels of regulation

Q32/ Q36 - Do you think the amount of regulation for [media type] is:

- i) Too much?
- ii) Too little?
- iii) About the right amount ?



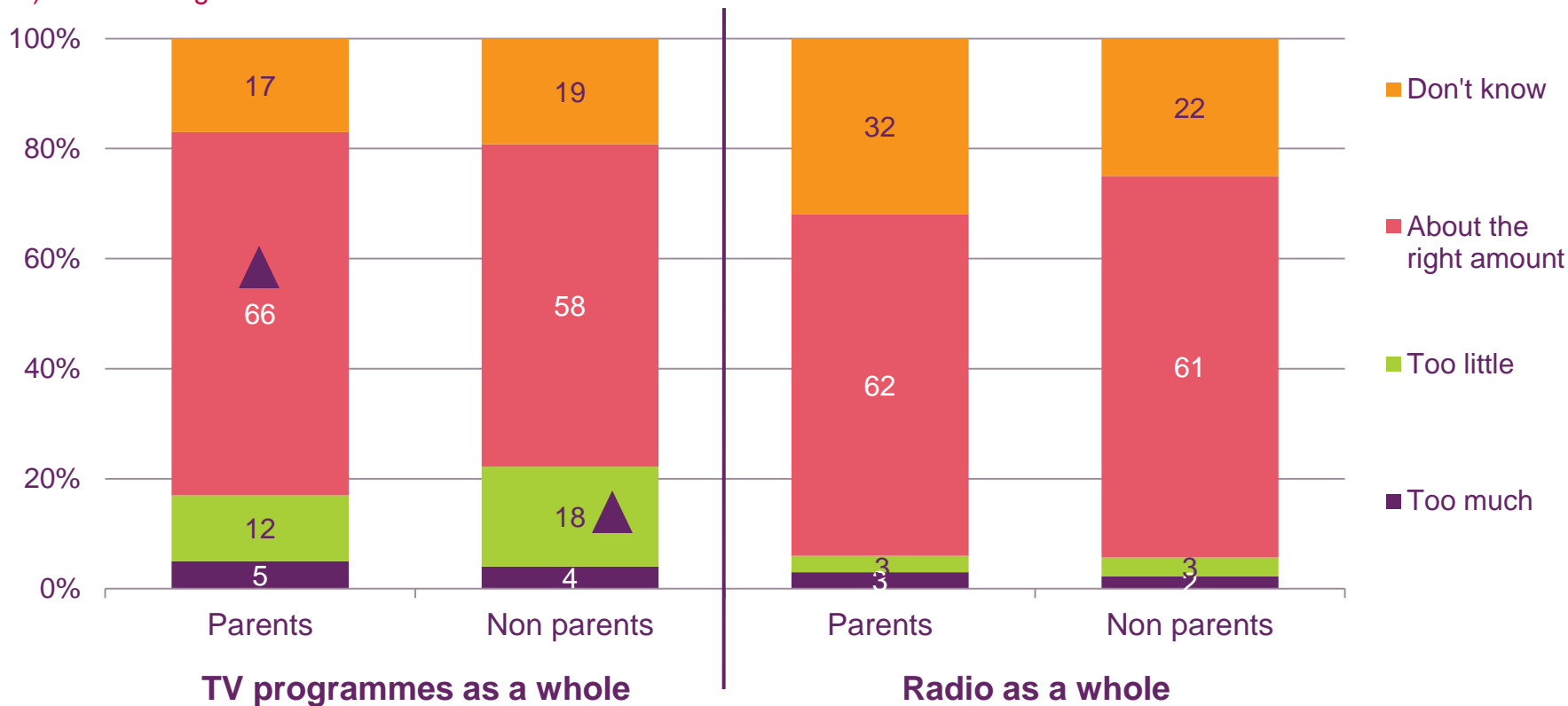
Source: Ofcom Media Tracker 2014. Base: All respondents 2014 (2,016). Unprompted, single code.

# Opinion on current levels of regulation - by family status



Q32/ Q36 - Do you think the amount of regulation for [media type] is:

- i) Too much?
- ii) Too little?
- iii) About the right amount ?



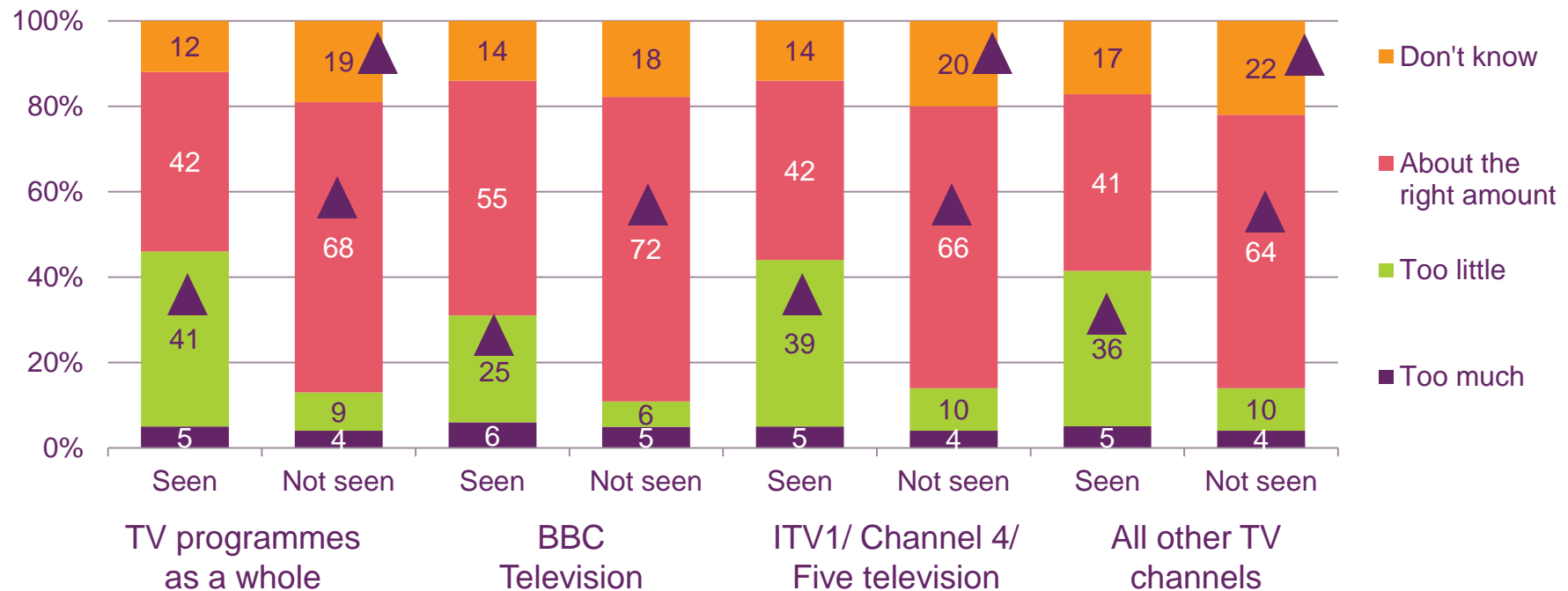
Source: Ofcom Media Tracker 2013. Base: Parents (637); Non-parents (1,246). Unprompted, single code. Significance testing shows any difference between parents and non-parents.



# Opinion on current levels of regulation - by whether seen something offensive on TV in past 12 months

Q32- Do you think the amount of regulation for [media type] is:

- i) Too much?
- ii) Too little?
- iii) About the right amount ?

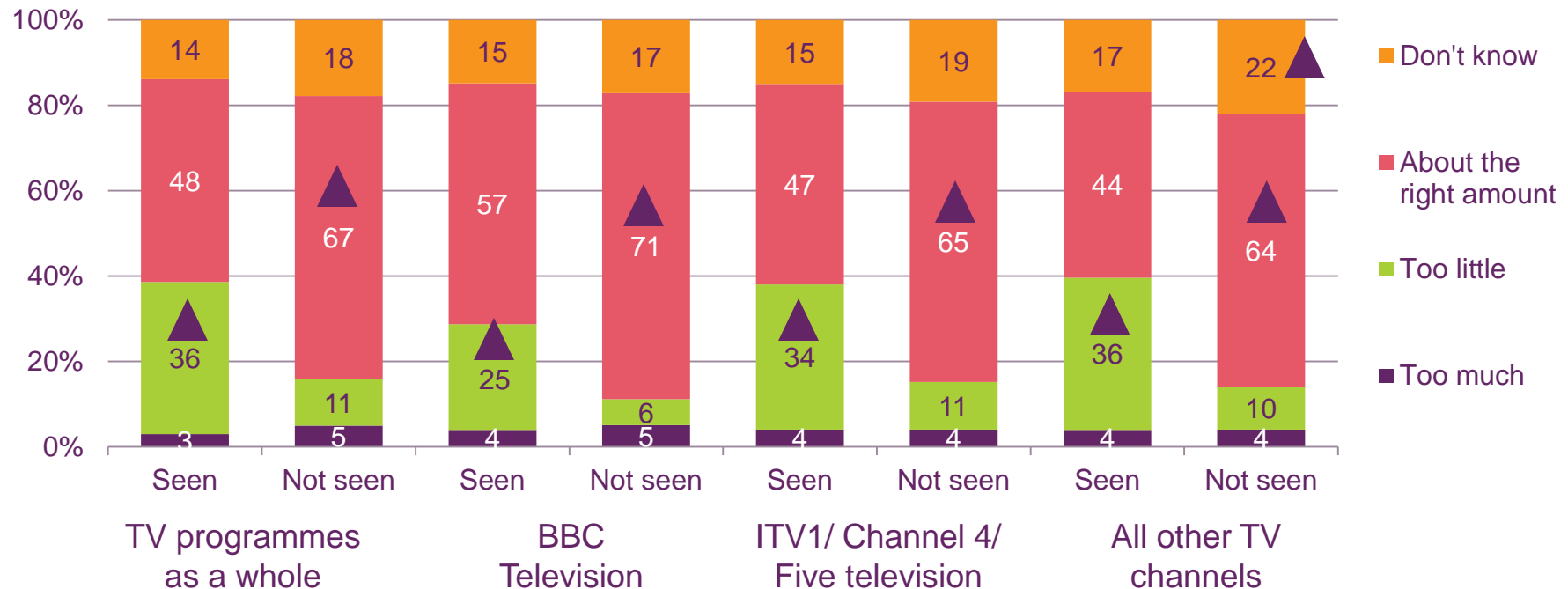


Source: Ofcom Media Tracker 2014. Base: All with any TV sets who have seen something offensive (421); All with any TV sets who have not seen anything offensive (1539). Unprompted, single code.

# Opinion on current levels of regulation - by whether seen something harmful or damaging in past 12 months

Q32 - Do you think the amount of regulation for [media type] is:

- i) Too much?
- ii) Too little?
- iii) About the right amount ?

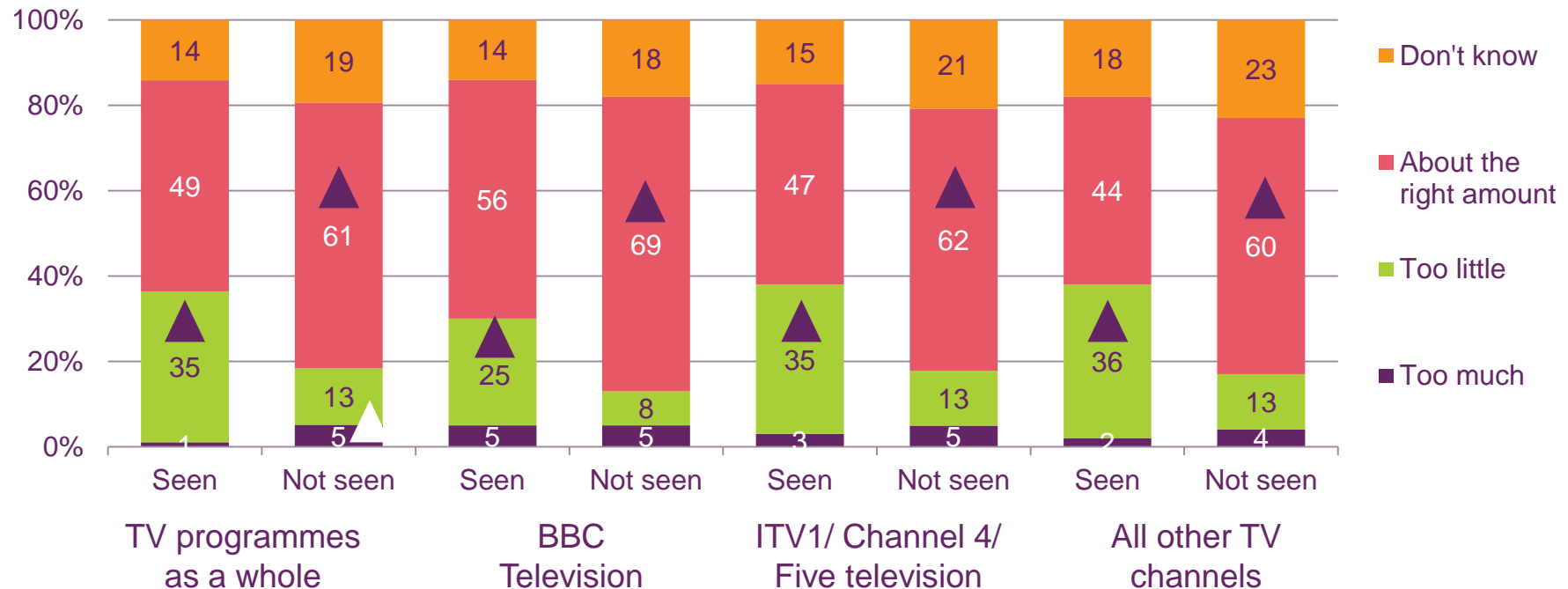


Source: Ofcom Media Tracker 2014. Base: All with any TV sets who have seen something harmful or damaging (399); All with any TV sets who have not seen anything harmful or damaging (1537). Unprompted, single code.

# Opinion on current levels of regulation - by whether seen something harmful or damaging to children in past 12 months

Q32 - Do you think the amount of regulation for [media type] is:

- i) Too much?
- ii) Too little?
- iii) About the right amount ?

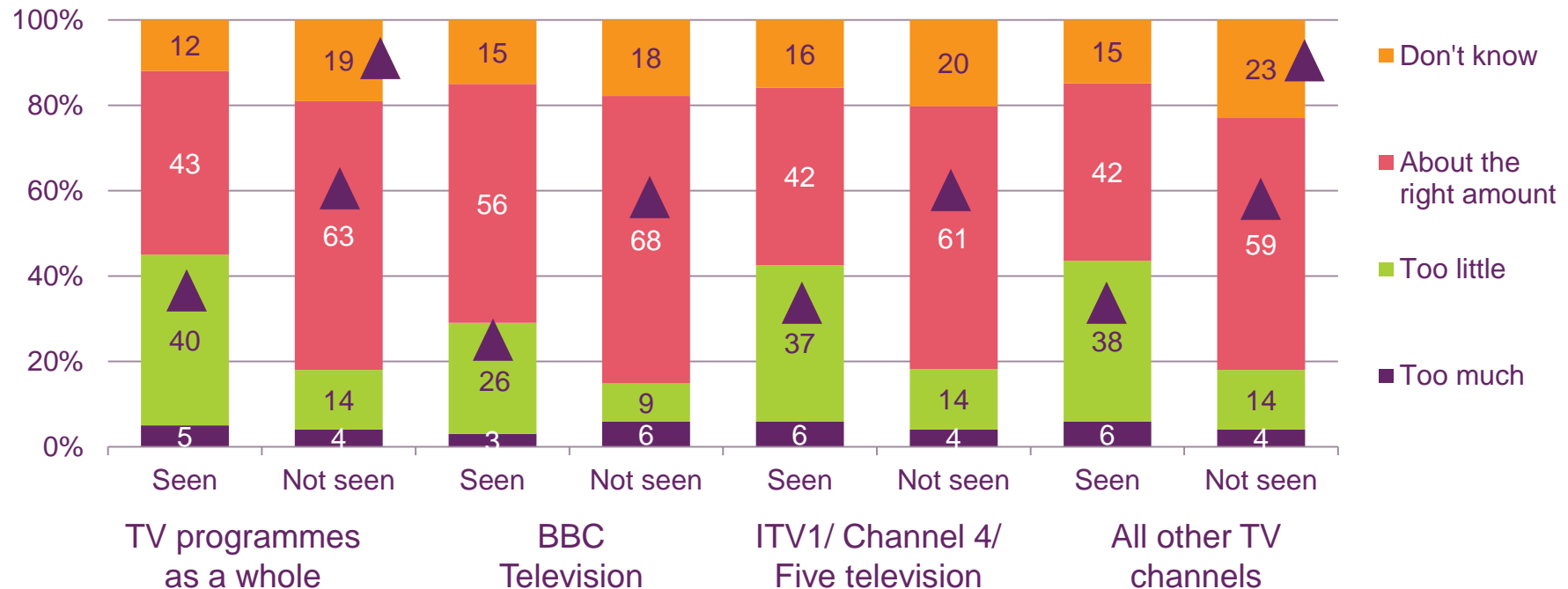


Source: Ofcom Media Tracker 2014. Base: All with any TV sets who have seen something harmful or damaging to children (293); All with any TV sets who have not seen anything harmful or damaging to children (1781). Unprompted, single code.

# Opinion on current levels of regulation - by whether seen something harmful or damaging to themselves in past 12 months

Q32 - Do you think the amount of regulation for [media type] is:

- i) Too much?
- ii) Too little?
- iii) About the right amount ?

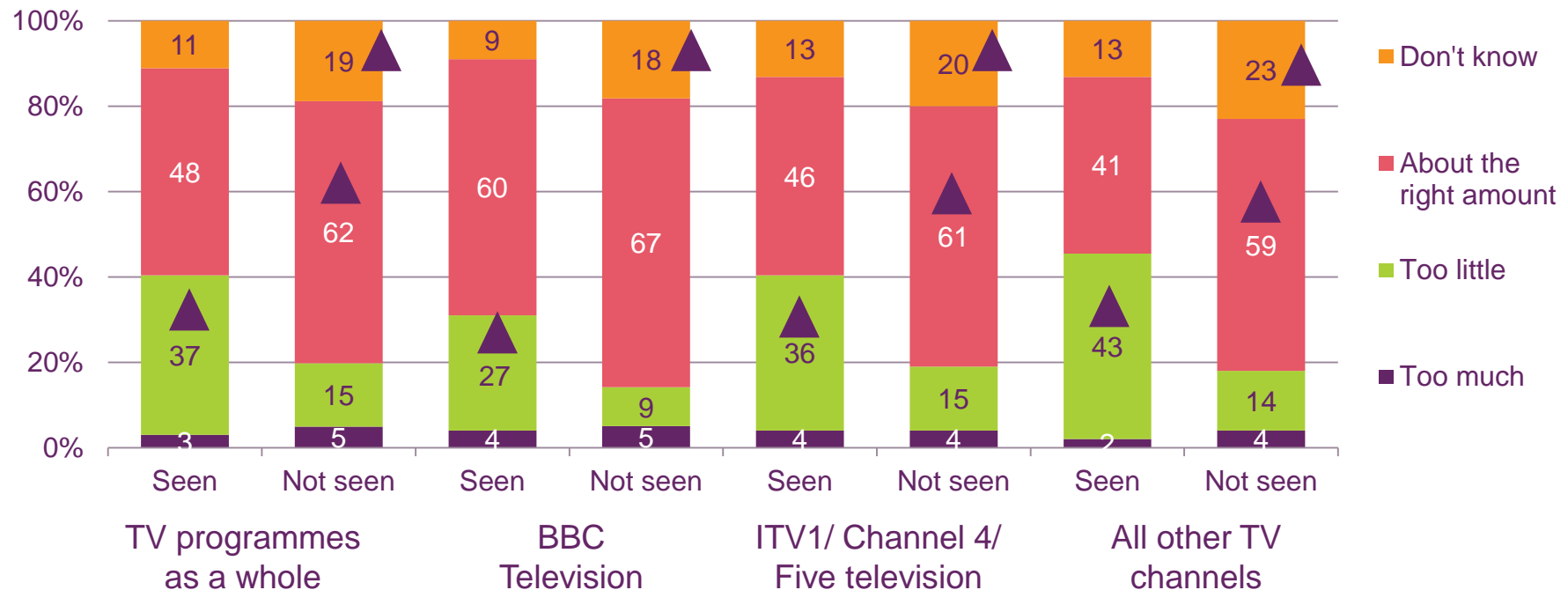


Source: Ofcom Media Tracker 2014. Base: All with any TV sets who have seen something harmful or damaging to yourself (154); All with any TV sets who have not seen anything harmful or damaging to children (1920). Unprompted, single code.

# Opinion on current levels of regulation - by whether seen something harmful or damaging to other adults in past 12 months

Q32 - Do you think the amount of regulation for [media type] is:

- i) Too much?
- ii) Too little?
- iii) About the right amount ?



Source: Ofcom Media Tracker 2014. Base: All with any TV sets who have seen something harmful or damaging to other adults (130); All with any TV sets who have not seen anything harmful or damaging to children (1944). Unprompted, single code.

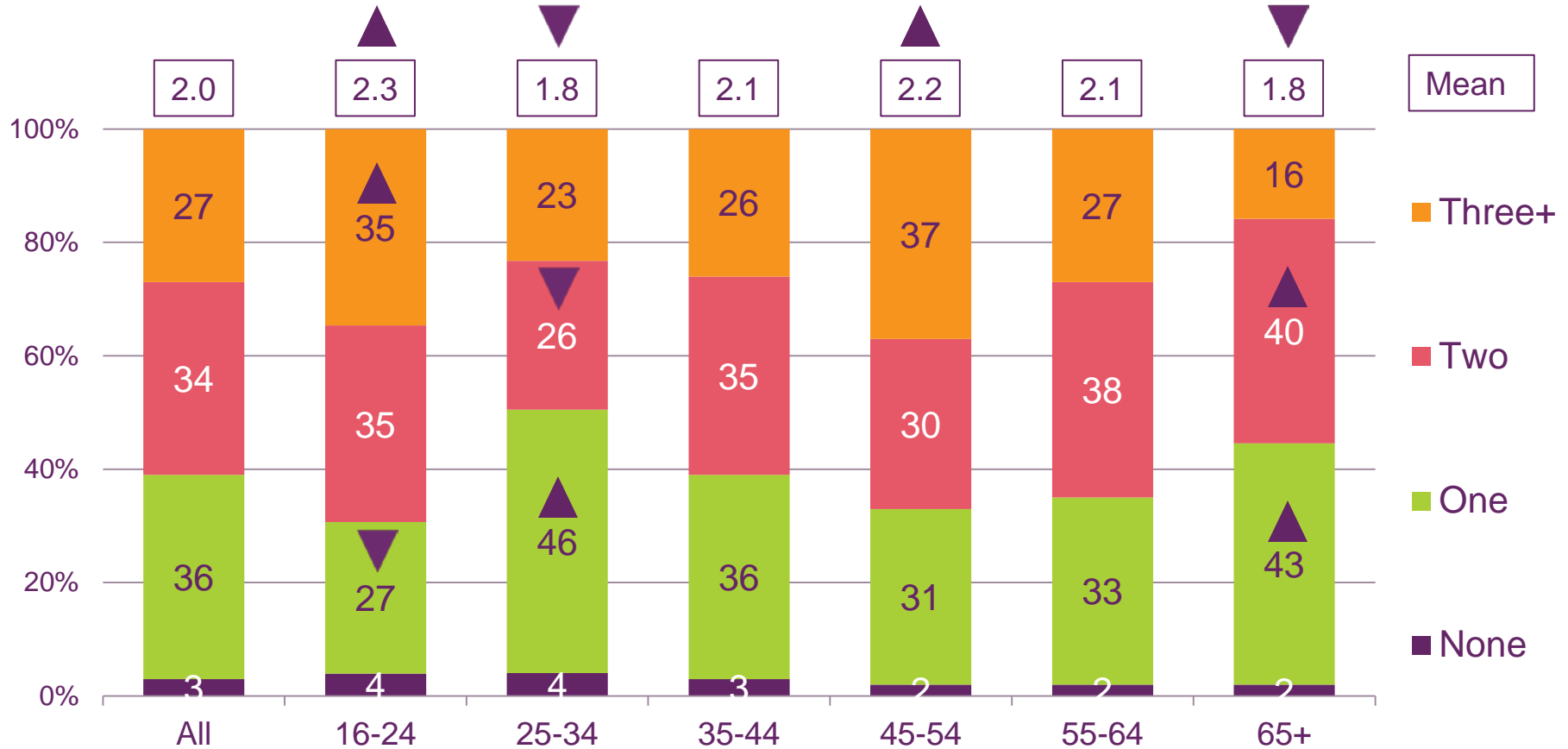
## Connected TV

- Number of working television sets in the household and plans for disposal
- Incidence of connected smart TV
- Ownership of particular media devices
- Access to connected TV in past 12 months, by device type
- Overall use of connected TV in past 12 months
- Use of connected TV in past 12 months, by activity and by device type
- Reasons for using broadcaster catch-up services and free video-on-demand (VOD) content among connected TV users

# Working TV sets in the household – by age



Q2 – How many working TV sets do you have across all of the rooms in your home?

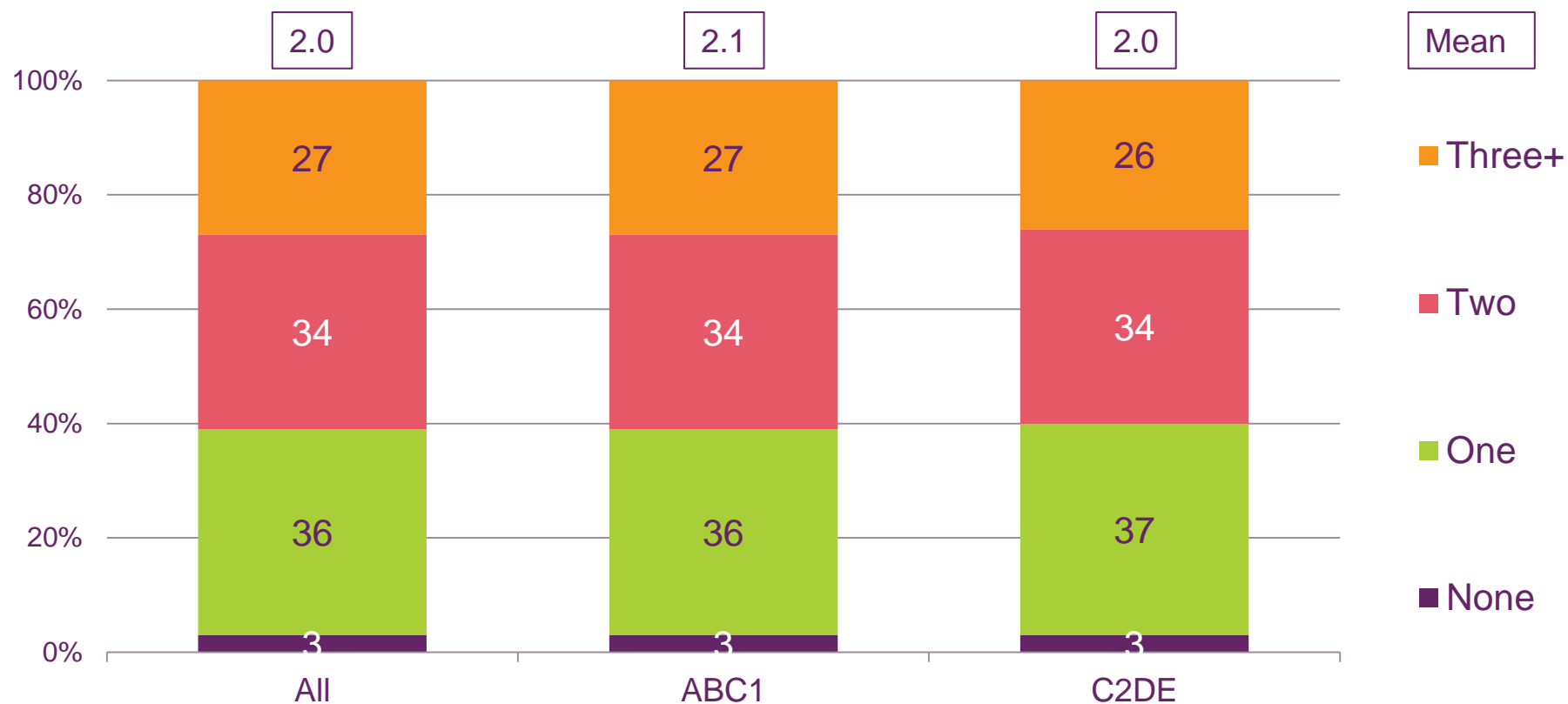


Source: Ofcom Media tracker 2014. Base: All respondents (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333); 55-64 (318); 65+ (462). Prompted, single code. Significance testing shows any difference between any age group and all adults.

# Working TV sets in the household – by socio-economic group



Q2 – How many working TV sets do you have across all of the rooms in your home?



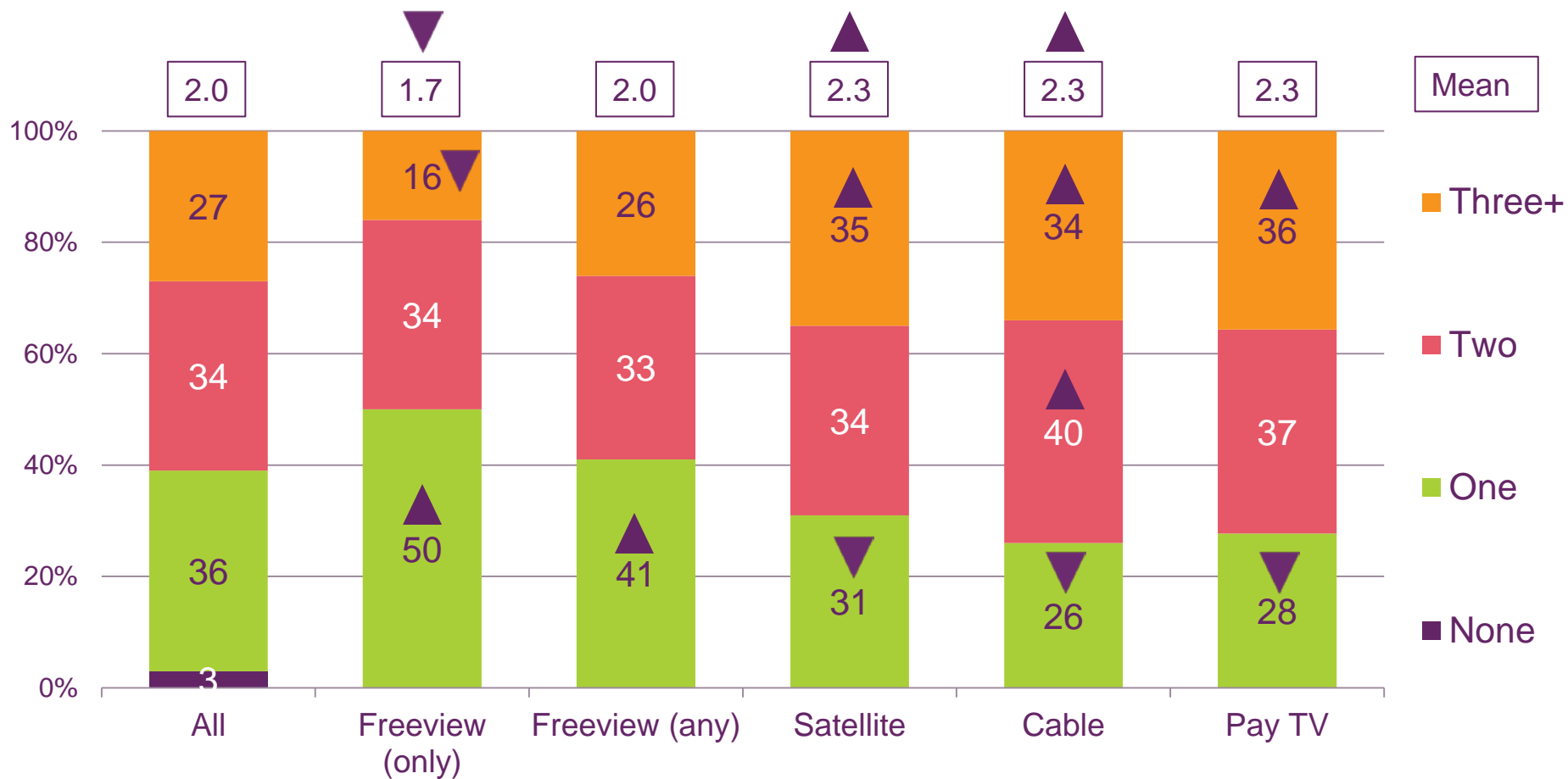
Source: Ofcom Media tracker 2014. Base: All respondents (2,074); ABC1 (1,076); C2DE (997). Prompted, single code. Significance testing shows any difference between socio-economic groups.



# Working TV sets in the household – by TV service



Q2 – How many working TV sets do you have across all of the rooms in your home?



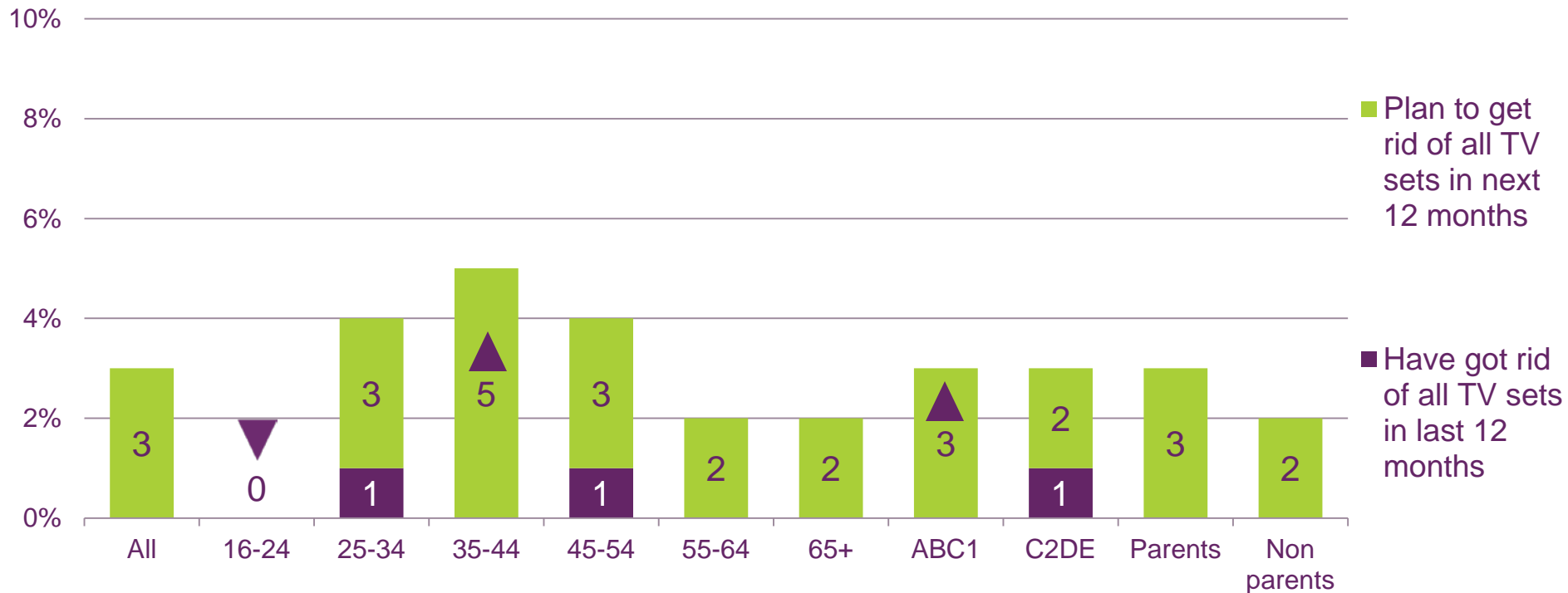
Source: Ofcom Media tracker 2014. Base: All respondents (2,074); Freeview (only) (717); Freeview (any) (889); Satellite (854); Cable (298); Pay TV (1,138). Prompted, single code. Significance testing shows any difference between any TV service and all adults.

# Getting rid of all TV sets in the household



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

Q4 – Has your household got rid of any TV sets in the last 12 months? (ASKED OF THOSE WITH NO TV SETS)

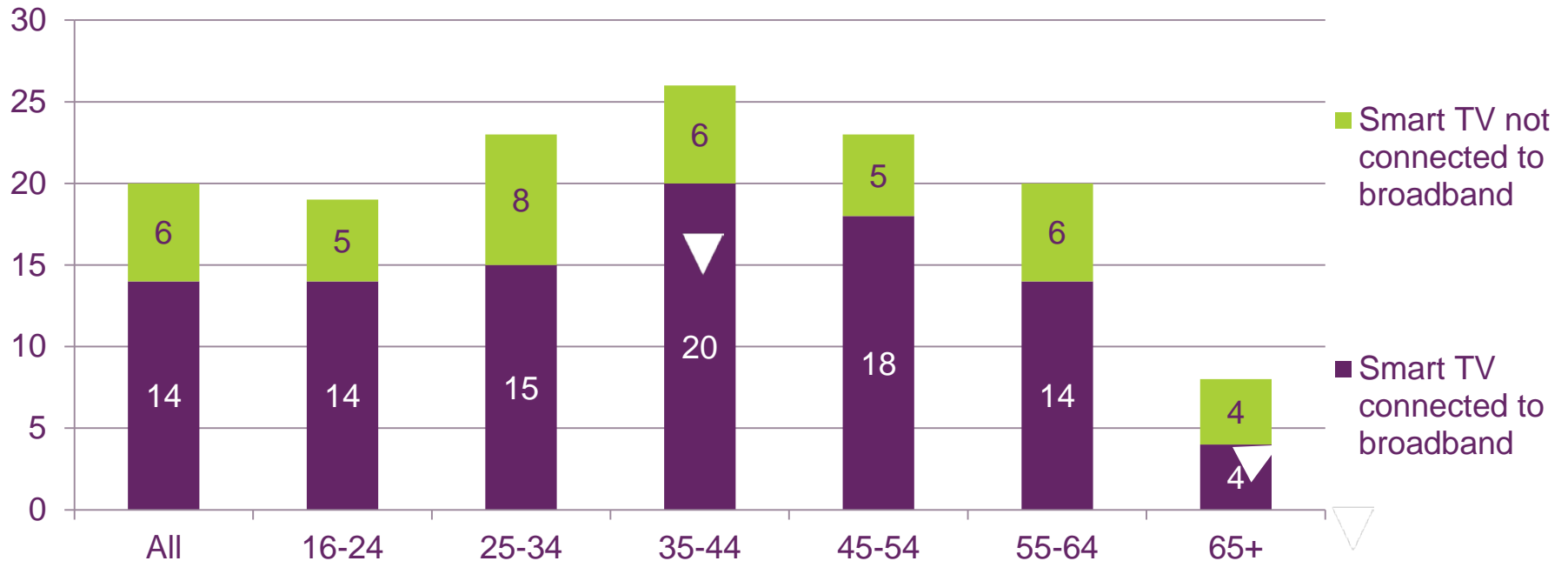


Source: Ofcom Media tracker 2014. Base: All respondents (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462); ABC1 (1076); C2DE (997); Parents (649); Non parents (1,425). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups or between parents and non parents.

# Ownership of connected smart TV – by age

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.

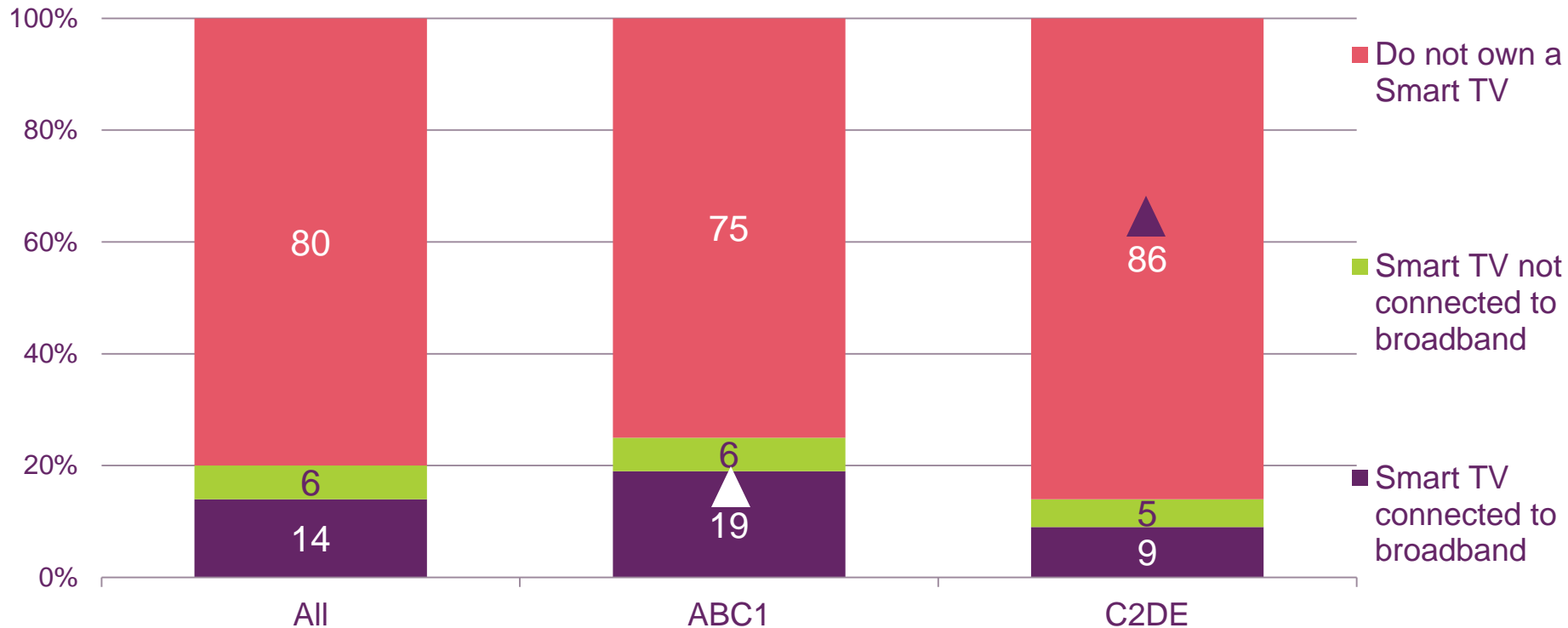
Q13 - And are any of your smart TV sets connected to your home broadband service?



Source: Ofcom Media tracker 2014. Base: All respondents (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Prompted, single code. Significance testing shows any difference between any age group and all adults.

# Connected smart TV – by socio-economic group

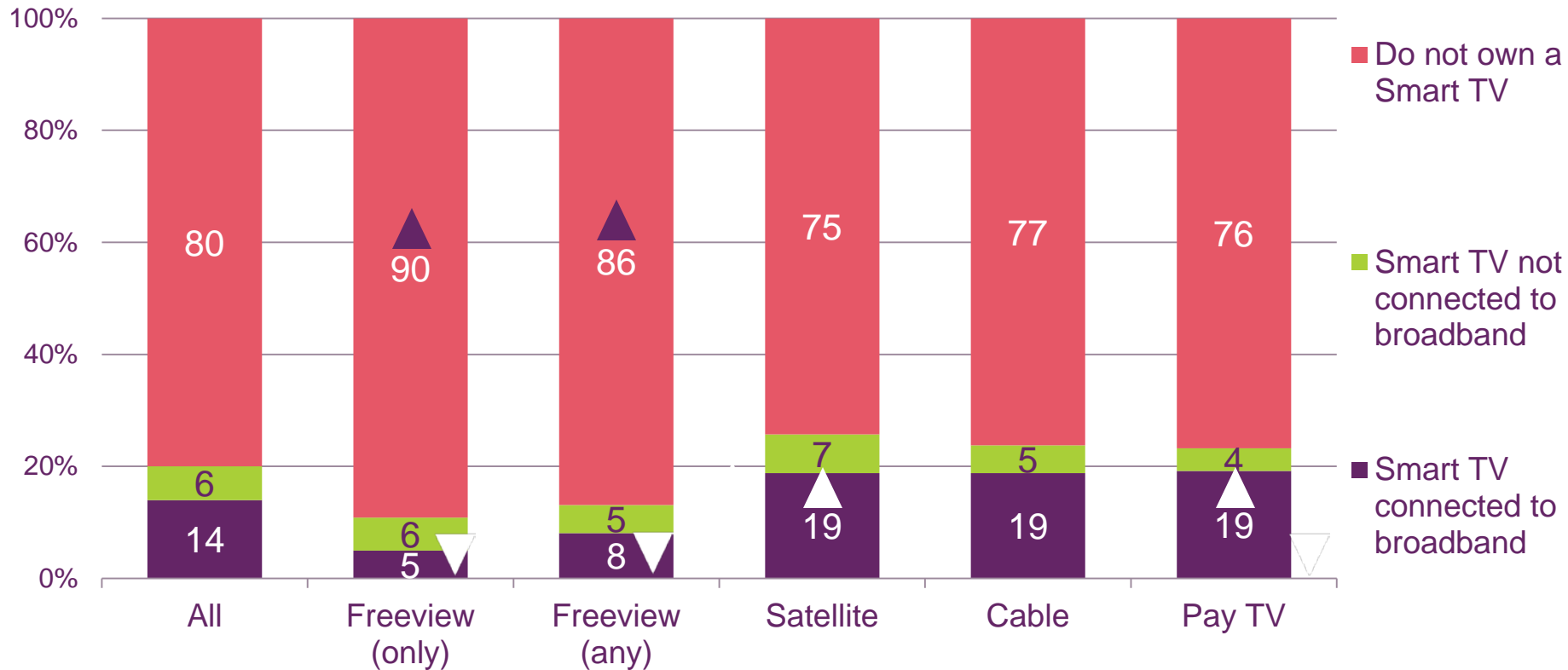
Q12 - Are any of your TV sets 'smart TVs'? These are newer types of TV that can be connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.  
Q13 - And are any of your smart TV sets connected to your home broadband service?



Source: Ofcom Media tracker 2014. Base: All respondents (2,074); ABC1 (1,076); C2DE (997). Prompted, single code. Significance testing shows no difference between socio-economic groups.

# Connected smart TV – by TV service

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.  
 Q13 - And are any of your smart TV sets connected to your home broadband service?

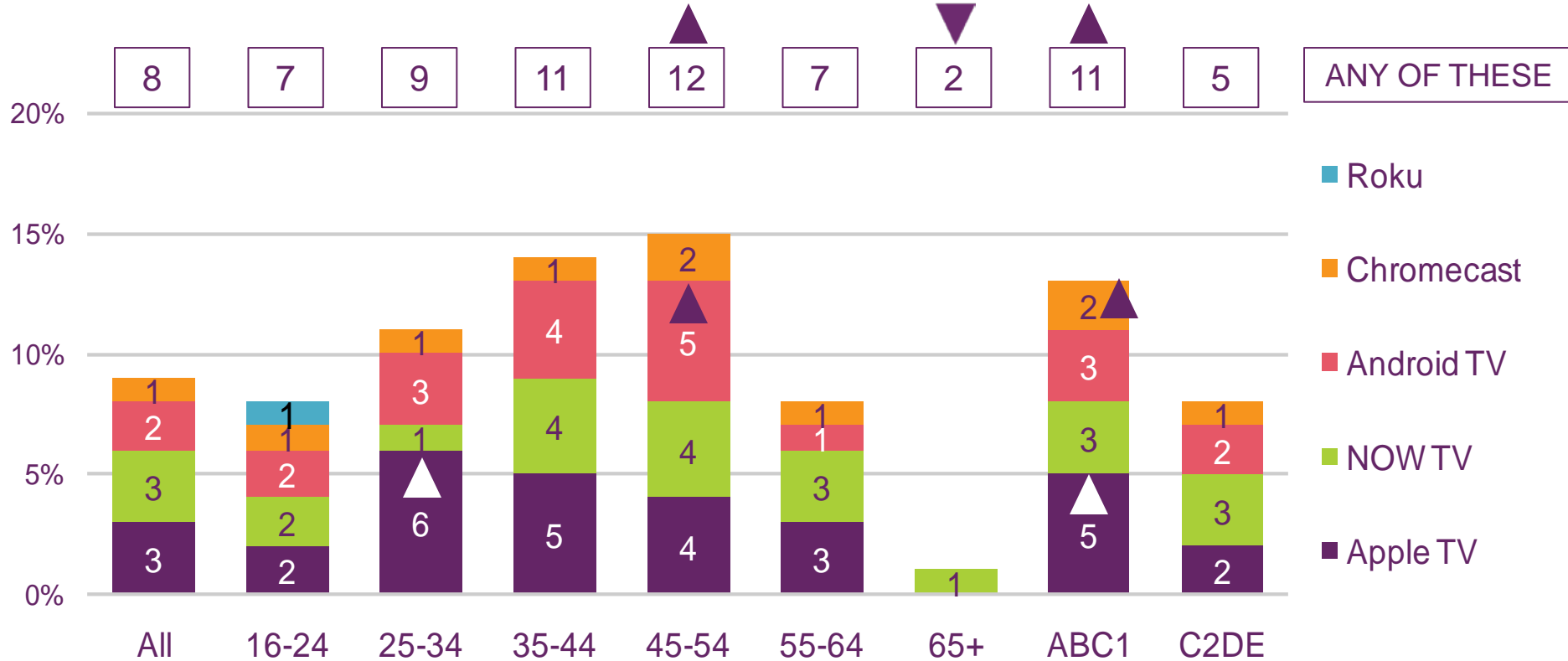


Source: Ofcom Media tracker 2014. Base: All respondents (2,074); Freeview (only) (717); Freeview (any) (889); Satellite (854); Cable (298); Pay TV (1,138). Prompted, single code. Significance testing shows any difference between any TV service and all adults.

# Household ownership of particular media devices



Q9A - This is a list of different media devices. Which, if any, of these does your household have at the moment?

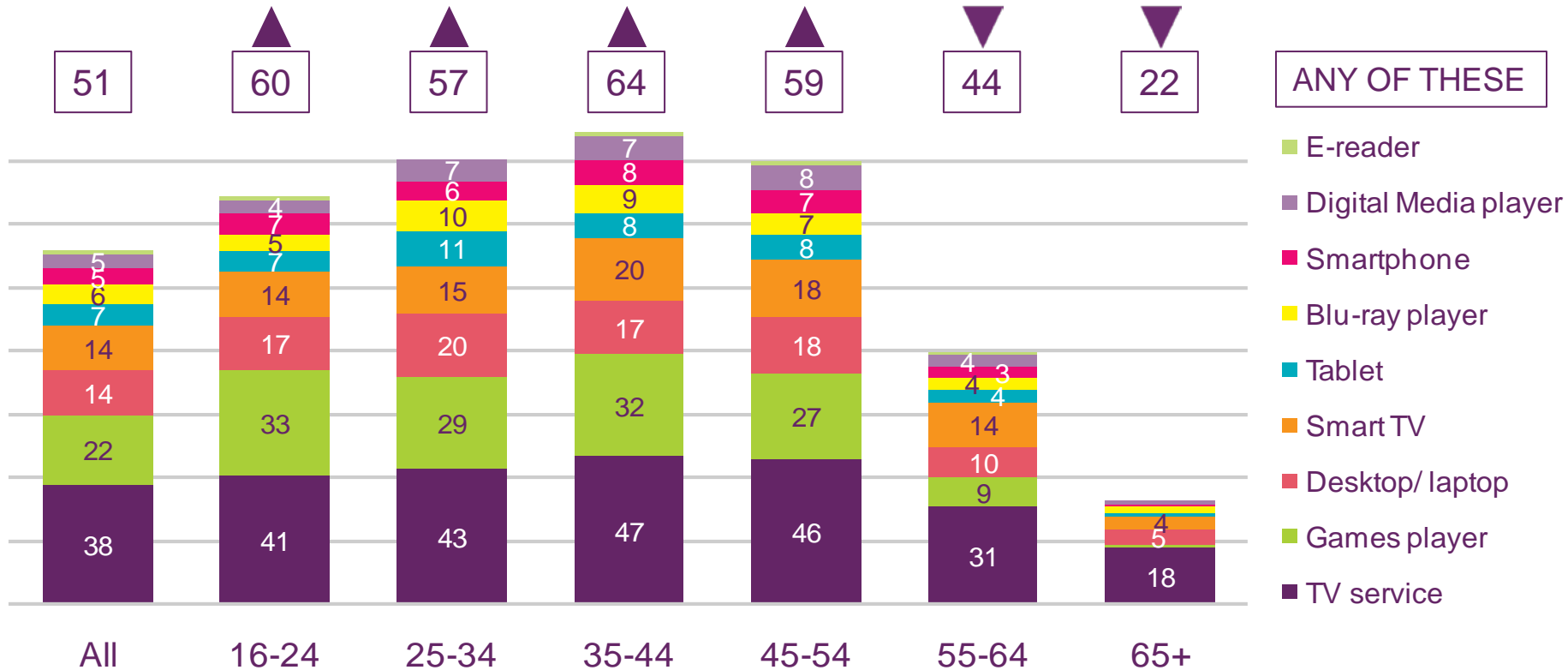


Source: Ofcom Media tracker 2014. Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462); ABC1 (1076); C2DE (997). Prompted, multicode. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups.

# Access to connected TV in past 12 months, by device – by age



Q7/ Q9C/ Q10C/ Q11C/ Q13 - And which, if any of these devices have been connected to your home broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen?

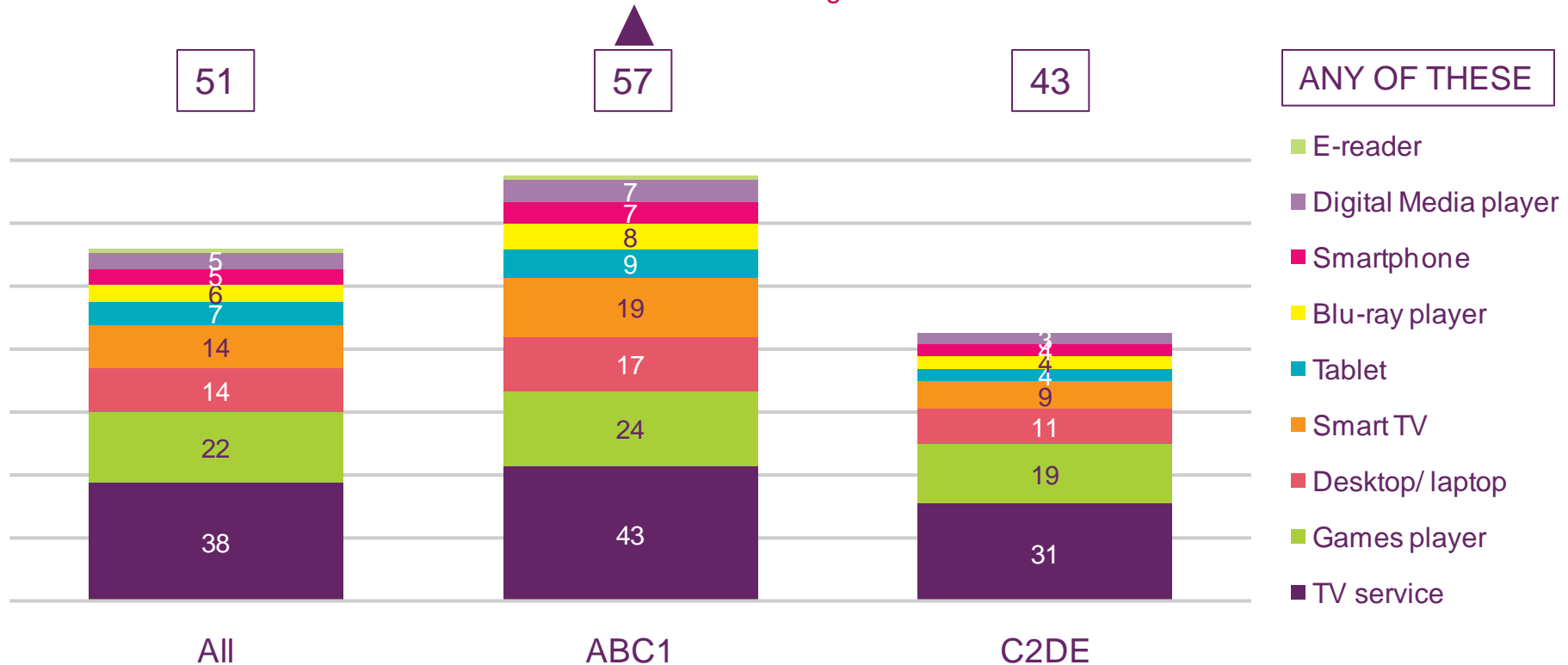


Source: Ofcom Media tracker 2014. Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Only responses >3% labelled. Prompted, multicode. Significance testing shows any difference at 'Any of these' level between any age group and all adults.

# Access to connected TV in past 12 months, by device – by socio-economic group



Q7/ Q9C/ Q10C/ Q11C/ Q13 - And which, if any of these devices have been connected to your home broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen?



Source: Ofcom Media tracker 2014. Base: All respondents (2074); ABC1 (1076); C2DE (997). Only responses  $\geq 3\%$  labelled. Prompted, multicode. Significance testing shows any difference at 'Any of these' level between socio-economic groups.



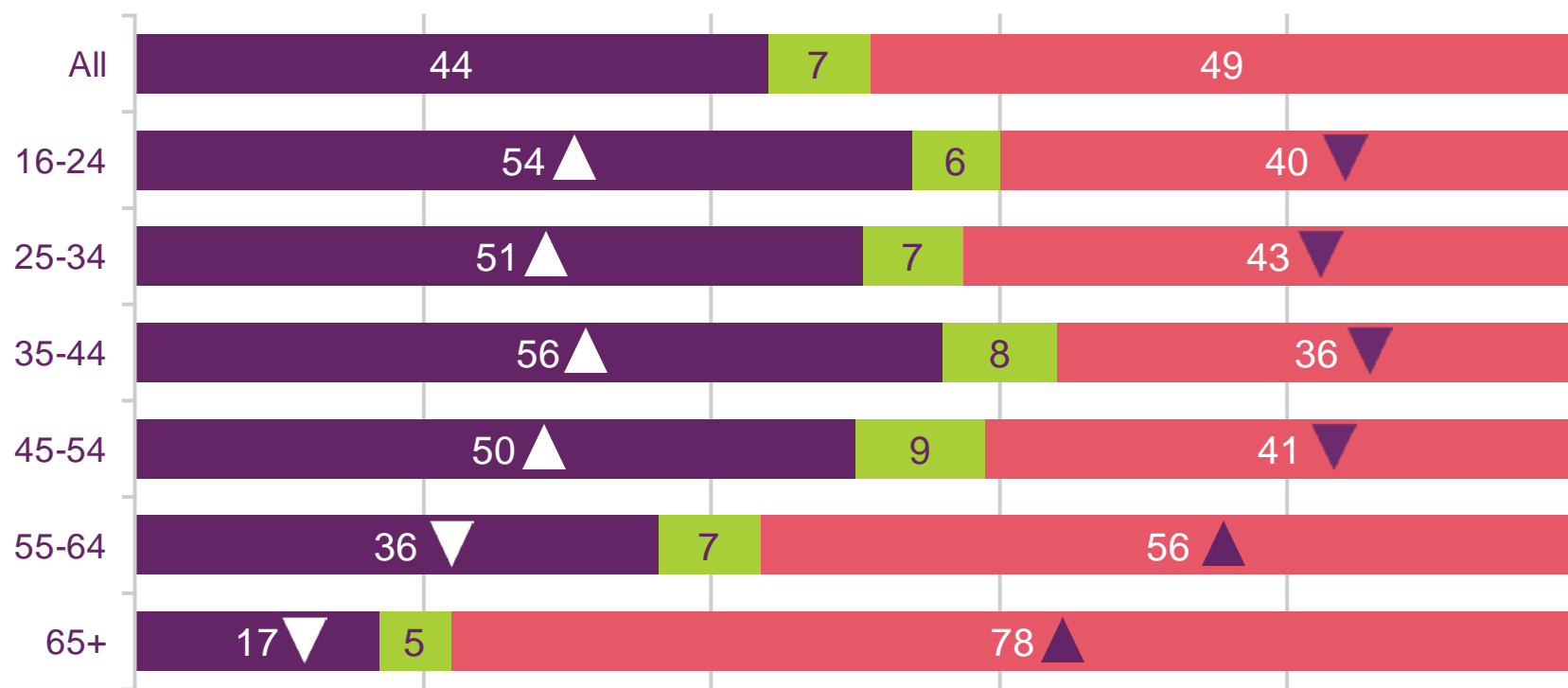
# Access to and use of connected TV in past 12 months **Ofcom**

## – by age

Q7/ Q9C/ Q10C/ Q11C/ Q13 - And which, if any of these devices have been connected to your home broadband service as well as a TV set in the home in the last 12 months to view something on the TV screen?

Q14A-H/ Q15 – Which, if any, of these activities have you used your device for in the last 12 months when connected to a TV?

■ Made use of connected TV ■ Have not made use of connected TV ■ Have not connected devices to TV set and home broadband



Source: Ofcom Media tracker 2014. Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Prompted, single code per device. Significance testing shows any difference between any age group and all adults.

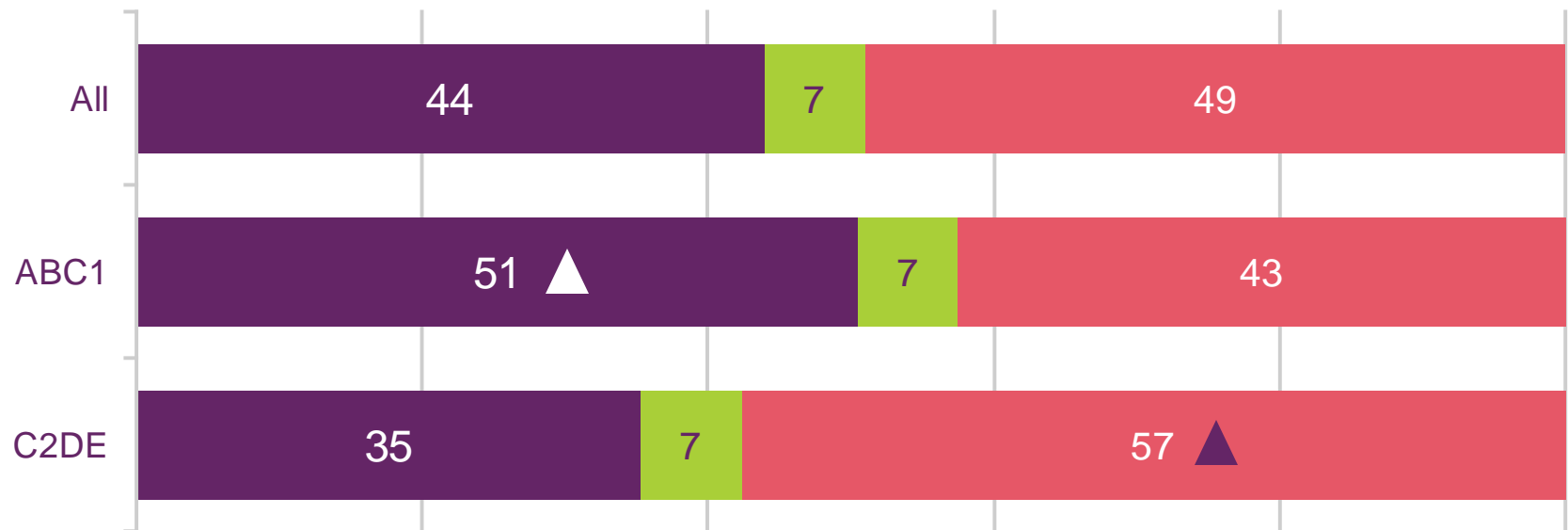
# Access to and use of connected TV in past 12 months – by socio-economic group



Q7/ Q9C/ Q10C/ Q11C/ Q13 - And which, if any of these devices have been connected to your home broadband service as well as a TV set in the home in the last 12 months to view something on the TV screen?

Q14A-H/ Q15 – Which, if any, of these activities have you used your device for in the last 12 months when connected to a TV?

■ Made use of connected TV ■ Have not made use of connected TV ■ Have not connected devices to TV set and home broadband



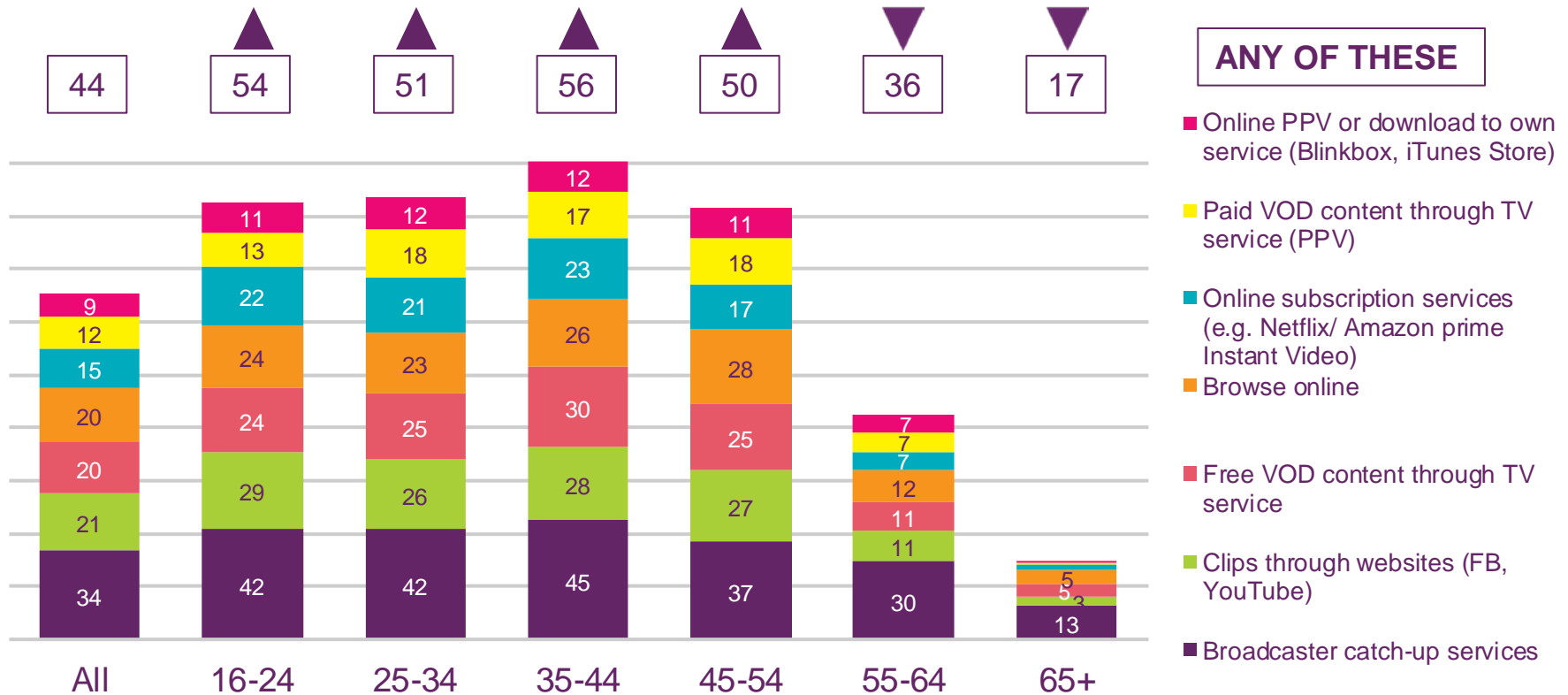
Source: Ofcom Media tracker 2014. Base: All respondents (2074); ABC1 (1076); C2DE (997). Prompted, single code per device. Significance testing shows any difference between socio-economic groups.

# Activities undertaken in past 12 months using connected TV – by age



Q7/ Q9C/ Q10C/ Q11C/ Q13 - And which, if any of these devices have been connected to your home broadband service as well as a TV set in the home in the last 12 months to view something on the TV screen?

Q14A-H/ Q15 – Which, if any, of these activities have you used your device for in the last 12 months when connected to a TV?



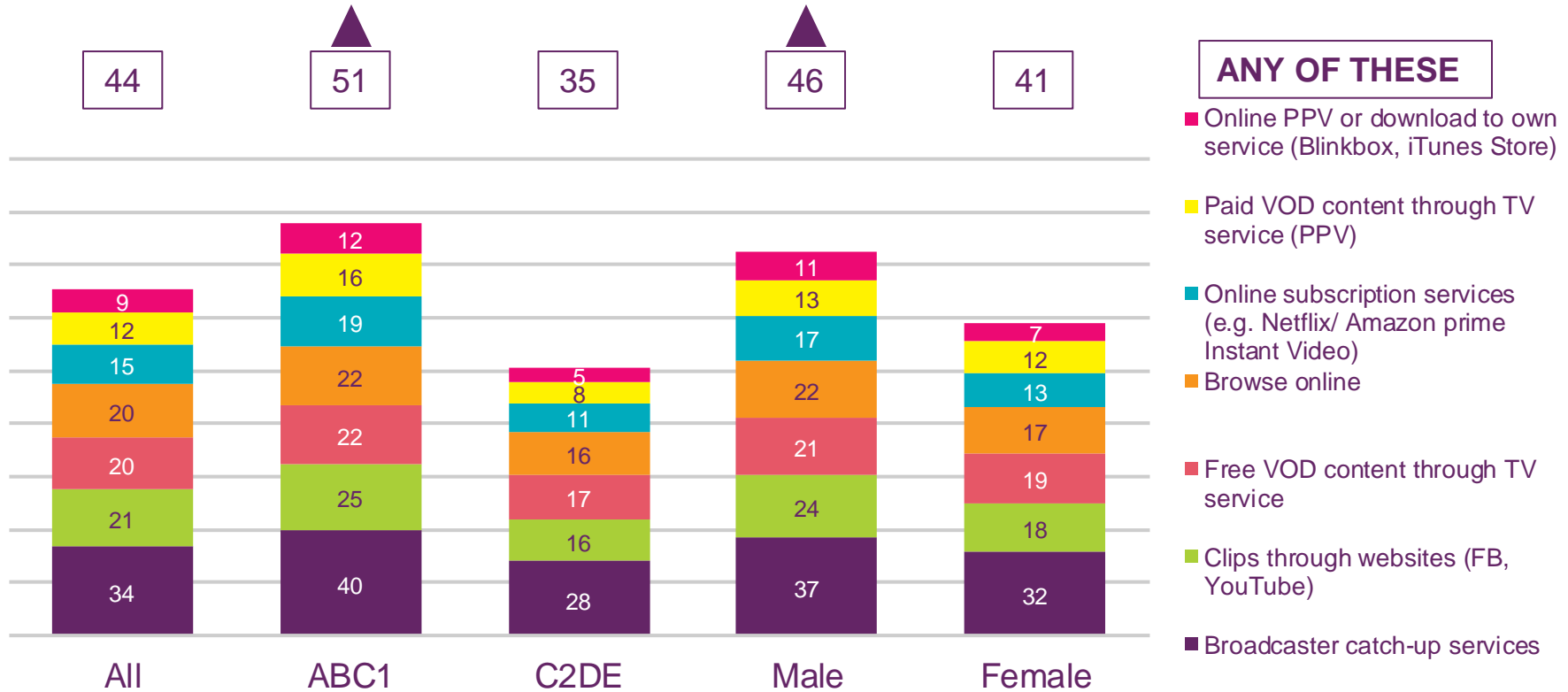
Source: Ofcom Media tracker 2014. Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Only responses  $\geq 3\%$  labelled. Prompted, multicode. Significance testing shows any difference at 'Any of these' level between any age group and all adults.

# Activities undertaken in past 12 months using connected TV – by socio-economic group and gender



Q7/ Q9C/ Q10C/ Q11C/ Q13 - And which, if any of these devices have been connected to your home broadband service as well as a TV set in the home in the last 12 months to view something on the TV screen?

Q14A-H/ Q15 – Which, if any, of these activities have you used your device for in the last 12 months when connected to a TV?



Source: Ofcom Media tracker 2014. Base: All respondents (2074); ABC1 (1076); C2DE (997); Male (1002); Female (1072). Prompted, multicode. Significance testing shows any difference between socio-economic groups or by gender.

# Use of connected TV in past 12 months, by device, among all with connected TV devices



Q7/ Q9C/ Q10C/ Q11C/ Q13 - And which, if any of these devices have been connected to your home broadband service as well as a TV set in the home in the last 12 months to view something on the TV screen?

Q14A-H/ Q15 – Which, if any, of these activities have you used your device for in the last 12 months when connected to a TV?

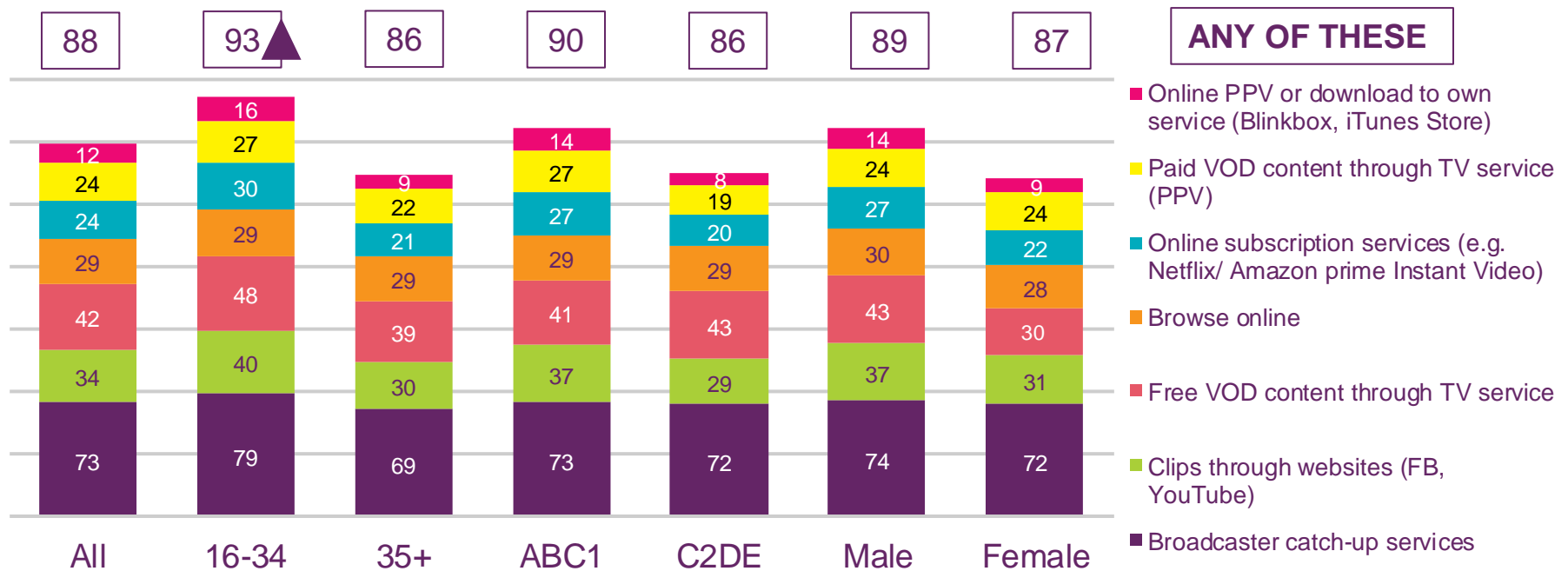
	<b>TV service</b> (38% of all adults)	<b>Games player</b> (22% of all adults)	<b>Desktop/ laptop</b> (14% of all adults)	<b>Smart TV</b> (14% of all adults)	<b>Tablet</b> (7% of all adults)	<b>Blu-ray player</b> (6% of all adults)
Broadcaster catch-up services (iPlayer etc.)	73%	24%	45%	54%	48%	39%
Clips through websites like YouTube or Facebook	34%	23%	43%	38%	52%	13%
Free VOD content through TV service	42%	12%	21%	35%	23%	13%
Browse the internet – shopping/ emails/ social media	29%	18%	48%	32%	48%	11%
Online subscription services (e.g. Netflix, Amazon Prime Instant Video)	24%	26%	25%	23%	30%	19%
Paid VOD content through TV service (pay per view)	24%	8%	13%	19%	19%	7%
Online PPV or download to own service (Blinkbox, iTunes Store etc.)	12%	14%	15%	16%	23%	8%

Source: Ofcom Media tracker 2014. Base: All who have connected device to their home broadband service and their TV set in the last 12 months - TV service (727); Games player (412); Desktop/ laptop (284); Smart TV (260); Tablet (129); Blu-ray player (117). Prompted, multicode.

# Activities undertaken in past 12 months among those with a TV connected through their TV service

Q14A – Which, if any, of these activities have you used your TV service for in the last 12 months?

Base: All connecting TV through TV service (38% of all adults)



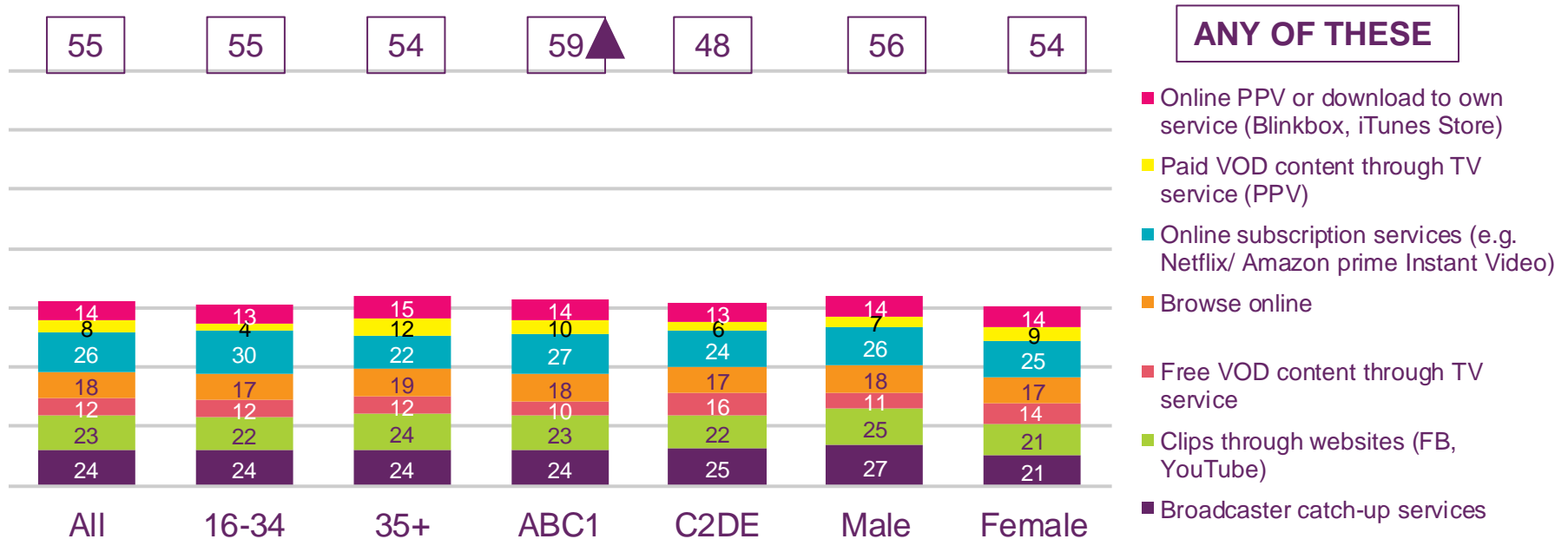
Source: Ofcom Media tracker 2014. Base: All respondents using connected TV service (727); 16-34 (256); 35+ (471); ABC1 (438); C2DE (289); Male (359); Female (368). Prompted, multicode. Significance testing shows any difference at 'Any of these' level between age groups, between socio-economic groups and by gender. NB – Analysis by device is limited to those devices where base sizes allow results to be shown for different demographic groups.

# Activities undertaken in past 12 months among those with a TV connected through their games player



Q14D – Which, if any, of these activities have you used your games player for in the last 12 months, when connected to a TV?

Base: All connecting TV through games player (22% of all adults)



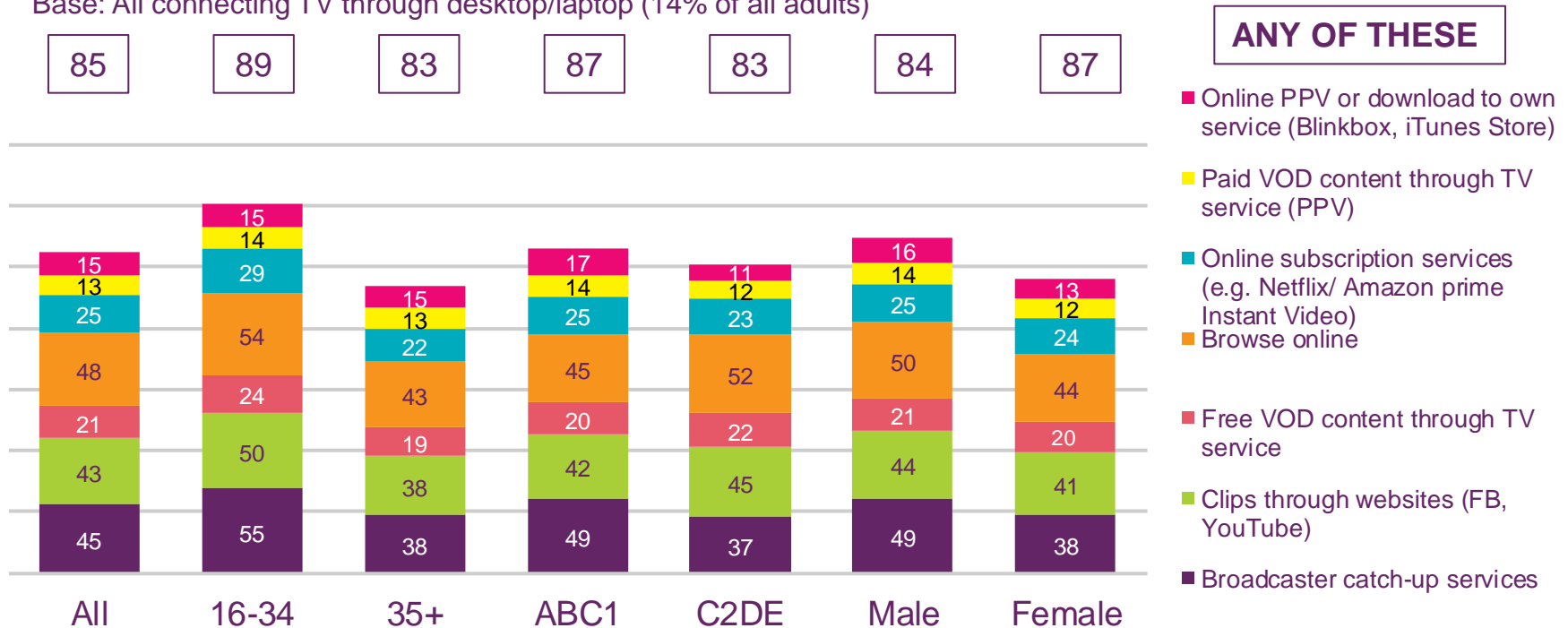
Source: Ofcom Media tracker 2014. Base: All respondents using connected games player (412); 16-34 (192); 35+ (220); ABC1 (244); C2DE (168); Male (222); Female (190). Prompted, multicode. Significance testing shows any difference at 'Any of these' level between age groups, between socio-economic groups and by gender. NB – Analysis by device is limited to those devices where base sizes allow results to be shown for different demographic groups.

# Activities undertaken in past 12 months among those with a TV connected through their desktop/ laptop



Q14E – Which, if any, of these activities have you used your desktop/ laptop for in the last 12 months, when connected to a TV?

Base: All connecting TV through desktop/laptop (14% of all adults)



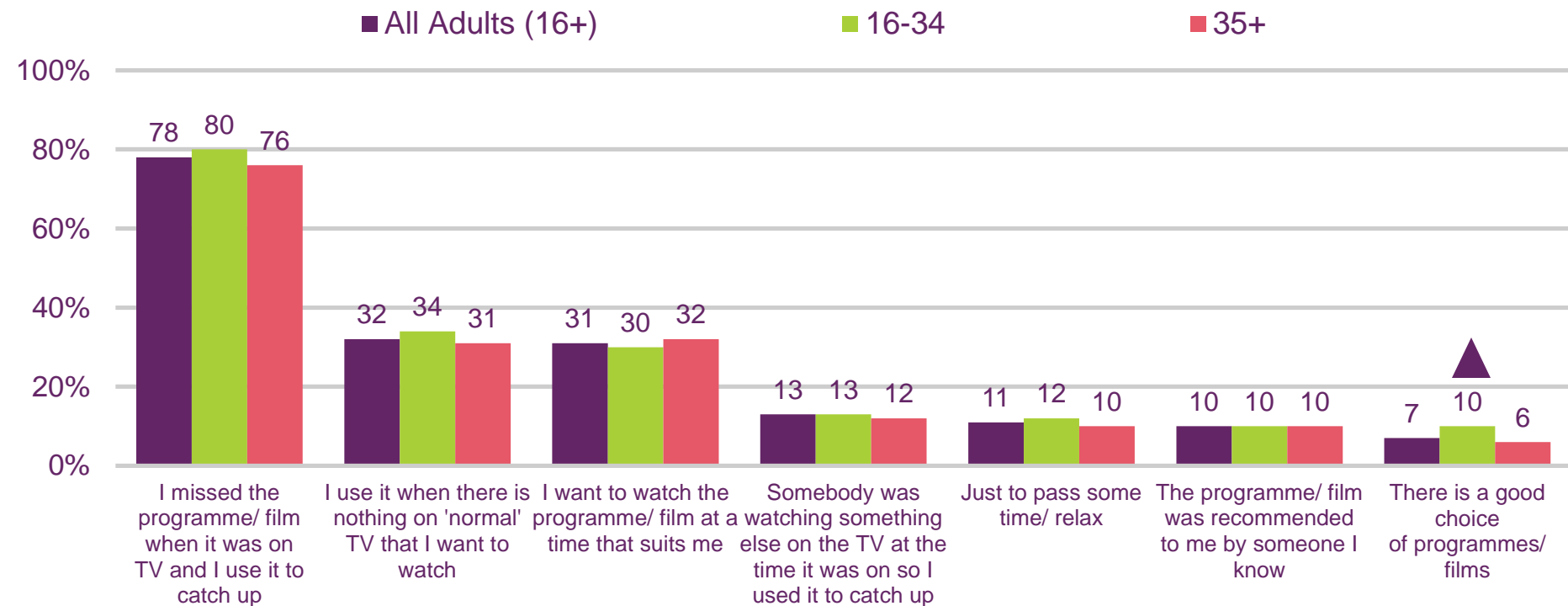
Source: Ofcom Media tracker 2014. Base: All respondents using connected desktop/ laptop (284); 16-34 (116); 35+ (168); ABC1 (180); C2DE (104); Male (168); Female (116). Prompted, multicode. Significance testing shows any difference at 'Any of these' level between age groups, between socio-economic groups and by gender. NB – Analysis by device is limited to those devices where base sizes allow results to be shown for different demographic groups.



# Reasons for using broadcaster catch-up services through connected TV – by age

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?

Base: All those who use broadcaster catch-up services through connected TV (34% of all adults)

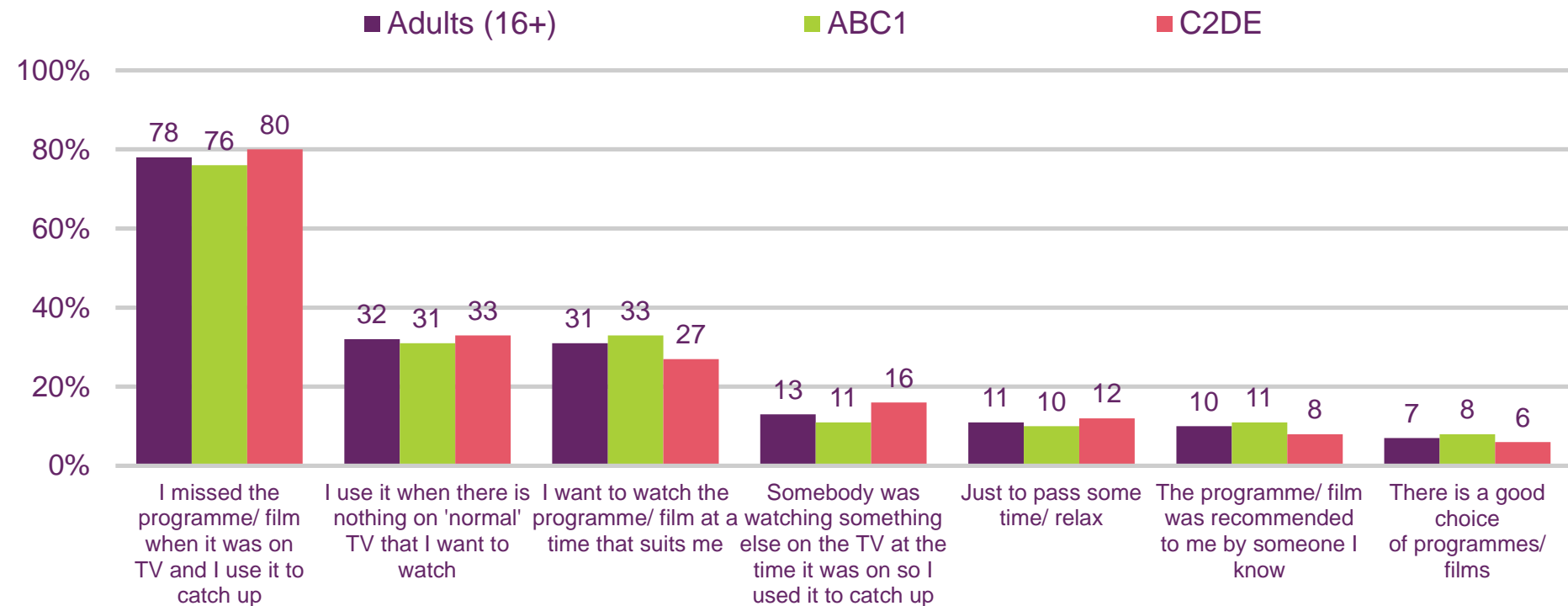


Source: Ofcom Media Tracker. Base: Those using broadcaster catch-up services through connected TV (659); 16-34 (252); 35+ (407). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference between age groups.

# Reasons for using broadcaster catch-up services through connected TV – by socio-economic group

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?

Base: All those who use broadcaster catch-up services through connected TV (34% of all adults)

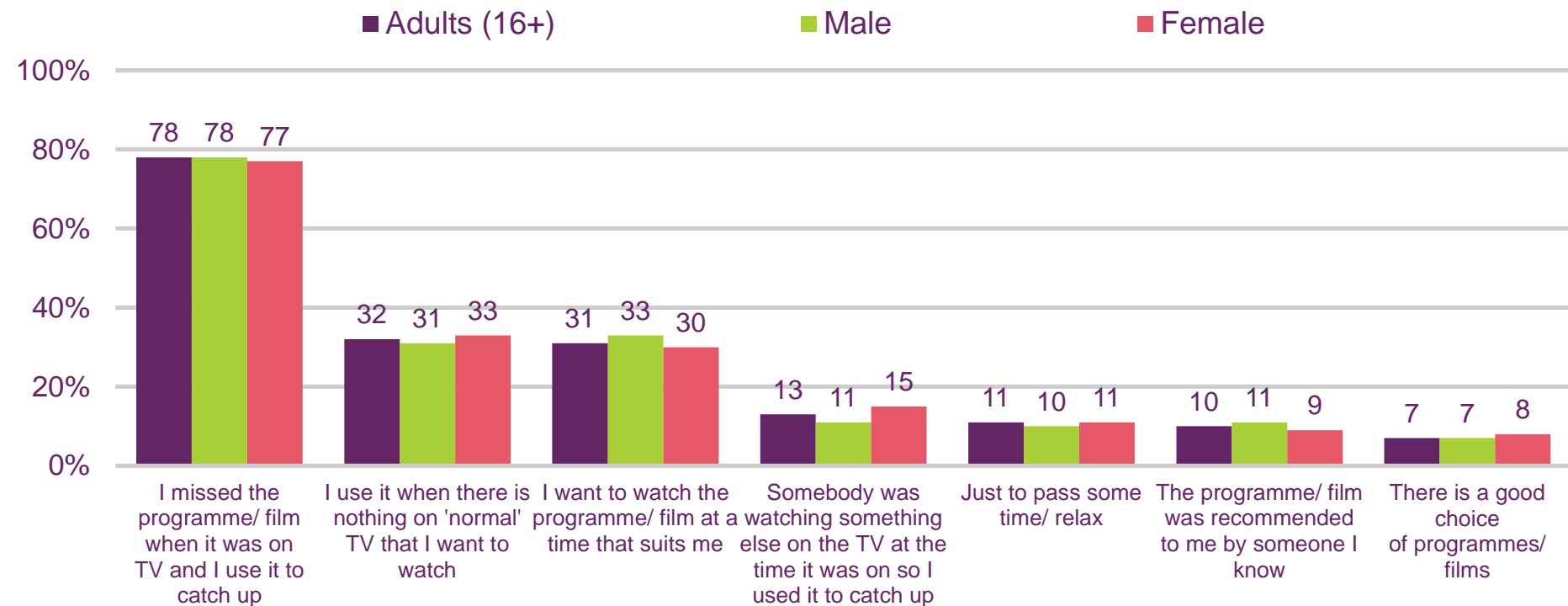


Source: Ofcom Media Tracker. Base: Those using broadcaster catch-up services through connected TV (659); ABC1 (407); C2DE (252). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference between socio-economic groups.

# Reasons for using broadcaster catch-up services through connected TV – 2014, by gender

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?

Base: All those who use broadcaster catch-up services through connected TV (34% of all adults)

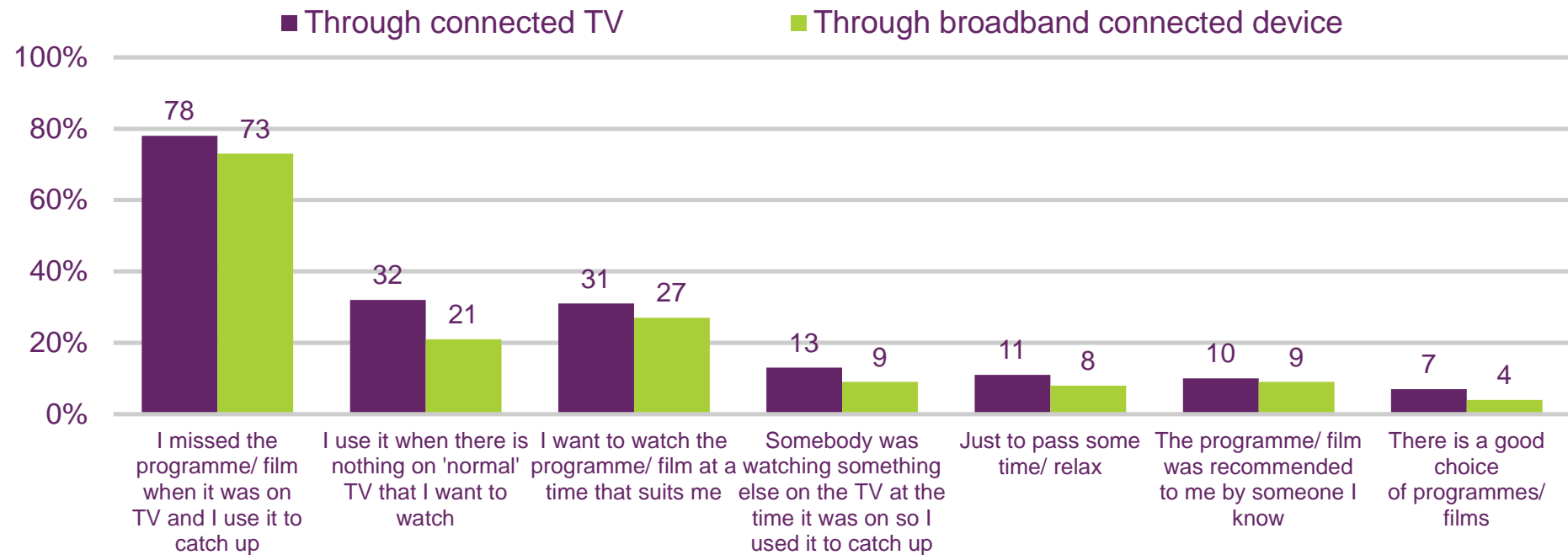


Source: Ofcom Media Tracker. Base: Those using broadcaster catch-up services through connected TV (659); Male (335); Female (324). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference by gender.

# Reasons for using broadcaster catch-up services

Q16/ Q78 - 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 (through any of those devices)?

Base: All those who use broadcaster catch-up services through connected TV (34% of all adults) or through broadband-connected devices (29% of all adults)

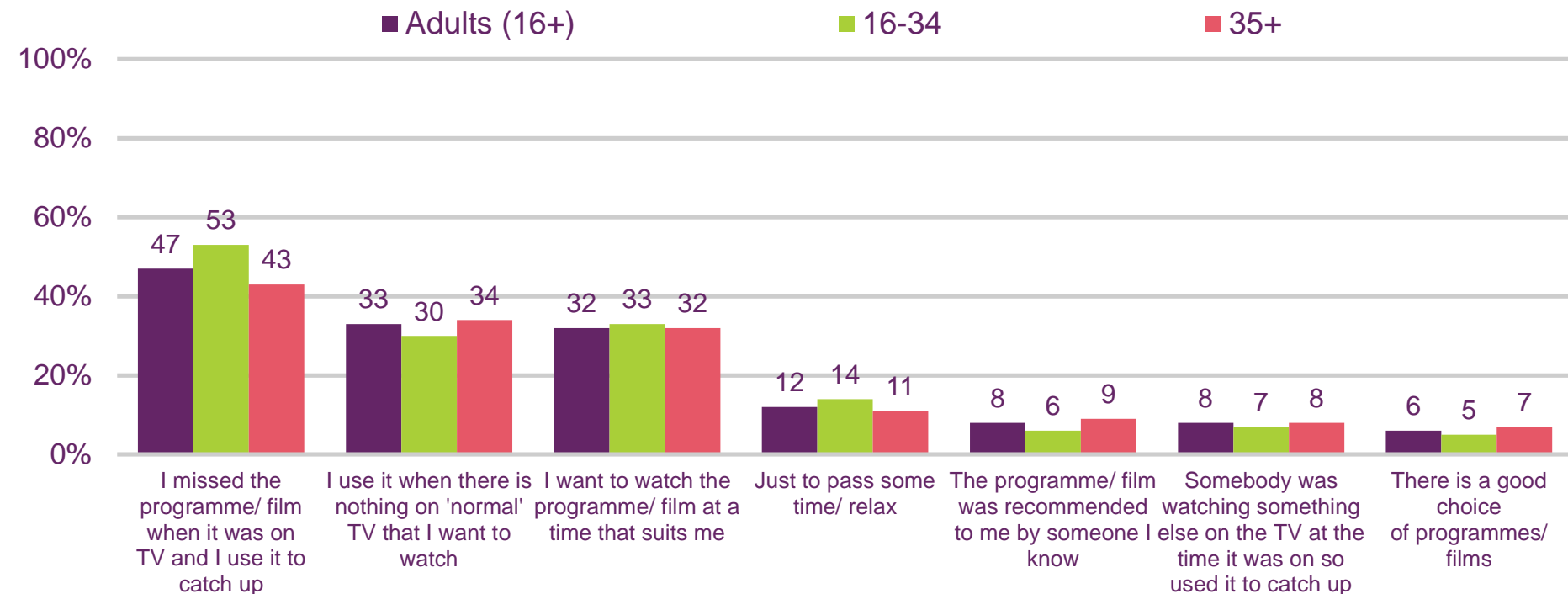


Source: Ofcom Media Tracker. Base: Those using broadcaster catch-up services through connected TV (659); through any broadband connected devices (554). Showing responses of 5% or more among all adults.

# Reasons for using free video-on-demand services through connected TV – by age

Q18 You said that 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?

Base: All those who use free video-on-demand services through connected TV (20% of all adults)

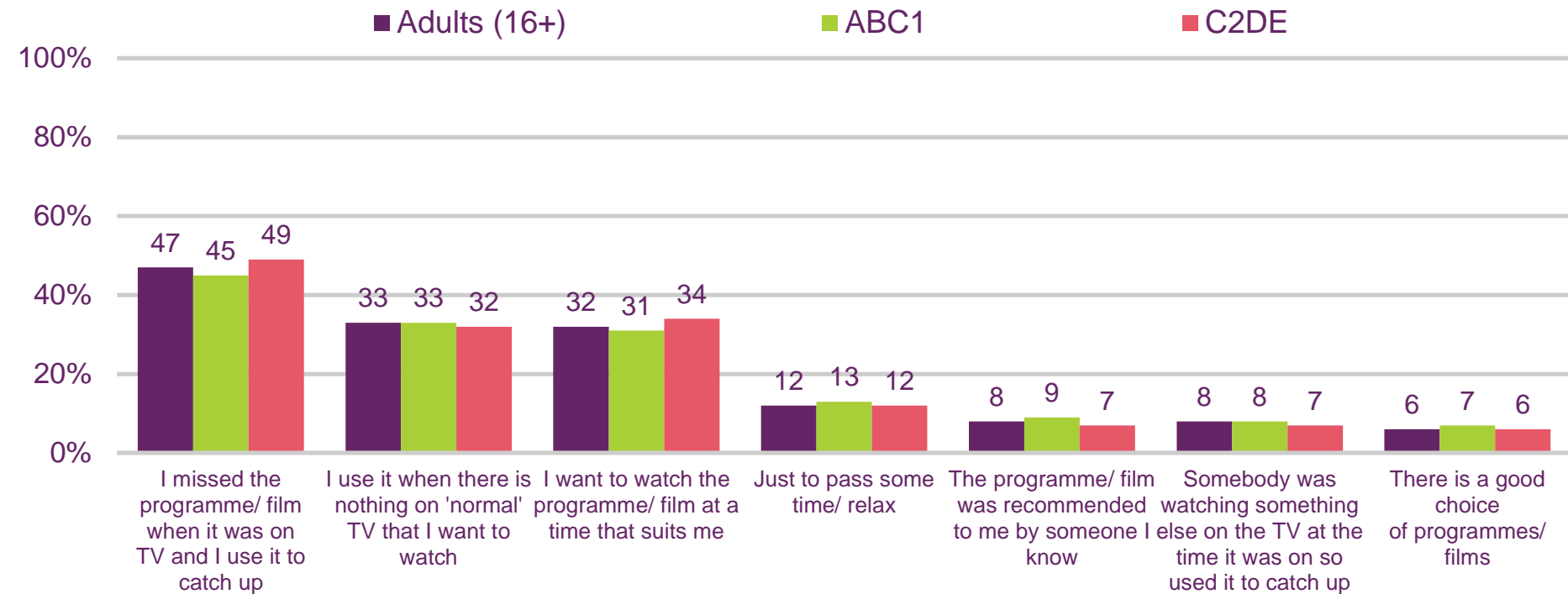


Source: Ofcom Media Tracker. Base: Those using free video-on-demand services through connected TV (370) 16-34 (147); 35+ (223). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference between age groups.

# Reasons for using free video-on-demand services through connected TV – by socio-economic group

Q18 You said that 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?

Base: All those who use free video-on-demand services through connected TV (20% of all adults)

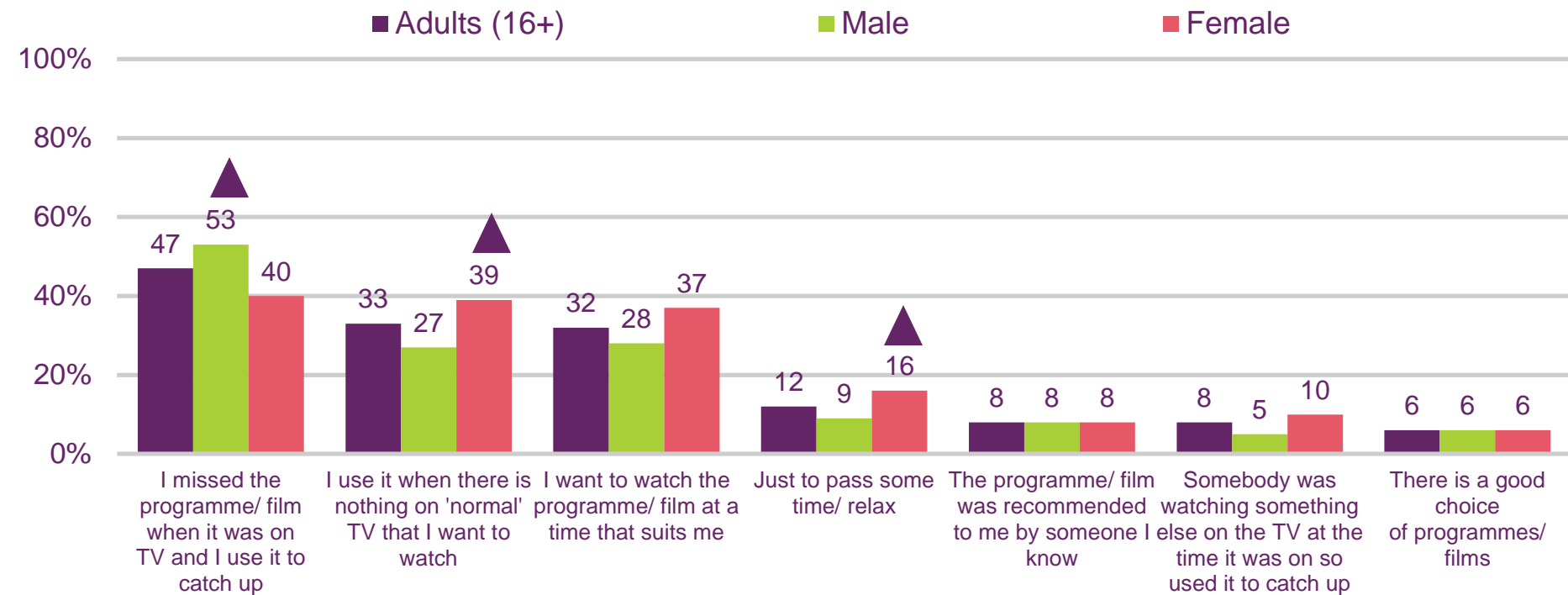


Source: Ofcom Media Tracker. Base: Those using free video-on-demand services through connected TV (370); ABC1 (221); C2DE (149). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference between socio-economic groups.

# Reasons for using free video-on-demand services through connected TV – by gender

Q18 You said that 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?

Base: All those who use free video-on-demand services through connected TV (20% of all adults)



Source: Ofcom Media Tracker. Base: Those using free video-on-demand services through connected TV (370); Male (188); Female (182). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference by gender.

## Broadband-connected devices

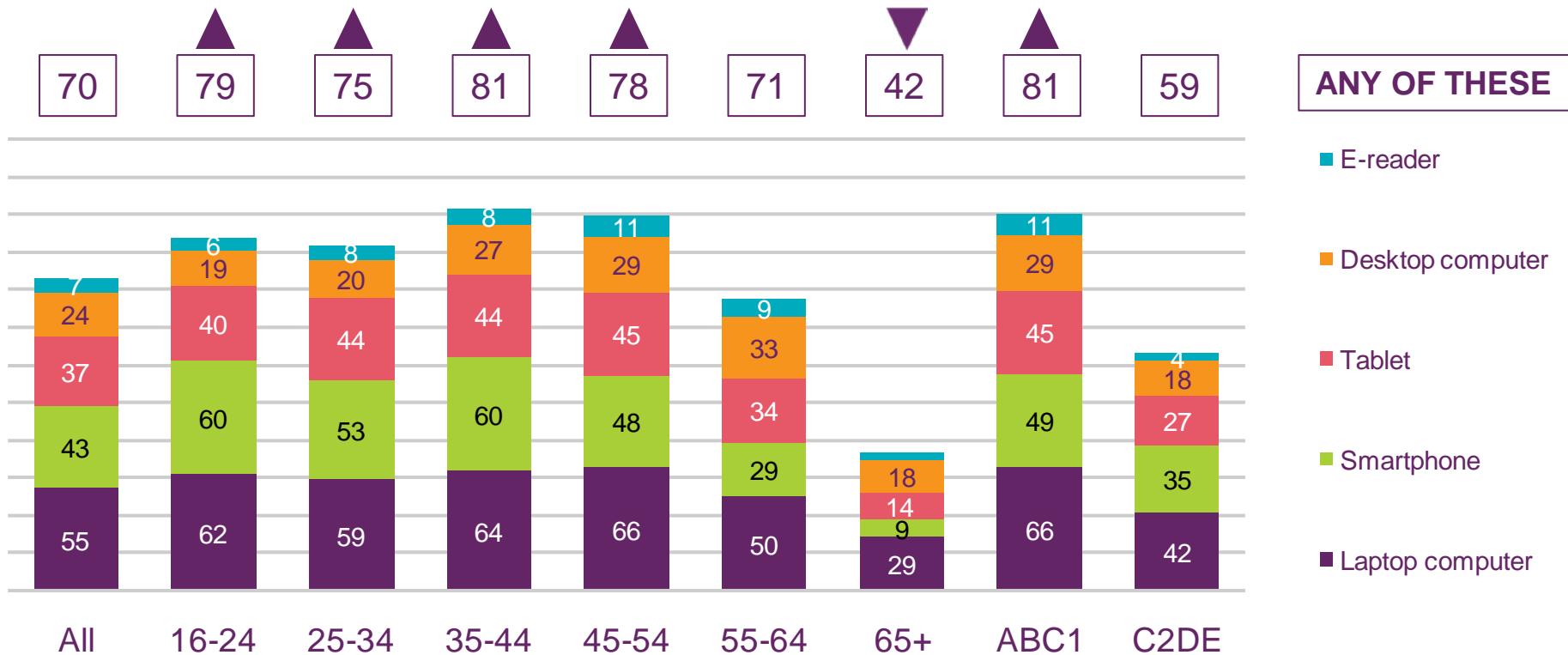
- Use of broadband-connected devices in last 12 months by device type
- Activities undertaken on broadband-connected devices at an overall level and by device
- Reasons for using broadcaster catch-up services among users of broadband-connected devices



# Use of broadband-connected devices in past 12 months, by device – by age and socio-economic group



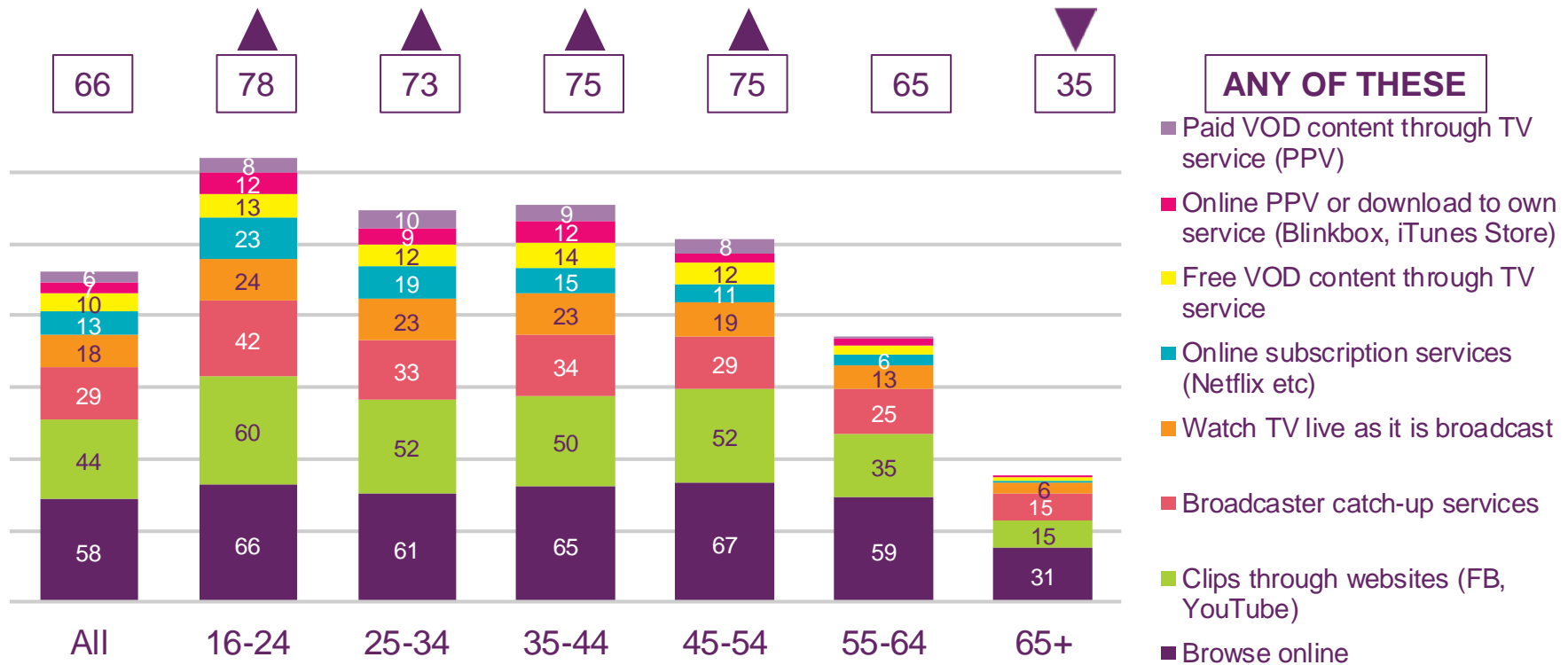
Q76 - Which, if any of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?



Source: Ofcom Media tracker 2014. Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462); ABC1 (1076); C2DE (997). Only responses >3% labelled. Prompted, multicode. Significance testing shows any difference at 'Any of these' level between any age group and all adults and any difference between socio-economic groups.

# Activities undertaken in past 12 months using a connected device – by age

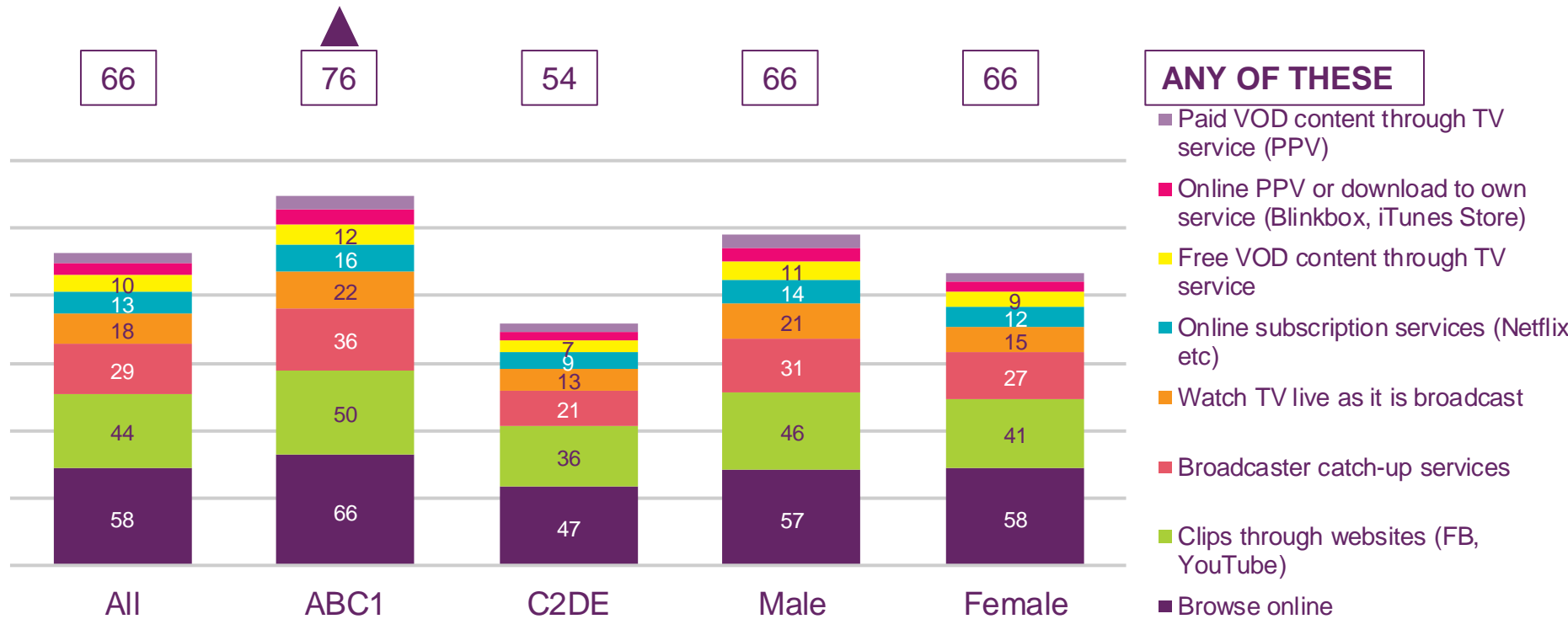
Q77A-D – Which, if any, of these activities have you gone online to do using your [device] (and the home broadband service) in the last 12 months?



Source: Ofcom Media tracker 2014. Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Only responses ≥ 6% labelled. Prompted, multicode. Significance testing shows any difference at 'Any of these' level between any age group and all adults.

# Activities undertaken in past 12 months using a connected device – by socio-economic group and gender

Q77A-D – Which, if any, of these activities have you gone online to do using your [device] (and the home broadband service) in the last 12 months?



Source: Ofcom Media tracker 2014. Base: All respondents (2074); ABC1 (1076); C2DE (997); Male (1002); Female (1072). Only responses  $\geq 6\%$  labelled. Prompted, multicode. Significance testing shows any difference at 'Any of these' level between socio-economic groups or by gender.

## Activities undertaken in past 12 months using a connected device (% of all with each connected device)

Q77A-D – Which, if any, of these activities have you gone online to do using your [device] (and the home broadband service) in the last 12 months?

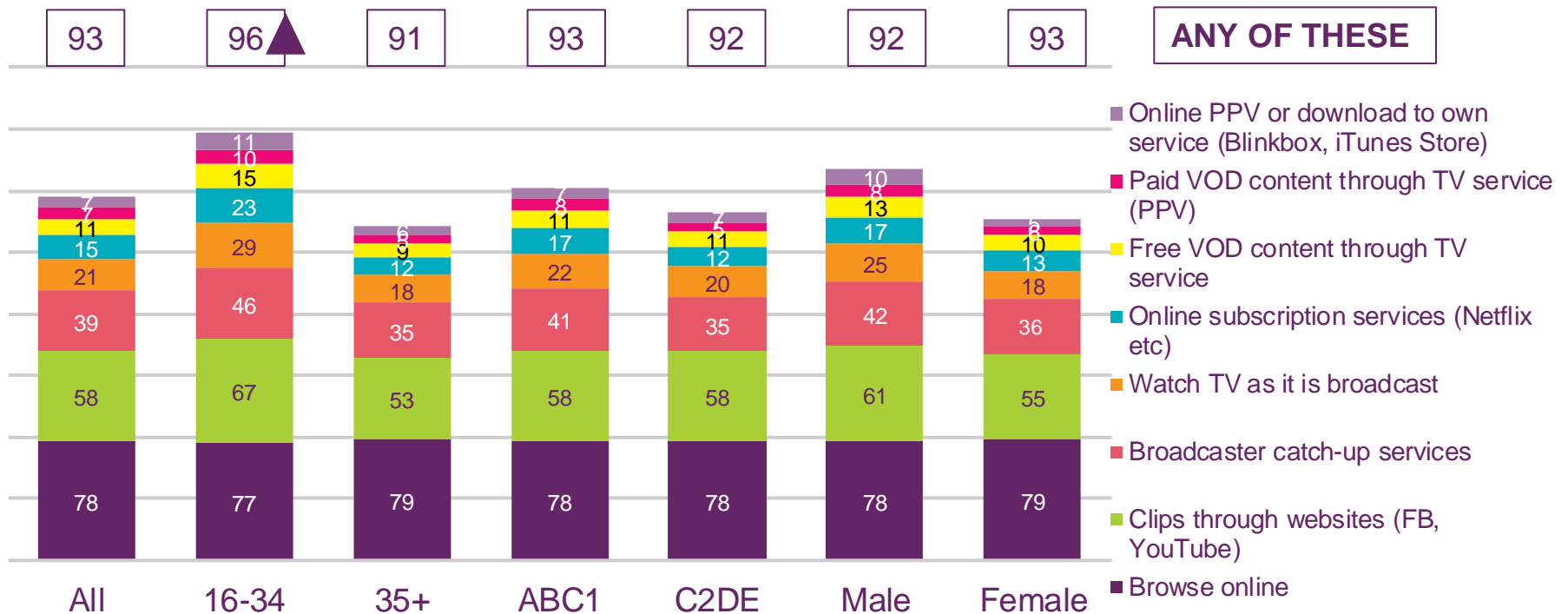
	Desktop/ laptop (63% of all adults)	Tablet (37% of all adults)	Smartphone (43% of all adults)	E-reader (7% of all adults)
Browse the internet – shopping/ emails/ social media	78%	76%	76%	38%
Clips through websites like YouTube or Facebook	58%	58%	59%	12%
Broadcaster catch-up services (iPlayer etc.)	39%	36%	17%	8%
Watch TV live as it is broadcast	21%	25%	15%	2%
Online subscription services (Netflix, Amazon Prime Instant Video etc.)	15%	16%	11%	6%
Free VOD content through TV service	11%	12%	9%	3%
Online PPV or download to own service (Blinkbox, iTunes Store etc.)	7%	11%	9%	2%
Paid VOD content through TV service (pay per view)	7%	8%	6%	5%

Source: Ofcom Media tracker 2014. Base: All who have connected device to their home broadband service in the last 12 months - Desktop/ laptop (1,242); Tablet (708); Smartphone (796); E-reader (141). Prompted, multicode.

# Activities undertaken in past 12 months among those with a connected desktop/laptop

Q77A – Which, if any, of these activities have you gone online to do using your desktop/ laptop computer in the last 12 months?

Base: All using home broadband-connected desktop/laptop (63% of all adults)



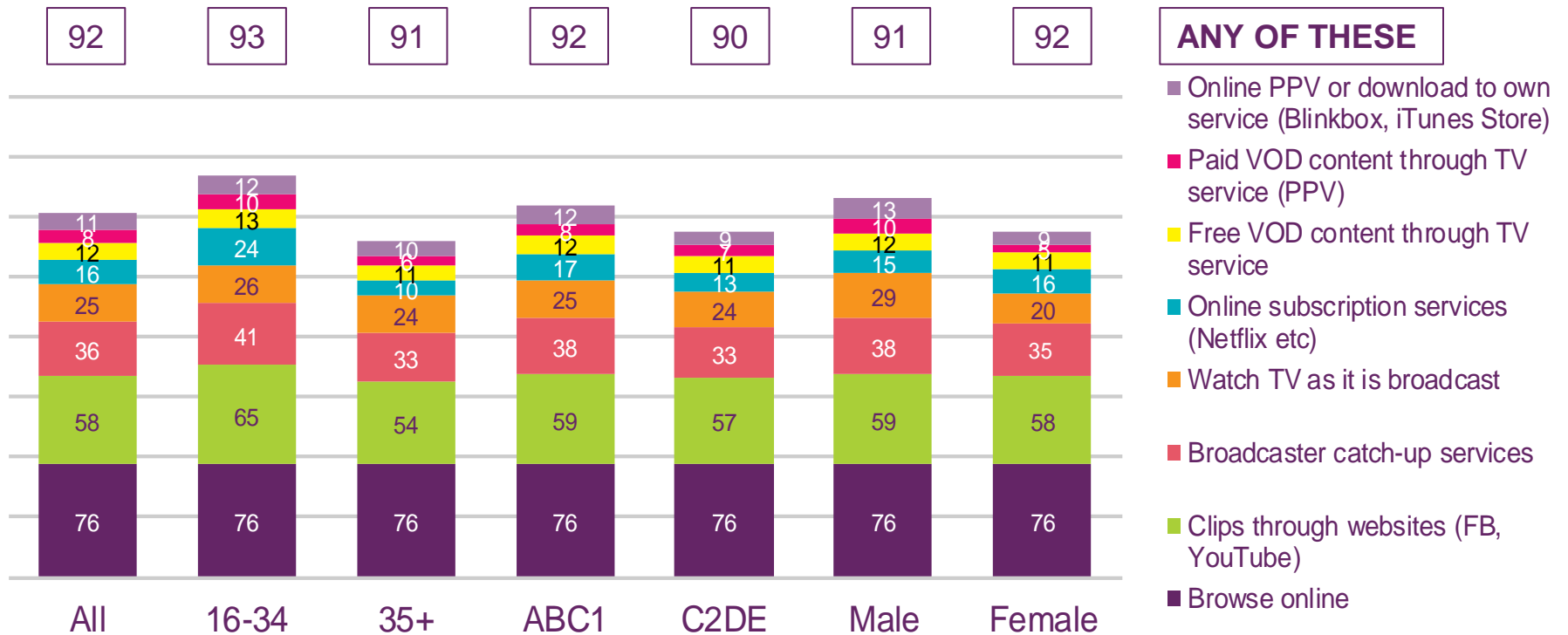
Source: Ofcom Media tracker 2014. Base: All respondents using home broadband connected desktop/ laptop (1,242); 16-34 (395); 35+ (847); ABC1 (777); C2DE (465); Male (617); Female (625). Prompted, multicode. Significance testing shows any difference at 'Any of these' level between age groups, between socio-economic groups and by gender. NB – Analysis by device is limited to those devices where base sizes allow results to be shown for different demographic groups.

# Activities undertaken in past 12 months among those with a connected tablet



Q77B – Which, if any, of these activities have you gone online to do using your tablet computer in the last 12 months?

Base: All using home broadband-connected tablet (37% of all adults)



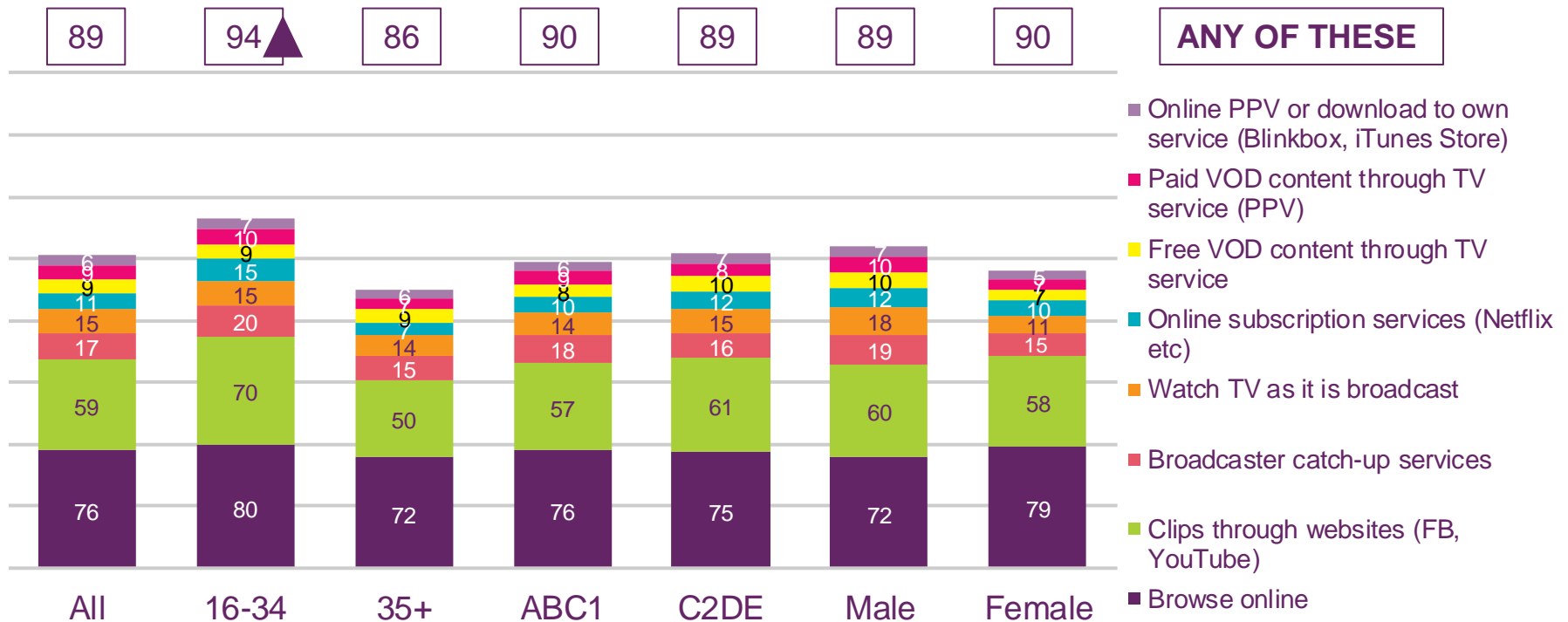
Source: Ofcom Media tracker 2014. Base: All respondents using home broadband-connected tablet (708); 16-34 (256); 35+ (452); ABC1 (460); C2DE (248); Male (349); Female (359). Prompted, multicode. Significance testing shows any difference at 'Any of these' level between age groups, between socio-economic groups and by gender. NB – Analysis by device is limited to those devices where base sizes allow results to be shown for different demographic groups.

# Activities undertaken in past 12 months among those with a connected smartphone



Q77C – Which, if any, of these activities have you gone online to do using your smartphone in the last 12 months?

Base: All using home broadband-connected smartphone (43% of all adults)

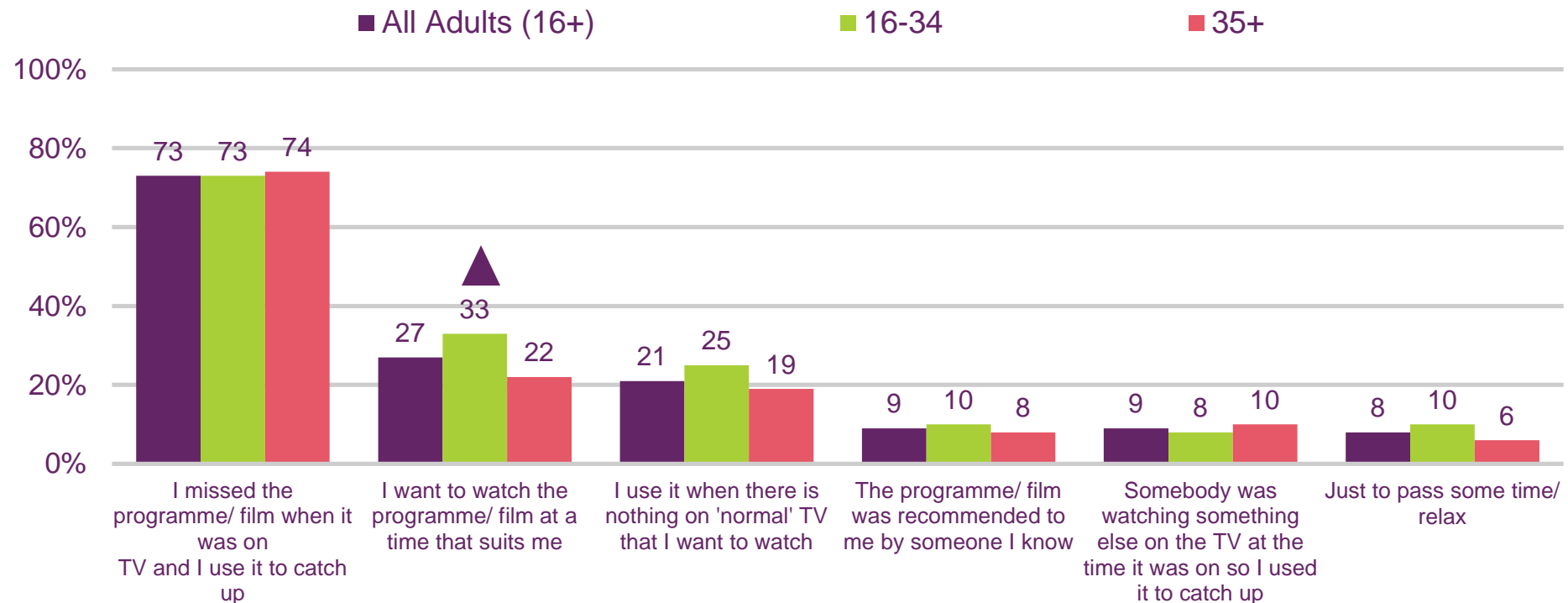


Source: Ofcom Media tracker 2014. Base: All respondents using home broadband-connected smartphone (796); 16-34 (336); 35+ (460); ABC1 (494); C2DE (302); Male (398); Female (398). Prompted, multicode. Significance testing shows any difference at 'Any of these' level between age groups, between socio-economic groups and by gender. NB – Analysis by device is limited to those devices where base sizes allow results to be shown for different demographic groups.

# Reasons for using broadcaster catch-up services through broadband connected devices – 2014, by age

Q78 – 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 through any of those devices for?

Base: All those who use broadcaster catch-up services through broadband-connected devices (29% of all adults)



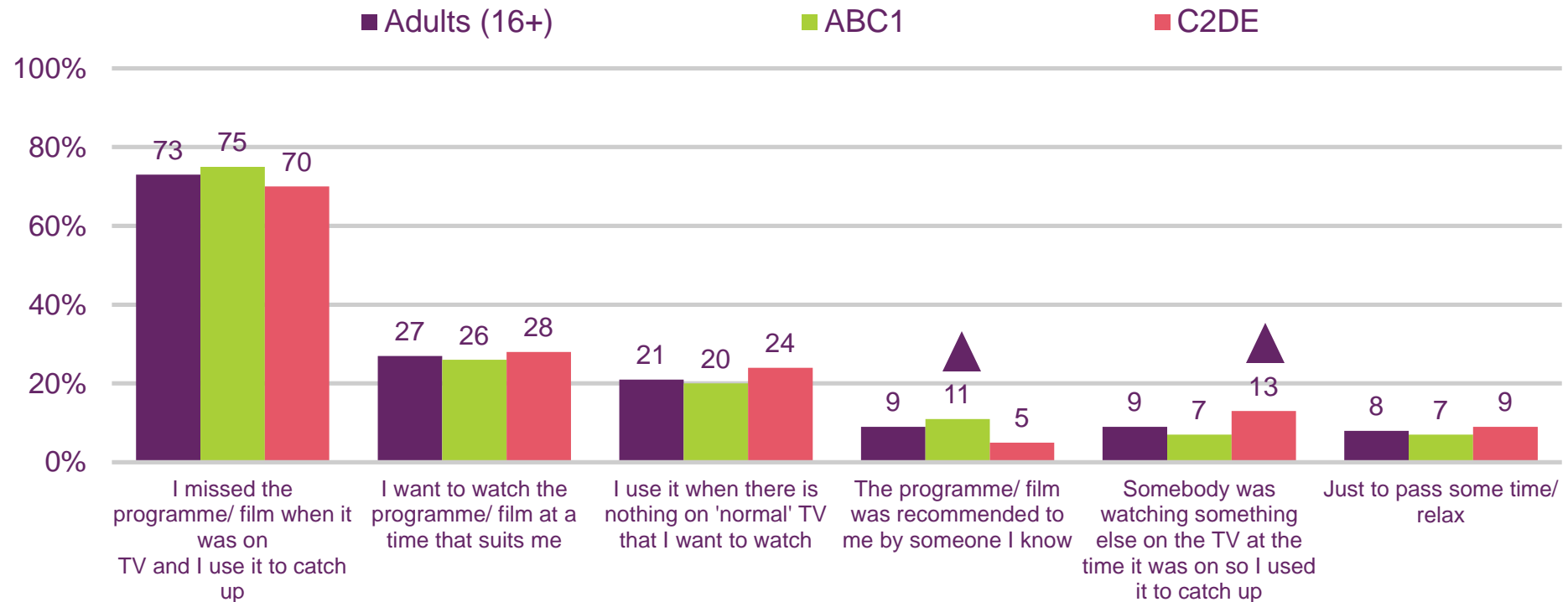
Source: Ofcom Media Tracker. Base: Those using broadcaster catch-up services through any broadband connected devices (554); 16-34 (219); 35+ (335). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference between age groups.



# Reasons for using broadcaster catch-up services through broadband-connected devices – 2014, by socio-economic group

Q78 – 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 through any of those devices for?

Base: All those who use broadcaster catch-up services through broadband-connected devices (29% of all adults)

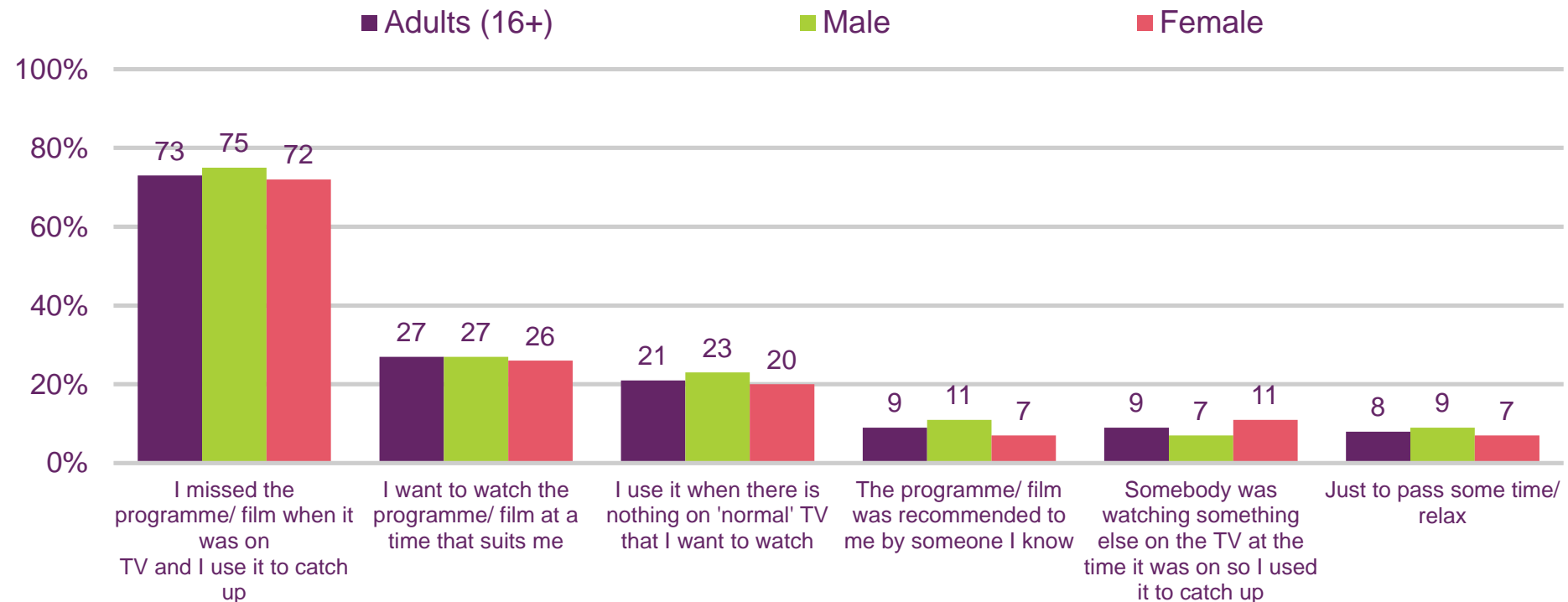


Source: Ofcom Media Tracker. Base: Those using broadcaster catch-up services through any broadband connected devices (554); ABC1 (363); C2DE (191). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference between socio-economic groups.

# Reasons for using broadcaster catch-up services through broadband-connected devices – 2014, by gender

Q78 – 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 through any of those devices for?

Base: All those who use broadcaster catch-up services through broadband-connected devices (29% of all adults)



Source: Ofcom Media Tracker. Base: Those using broadcaster catch-up services through any broadband-connected devices (554); Male (286); Female (268). Unprompted, multicode. Showing responses of 5% or more among all adults. Significance testing shows any difference by gender.